

January 2021

Leisure Review: Inc Impact of COVID-19 - UK

“2020 has been a very difficult year for the UK leisure market. The uncertain economic climate will continue to pose a threat to discretionary spending once restrictions are lifted following yet another lockdown in early 2021, while fear of catching the virus will continue to feed feelings of discomfort in ...

December 2020

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The November lockdown of England will bring the already fragile economic recovery to a sharp halt. The Office of Budget Responsibility expects the UK's economic output to fall by 11.3% over the course of the year, before growing by 5.5% in 2021, and finally recovering to pre-COVID levels ...

Visitor Attractions: Inc Impact of COVID-19 - UK

“2020 has been a very difficult year for the UK visitor attractions sector. Visitor numbers have plummeted due to lockdowns, while restrictions on domestic travel and deeply depressed levels of inbound tourism present major barriers to recovery. While social distancing measures are now core features of the visitor experience, venues ...

November 2020

Spectator Sports: Inc Impact of COVID-19 - UK

“COVID-19's effective shutdown of the spectator sports market for more than three quarters of the year will cut consumer spending on event attendance by 79% in 2020.

Leisure Time: Inc Impact of COVID-19 - UK

“During the COVID-19 lockdown, the closure of out-of-home venues gave at-home leisure experiences a chance to thrive. While most venues reopened during the summer of 2020, recovery efforts have been hampered by capacity restrictions, consumer wariness and new regional and national lockdowns. As a result, consumers will continue to seek ...

October 2020

Sports Participation: Inc Impact of COVID-19 - UK

“Enthusiasm for sport has remained strong throughout a period in which the venue closures and operating restrictions of the COVID-19 pandemic have badly damaged market value. While this retained interest – supplemented by a new prioritisation of mental

wellbeing in the next normal – offers a path to revived growth ...

September 2020

Health and Fitness Clubs: Inc Impact of COVID-19 - UK

“While some Brits are still nervous about visiting or returning to a gym, people are prioritising both their physical and mental health more than ever. Operators will need to develop more holistic services that enable consumers to incorporate activity from outside the gym, and harness new technologies for progress tracking ...

Leisure Centres and Swimming Pools: Inc Impact of COVID-19 - UK

“Public leisure centres and swimming pools have been badly hit by the COVID-19 crisis and face a long road to recovery. The pace at which they move along it will be determined by the government’s appetite for state support and the ability of operators and local authorities to move beyond ...

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The UK is in the midst of its deepest recession on record. However, the recovery has already started, with monthly GDP growth in May and June. However, the winding down of state support for businesses presents renewed threats that could derail the recovery and is expected to lead to significant ...

August 2020

Performing Arts: Inc Impact of COVID-19 - UK

“Audiences will eventually return, the absence making them hungrier than ever for the excitement of live shared experience, though sadly some venues may never reopen. The sector has faced this crisis with characteristic creativity and ‘the-show-must-go-on’ resilience. Innovative responses include livestreamed and other in-home experiences, outdoor and drive-in events, which ...

Exercise Trends: Inc Impact of COVID-19 - UK

“Competition between the offline and online fitness markets has intensified, and operators on both sides are racing to incorporate the best of both. Venue operators will need to expand their digital content offers and emphasise their position at the centre of communities. Digital brands should use individuals’ data to offer ...

Health and Technology: Inc Impact of COVID-19 - UK

“Consumer health technology is a rapidly emerging field brought into sharp focus by the COVID-19 pandemic. Apps and services to aid managing diet, exercise, mental health and nutrition will help consumers navigate an

uncertain and difficult period in the short term. Health technology's longer-term potential is in delivering tools for ...

July 2020

Gambling Review: Inc Impact of COVID-19 - UK

“The resilience of online activity is limiting the gambling market's overall value losses during the COVID-19 crisis, but the retail segment has been badly hit by the lockdown and remains vulnerable to a prolonged post-pandemic recession despite being well-placed to manage social distancing and offer the interaction and escapism people ...

June 2020

The Impact of COVID-19 on Out-of-Home Leisure - UK

“COVID-19 will inflict severe damage to the out-of-home leisure industry over the next few years, whilst sectors that were already struggling, such as nightclubs, may never fully recover. However the crisis will also prove to be the catalyst for the launch and development of more digital services that allow consumers ...

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“COVID-19 has had a profound impact on British consumers and businesses, shutting down major sections of the economy and having a serious effect on job security. As a result, consumer confidence has taken a dive, while concerns about the impact of Brexit have spiked as people consider the implications of ...

May 2020

Cycling: Inc Impact of COVID-19 - UK

“The COVID-19 crisis and its economic impact have ushered in a period of unprecedented volatility in the cycling market. The crisis has provided a boost to demand in the immediate term, but bike sales are likely to contract as an anticipated deep recession bites. The likely repercussions of COVID-19 on ...

Casinos: Inc Impact of COVID-19 - UK

“The domination of casino gaming revenues by online operations offers some insulation from the worst effects of the coronavirus pandemic for the market overall, but a prolonged lockdown and slow recovery could badly damage its high street segment. The hit to revenues will also undermine high street operators' ability to ...

March 2020

Leisure Outlook - UK

Consumers and the Economic Outlook - UK

“The coronavirus outbreak presents a catastrophic threat to the sector both in the short- and long term. Meeting Brits in the home can help mitigate losses for some, for example through virtual entertainment and delivery food services. Transparency and flexibility will be welcomed by consumers.”

“The UK left the EU with consumers still expecting Brexit to have a negative overall effect, but with much more positive views than in previous months. The clarity provided by the General Election and delivery of Brexit, continued high employment and above-inflation wage rises, have combined to pushed Mintel’s consumer ...

February 2020

Hobbies and Interests - UK

“The power of hobbies to improve mental wellbeing is set to drive growth throughout 2020. Meanwhile, creative hobbies are enjoying a renewed interest from younger crowds as urbanites look to switch off in the digital age and spend quality time with friends.”

January 2020

Major Sporting Events - UK

“Strong public interest in major sporting events will take on a wider significance in the coming decade as the UK seeks to use its status as a top tier sports host to promote post-Brexit Britain on the global stage.”

– **David Walmsley, Senior Leisure Analyst**