

June 2011

Sports Marketing and Sponsorship - UK

Sport continues to dominate the UK sponsorship market in both value and volume terms and has weathered the worst of the recession thanks to continuing inflows of new sponsors attracted by its ability to speak to large, engaged audiences in an otherwise fragmented marketing landscape, and to the injection of ...

Coach Holidays - UK

This report considers the recession's impact on coach holidays and how they have fared in the post-recession period. It looks at what the 'staycation' trend has meant for the market, how the domestic and overseas segments have performed and forecasts volume and value data of both for the next five ...

Health and Fitness Clubs - UK

For the UK health and fitness clubs industry, it has been a case of 'battening down the hatches' during the past two years. Most operators have seen business decline or at best stay relatively flat as consumers have cut back their spending on discretionary products and services.

May 2011

Cinemas - UK

Although cinema admissions fell back in 2010 after a period of three successive years of growth, the value of the industry continued to grow, reflecting the substantial boost which it has been given by the development of 3D films, which attract a 30-40% price premium over standard 2D movies.

Sports Goods Retailing - UK

The UK sports goods retailing market has in recent years benefited from rising levels of sports participation and regular one-off boosts to trade from major events such as football's FIFA World Cup. Alongside this, the continued contribution of fashion and general leisurewear purchasing has also helped insulate sales against the ...

Social Media and Networking - UK

This report considers the world of social media, giving an overview of the various online services that facilitate social experiences. In particular, this report investigates how members, as well as companies and advertisers, are using and responding to social networks.

April 2011

Spectator Sports - UK

Although the economy is now no longer officially in recession, economic growth continues to be weak, with Q4 2010 seeing GDP slip back into negative territory.



Leisure - UK

For 2011, the story is likely to focus around public sector budget cutbacks, which are leading to substantial job losses.