

## Nightclubs - UK - May 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The potential of smartphones within the nightclubs market, in terms of promotion, booking and in-club behaviour, is still underexplored. However, high interest in such features among young club goers suggests the smartphone is set to become a far greater element of nightclub visits in the coming years.”  
– Rebecca McGrath, Leisure Analyst

### This report looks at the following areas:

- Nightclubs need greater differentiation
- The role of nightclub apps is set to expand

The UK nightclub industry is struggling, with half of venues estimated to have closed within the last ten years. Mintel estimates that nightclub admissions and revenue have both declined by 4% in 2015, with admissions forecast to fall by a further 14% by 2020 and revenue by 16%.

The decline in the market is the result of numerous factors including the economic downturn, increases in student tuition fees and increasingly tight regulation from local councils and police. Nightclubs are also still navigating the impact of late-night bars following changes to licensing legislation in 2005. Mintel's research shows many club goers now actually have a preference for the late bar experience rather than that of a nightclub. As a result major operators are choosing to invest in more hybrid nightclub-bars venues.

Going forward nightclubs need to focus on increased differentiation, whether through more themed occasions or live music, to help reinvigorate excitement around the nightclub experience. Better utilisation of smartphone technology, in terms of promotion and visiting behaviour, also offers many opportunities.

BUY THIS  
REPORT NOW

VISIT:  
[store.mintel.com](http://store.mintel.com)

CALL:  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

EMAIL:  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Nightclubs - UK - May 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know

Covered in this report

### Executive Summary

The market

Nightclub admissions and revenue continue to decline

Figure 1: UK nightclub admissions, 2010-20

Figure 2: UK nightclub revenues, 2010-20

Companies and brands

Deltic announces profit in spite of market decline

Figure 3: Leading UK nightclub operators, by number of clubs, April 2016

The consumer

Only 15% visit a nightclub once a month or more

Figure 4: Nightclub visiting habits, March 2016

Many are visiting a bar/pub first

Figure 5: Nightclub behaviour, March 2016

Expense is a major issue

Figure 6: Problems with nightclubs, March 2016

Live music attracts visits

Figure 7: Influencing factors, March 2016

Younger clubbers are interested in apps

Figure 8: Attitudes towards nightclubs, March 2016

What we think

### Issues and Insights

Nightclubs need greater differentiation

The facts

The implications

People want something different

Music is a great draw

The role of nightclub apps is set to expand

The facts

The implications

### The Market – What You Need to Know

Nightclub admissions and revenue continue to decline

Nearly half of nightclubs have closed in 10 years

Student numbers declining and fees add extra burden

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Nightclubs - UK - May 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Consumer financial confidence could give the market a boost  
 London's 24-hour Tube system to increase travel opportunities  
 Regulation challenges nightclub industry  
 More young teetotallers may cut into key customer base

## Market Size and Forecast

Nightclub admissions and revenue continue to decline  
 Figure 9: UK nightclub admissions, 2010-20  
 Figure 10: UK nightclub revenues, 2010-20  
 Forecast methodology

## Market Drivers

Nearly half of nightclubs have closed in the past 10 years  
 Student numbers are declining ...  
 Figure 11: Trends in the number of students at UK higher education establishments, 2005/06-2014/15  
 ... and student tuition fees add a further burden  
 Consumer financial confidence could give market a boost  
 Figure 12: Trends in how respondents would describe their financial situation, February 2009-February 2016  
 High competition for leisure time  
 Figure 13: Leisure activity participation in the past 12 months, August 2015  
 London's 24-hour Tube system increases travel options  
 Greater regulation challenges nightclub industry  
 Young teetotallers may cut into key customer base

## Key Players – What You Need to Know

The Deltic Group announces profits despite market's problems  
 Deltic looks to mine data  
 Novus Leisure also investing in its estate  
 Secret Cinema launches Secret Nightclub  
 ShowMango indicates potential for 'Netflix for Nightclubs'

## Market Share

The Deltic Group announces profits despite the market's problems  
 Novus Leisure also investing in its estate  
 Figure 14: Leading UK nightclub operators, by number of clubs, April 2016

## Launch Activity and Innovation

New Bar & Beyond format revamps Deltic  
 Deltic looks to mine data  
 Special event nights put unique experiences at the forefront  
 Secret Cinema launches Secret Nightclub  
 UK's first 'soft play nightclub' night launched  
 ShowMango indicates potential for 'Netflix for Nightclubs'

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)  
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
 APAC +61 (0) 2 8284 8100 |  
 EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Nightclubs - UK - May 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Dating app introduced for nightclubs

## The Consumer – What You Need to Know

Only 8% visit a nightclub around once a fortnight or more

Four out of 10 visited a least one bar/pub first

Expense is a major issue

Musical acts are a powerful attraction

People find nightclubs too similar

Apps are appealing to younger clubbers

## Nightclub Visiting Habits

Only 15% visit a nightclub once a month or more

Figure 15: Nightclub visiting habits, March 2016

Age a key influencer on visiting habits

Figure 16: Nightclub visiting habits, by age, March 2016

## Nightclub Behaviour

Four out of 10 visited a least one bar/pub first

Figure 17: Nightclub behaviour, March 2016

Apps can boost spontaneity and booking

Younger people are more likely to have drinks at home and arrive later

Figure 18: Nightclub behaviour, by age, March 2016

## Problems with Nightclubs

Expense is a major issue

Accounting for musical taste is a must

Figure 19: Problems with nightclubs, March 2016

Apps can offer reassurance about crowds and queues

Men and women have different concerns

Figure 20: Problems with nightclubs, any rank, by gender, March 2016

Older people are put off by crowds

Figure 21: Issues with nightclubs, any rank, by age, March 2016

## Influencing Factors

Musical acts are a big draw

Figure 22: Influencing factors, March 2016

Younger people want discounts

Figure 23: Influencing factors, by age, March 2016

People have limited requests

Figure 24: Repertoire analysis of influencing factors, March 2016

## Attitudes towards Nightclubs

Over half prefer concerts/festivals

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Nightclubs - UK - May 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

People find nightclubs too similar

Figure 25: Attitudes towards nightclubs, March 2016

Over a third believe nightclubs are a good place to meet a partner/date

People need better transport

Apps are appealing for younger clubbers

A monthly subscription could work

Figure 26: Attitudes towards nightclubs, agree with statement, by age, March 2016

## Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

## Appendix – Market Size and Forecast

Market Forecasts

Figure 27: UK nightclubs revenue, 2010-20

Figure 28: UK nightclubs admissions, 2010-20

Forecast Methodology

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)