

Tenpin Bowling - UK - May 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“The industry is currently half way on a journey between the old-style bowling alley and its hoped-for new destination as a modern, multi-generational entertainment centre providing a light-hearted competitive social experience, where bowling is increasingly blended with other forms of activity alongside an enhanced dining offer.”

– John Worthington, Senior Analyst

This report looks at the following areas:

- 'Family first' but younger adults should not be overlooked
- Corporate sector offers growth potential
- Bowling has fallen behind on food & beverage
- Pop-up bowling
- Appealing to an older demographic

The value of the UK tenpin bowling market has risen in the past three years marking a decisive end to several years of decline. This revival has been helped by the relatively positive macro-economic background, but the key driver has been corporate consolidation and significant investment by leading operators.

The industry looks set for further growth with new openings planned by leading operators, but key challenges remain such as the prospect of a slowing economy likely to impact on out-of-home leisure spend, the continuing issue of low frequency of visit, and negative consumer perceptions partly based on past experience, but exacerbated by legacy issues and lack of investment in some locations.

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

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