

Competitive Socialising - UK - September 2019

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This report looks at the following areas:

- Targeting the most valuable consumers
- Balancing the digital with the physical

Established brands need to strengthen their proposition to compete with emerging adult-only concepts, which are looking to become all-in-one entertainment hubs.



"The UK competitive socialising market is evolving rapidly due to strong consumer appetite for unique and challenging experiences. Updated takes on classic activities are pushing the industry forward, with plenty of innovation still to come."

- Lauren Ryan, Leisure Analyst

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- **Franchise model supports rapid brand expansion**
- **Decline of the high street**
- **Experiences the new social currency**
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- **Tenpin, crazy golf and pub games most popular ... for now**
- **Escape room participation expected to rise**
- **Sports clubs and leisure centres most visited**
- **Retail locations behind but expected to increase**
- **Family first for parents**
- **Quality of facilities and equipment key for satisfaction**
- **Food and drink weakest aspect of experience**
- **New concepts still in early stages of development**

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