

Hobbies and Interests - UK - February 2019

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This report looks at the following areas:

- Hobbies to go pro on social media
- Healthy hobbies on wellbeing agenda

Some 90% of online adults take part in hobbies and interests, with reading books/magazines, baking/cooking and home improvement proving most popular.

Constraints of time and money are the biggest barriers to trying new hobbies and may also have an impact on information gathering and shopping habits, which tend to be very narrow across the board.

However, social media continues to grow in value as a promotional platform, while a strengthening public health focus on mental wellbeing could create new opportunities to highlight the benefits that taking part in hobbies and interests can offer in this regard.



“Increasing awareness of the health and wellbeing benefits of taking part in hobbies and interests is set to be the next big driver of market growth.”

– David Walmsley, Senior Leisure Analyst

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- Careful consumers keep value to the fore
- Hobbies present the right image for social media

What's included

Executive Summary

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