

The Leisure Outlook - UK - March 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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



“Consumers spent cautiously over the Christmas and New Year season of 2018/19 despite having money left at the end of the month. Yet the promise of spring looks strong, partly due to people’s upcoming plans. Businesses will benefit from people’s continuing focus on their fitness and wellbeing as well as their desire for experiences and having fun with their friends and families.”

– **Trish Caddy, Senior Foodservice Analyst**

This report looks at the following areas:

**BUY THIS
REPORT NOW**

VISIT:
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

DID YOU KNOW?

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

The Leisure Outlook - UK - March 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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

Table of Contents

Key Findings

- The market: not-so-merry Christmas
- Leisure participation: the rise of the gastropub
- Leisure spending: premiumisation improves value for money

Market Drivers

- Consumer confidence stabilising
Figure 1: Trends in how respondents would describe their financial situation, February 2009-January 2019
- Saving activity is strongest
Figure 2: Trends in what extra money is spent on, June 2017-January 2019
- Planned activities increasing
Figure 3: Trends in eating out and attending event behaviour in the last/planned for the next three months, January 2019

Current Participation in Leisure Activities

- British pubs: a year-round activity
Figure 4: Participation in leisure activities, January 2019
- Takeaways and fast food restaurants remain strong
- Gastropubs have encroached into the restaurant space
- While gyms attract fitness fanatics...
- ...cinema/theatre entertains more people monthly

Annual Changes in Leisure Activity Participation

- All food and drink-led participation fell in January 2019
Figure 5: Participation in leisure activities, once a month or more, food and drink related, January 2016-January 2019
- Gyms achieved highest penetration rate
Figure 6: Participation in leisure activities, once a month or more, non-food and drink related, January 2016-January 2019
- Movie and music events fell in January 2019

Spending on Leisure Activities

- Nightclubs and bars look to appeal to women
Figure 7: Leisure activity spend, January 2019
- Pubs attract higher spend than restaurants

Annual Changes in Spending

- Clubbing continues to attract low spend
Figure 8: Approximate leisure activity spend, January 2016-January 2019
- Fast food attracting higher spend
- Punters spending more on drinking experiences

Pub Activities

- Celebratory meals brought good tidings

BUY THIS
REPORT NOW

VISIT: 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

The Leisure Outlook - UK - March 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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

Figure 9: Pub/bar visitor behaviours, January 2016-January 2019

One in five diners check pub's website to decide

Figure 10: Pub/bar visitor behaviours, January 2016-January 2019

Promoted pub visits achieved the highest penetration rate

What it Means

BUY THIS
REPORT NOW

VISIT: 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