

January 2023

Cinemas - UK

“Recovery for the cinema market has so far been slow, with a weak slate of films in 2022 and the cost-of-living crisis making it more challenging to get people back through the door. In the longer term, further differentiation of the cinema experience, such as the introduction of more social ...

Visitor Attractions - UK

“Despite the rising cost of living, and subsequent squeeze on disposable incomes, visitor attractions remain a popular pastime for many. The end of COVID-19 restrictions and improved consumer confidence in visiting cities and their popular attractions has seen the size of the market return to close to its pre-pandemic level ...

November 2022

Pub Visiting - UK

“The pub industry is recovering well from the extended implications of the COVID-19 pandemic, and is nearly back to its pre-pandemic value. The sector faces increased competition from competitive socialising venues, which continue to be popular – particularly amongst Gen Zs. Moving forward, pubs should focus on diversifying their offerings ...

Leisure Outlook - UK

“The recent increase in gym usage highlights the importance consumers continue to place on good physical and mental wellbeing. However, the fact that over-65s are most likely to be motivated by activities that are good for their physical wellbeing, but the least likely to attend the gym suggests there are ...

October 2022

E-mobility: Electric Bikes and Scooters - UK

Leisure Trends - UK

“The foodservice-led recovery of overall market value is masking a slower revival in many out-of-home segments that leaves them vulnerable to the current income squeeze. A focus on mental wellbeing, physical health and simple escapism will be key to keeping their customers spending.”

Spectator Sports - UK

“Major events and Premier League football have led the market’s recovery in 2022, but attendance in other segments has been slower to return and is now vulnerable to the impact of the cost-of-living crisis.”

Esports - UK

“Esports continues to be a male-dominated industry, but scaling back the ‘win at all costs’ mentality could prove an effective way of making the industry more inclusive and getting more women involved in watching gaming content. Women-only tournaments with exhibition matches can provide a better sense of community for women ...

Sports Participation - UK

“Sports participants are determined to maintain their activity in the face of the cost-of-living crisis but many



Leisure - UK

“Despite relatively low levels of current usage, there is a widespread public view that e-mobility will play an increasing role in our transport future. Innovation is making e-bikes a more attractive consumer product, which have the potential to draw in new customers outside of the traditional cycling base. The cost-of-living ...

will have to make compromises and consider trading-down options to do so.”