

September 2021

Consumers and the Economic Outlook - UK

“The end of social distancing and the associated boost to retail, leisure and entertainment spend brought about an immediate rebound in economic activity, and GDP grew by 4.8% in Q2 2021. Consumers have also responded positively, with Mintel’s current financial wellbeing and financial confidence trackers reaching new record-highs in ...

Health and Fitness Clubs - UK

“While the private health and fitness market will benefit from pent up demand from gym goers, the preference for online and outdoor fitness remain strong, so fitness operators will be expected to offer hybrid memberships that include access to these facilities and services. Gyms should also look to develop and ...

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Leisure Outlook - UK

“Consumer participation in leisure activities is at the highest level measured since the start of the pandemic, however things are far from back to normal as many people remain hesitant about visiting venues or attending events. Despite this, there is good reason for optimism as consumers who feel ready to ...

Video Games and Consoles - UK

“The success of the gaming industry has remained strong in 2021 and in fact many consumers are playing games more or the same amount in May 2021 compared to the height of the first UK lockdown in May 2020. Additionally, with four in 10 gamers not expecting to reduce their ...

Leisure Centres and Swimming Pools - UK

“The COVID-19 pandemic has pushed the leisure centre and swimming pool investment crisis to the point at which a significant reduction in provision is now inevitable and has strengthened the market’s imperative to pivot towards a broader health promotion remit.”