

March 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“People are still wary about the potential impact of Brexit – particularly when it comes to the cost of living. But people seem able to separate these macro-economic concerns from their own personal financial situation. Unemployment remains at record lows, and while average wages are still increasingly more slowly than ...

Cycling - UK

“An uncertain macroeconomic environment is likely to affect mass-market demand among more ‘casual cyclists’. On the plus side, ‘cycling enthusiasts’ remain willing to spend on their hobby. Continual innovation in bicycle design and components, and new premium bicycles, including e-bikes, should help to sustain growth in market value.”

The Leisure Outlook - Quarterly Update - UK

“Although participation in many leisure activities continues to grow there are areas of the market that may begin to struggle if consumers begin to increase their saving habits. There is a growing range of eating out venues so pubs and restaurants need to stay innovative.”

– **Helen Fricker, Associate ...**

Casinos and Bingo - UK

“Casinos and bingo clubs are looking to external forces of regulation and technology as enablers of new formats and facilities that can reduce their reliance on the willingness to spend of their core customer base.”

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Hobbies and Interests - UK

“UK consumers’ favourite hobbies are those which involve minimal outlay such as reading, listening to music and baking/cooking. As consumers are choosing to save, more costly activities may be deemed less affordable. The influence that online content is having on consumers, especially Millennials, cannot be ignored. These online influencers ...

January 2018

Lotteries - UK

“Sliding sales of National Lottery draw games and scratchcards have damaged the market as a whole but could usher in a new period of innovation as Camelot scrambles to recover and its rivals look to cash in.”