

### June 2022

#### Gambling Trends - UK

“The market is making a strong recovery from the COVID-19 pandemic but is likely to have its wings clipped by new remote sector restrictions driven by player safety concerns. Operators will respond by targeting more recreational customers with an entertainment-led approach.”

– **David Walmsley, Senior Leisure Analyst – June ...**

### May 2022

#### Sport and the Media - UK

“Sport remains one of the most important segments of the media market but needs to encourage younger fans to broaden their interest beyond football and boxing and find new ways of monetising the wider engagement of older followers.”

#### Music Concerts and Festivals - UK

“The live music industry is well-positioned to navigate the cost of living crisis. Having been deprived of attending events as a result of the pandemic, there is significant pent-up consumer demand for live music and this will lead many people to prioritise spending money on tickets. Meanwhile the livestreaming of ...

#### Leisure Outlook - UK

“18-24s are now as likely to take part in competitive socialising activities as they are to go to the pub for drinks, highlighting their desire for new and varied activities that provide a sense of adrenaline but don’t necessarily involve consuming alcohol”.

– **Paul Davies, Category Director – Leisure, Travel ...**

### April 2022

#### Exercise Trends - UK

“While gyms and other paid exercise venues are seeing a rapid return of customers following the lifting of COVID-19 restrictions, the looming cost-of-living crisis threatens to push people back to the cheaper in-home and outdoor activity they became accustomed to during lockdowns.”

– **David Walmsley, Senior Leisure Analyst, April ...**