

## September 2020

### Health and Fitness Clubs: Inc Impact of COVID-19 - UK

“While some Brits are still nervous about visiting or returning to a gym, people are prioritising both their physical and mental health more than ever. Operators will need to develop more holistic services that enable consumers to incorporate activity from outside the gym, and harness new technologies for progress tracking ...

### Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The UK is in the midst of its deepest recession on record. However, the recovery has already started, with monthly GDP growth in May and June. However, the winding down of state support for businesses presents renewed threats that could derail the recovery and is expected to lead to significant ...

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### Performing Arts: Inc Impact of COVID-19 - UK

“Audiences will eventually return, the absence making them hungrier than ever for the excitement of live shared experience, though sadly some venues may never reopen. The sector has faced this crisis with characteristic creativity and ‘the-show-must-go-on’ resilience. Innovative responses include livestreamed and other in-home experiences, outdoor and drive-in events, which ...

### Health and Technology: Inc Impact of COVID-19 - UK

“Consumer health technology is a rapidly emerging field brought into sharp focus by the COVID-19 pandemic. Apps and services to aid managing diet, exercise, mental health and nutrition will help consumers navigate an uncertain and difficult period in the short term. Health technology’s longer-term potential is in delivering tools for ...

### Leisure Centres and Swimming Pools: Inc Impact of COVID-19 - UK

“Public leisure centres and swimming pools have been badly hit by the COVID-19 crisis and face a long road to recovery. The pace at which they move along it will be determined by the government’s appetite for state support and the ability of operators and local authorities to move beyond ...

### Exercise Trends: Inc Impact of COVID-19 - UK

“Competition between the offline and online fitness markets has intensified, and operators on both sides are racing to incorporate the best of both. Venue operators will need to expand their digital content offers and emphasise their position at the centre of communities. Digital brands should use individuals’ data to offer ...