

June 2013

Health and Fitness Clubs - UK

“One area where there could be potential is for a kind of ‘budget plus’ club, where elements of the budget format are retained but with a wider range of facilities in order to broaden appeal.”

May 2013

Social Networking - UK

“Mobile users will be able to access social networks with a greater frequency, but will likely have a greater fragmentation in their attention span due to conflicting demands on their time whilst out of the house. Quickly absorbed, easily interrupted media content may be more popular than complex social interactions ...

Pub Visiting - UK

“With closures slowing, the now-streamlined pub industry is better placed to take control of its own fortunes and focus on its strengths rather than looking for people to blame for its recent problems.”

Sports Betting - UK

“Headroom in the comparatively youthful online and mobile segments, supplemented by continuing relocation of betting shops to more advantageous locations, is creating potential for sustained growth in sports betting market size. However a number of key issues exist for the industry to address over the short and medium term.”

Nightclubs - UK

“The condition and appeal of the nightclub sector appears to be slowly deteriorating, particularly amongst over-25s. Clubs may well be forced to re-invent their proposition, as over-reliance on 18-24s and students is dangerous should volume projections for the next few years hold true.”

April 2013

Spectator Sports - UK

“The 2012 Olympic Games provided a range of learning points for all spectator sports in terms of how they can enhance their appeal and grow live audiences, whether at events or via media. However, their ability to act on these remains limited by challenges including lack of regular events, football’s ...

Gambling Review - UK

“The majority of consumers still prefer to visit bricks-and-mortar venues. However, land-based gambling sectors will have to adjust and improve their offering, as the online channel continues to grow. Online imitations generally offer the same games and markets, whilst odds and payouts can often exceed those offered in venues. As ...