

June 2023

Competitive Socialising - UK

“Generation Zs are now more likely to participate in a social entertainment game than they are to go to the pub for drinks. Gen Zs are growing up more sober-curious than past generations, and as such, are constantly seeking new and varied activities that provide a sense of adrenaline, but ...

Music Concerts and Festivals - UK

“As the post-pandemic bounce-back continues, music fans are more hyper-engaged than ever with major events via expanding streaming services and social media. However, pressure on smaller-scale grassroots concerts and independent festivals is likely to continue, intensified by greater prioritisation among many who are feeling the cost-of-living pinch.”

- John Worthington ...

Gambling Trends - UK

“A combination of digital technologies, social experiences, a leaner estate and new regulatory freedoms is offering retail gambling a brighter future than it had in prospect pre-pandemic.”

- David Walmsley, Senior Leisure Analyst

Key issues covered in this Report

May 2023

Technology and Sport - UK

“Professional-grade data analysis tools used in top level sports will filter through to consumers keen to adopt a more granular approach to tracking and analysing performance. Additionally, technology will continue to boost the spectator experience, creating a hybrid way to watch by providing people with more data and interactive, personalised ...

Leisure Outlook - UK

“Over a quarter of consumers say good quality food and drink is an important factor when choosing a leisure activity. As a result, this has prompted venues primarily focusing on leisure activities - such as cinemas and social entertainment venues - to focus on improving the quality of their food and drink ...

Major Sporting Events - UK

“Major international events are becoming important drivers of the commercial development of women’s sport, attracting growing audiences and earning parity with their male counterparts in how consumers view them, watch them and spend around them.”

April 2023

Exercise Trends - UK

“The relative affluence of the exercise market’s core participation base is insulating it against the worst of the cost-of-living crisis but the activity of less well-off groups has not yet recovered from the COVID-19 pandemic and is now threatened again by rising costs and falling public facility provision.”