

# Leisure Outlook - UK - April 2021

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## This report looks at the following areas:

- Consumers level of comfort about taking part in leisure activities
- Consumers plans to take part in leisure activities
- How COVID-19 will shape consumers' leisure habits



“Due to pent-up consumer demand, restaurants and pubs are the top contenders to thrive in the wake of the pandemic. Consumers who remain in a healthy financial position are most likely to intend to visit these venues over coming months, meaning operators have an opportunity to premiumise food and drink offerings.”  
– **Narmada Sarvanantha,**  
**Leisure Analyst**

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- **Consumers feel far more comfortable in outdoor hospitality settings**
- **Younger consumers are more open to eating and drinking indoors**
- **COVID-19 motivates consumers to seek out more activities that benefit their wellbeing**
- **Gyms need to adopt a more flexible fitness model**

### COMFORT TAKING PART IN LEISURE ACTIVITIES

- **Consumers feel far more comfortable in outdoor hospitality settings**

Figure 1: Level of consumer comfort doing leisure activities, April 2021

- **Older age groups more likely to feel comfortable eating and drinking outdoors...**

Figure 2: Level of consumer comfort sitting outdoors at a pub/restaurant by age group, April 2021

- **...while younger consumers are more open to eating and drinking indoors**

Figure 3: Level of consumer comfort sitting indoors at a pub/restaurant, by age group, April 2021

- **Gyms need to adopt a more flexible fitness model**

### PLANS TO TAKE PART IN LEISURE ACTIVITIES

- **The pandemic has not permanently reduced demand for leisure**

Figure 4: Activities consumers plan to do at any point in the future – NET, April 2021

- **Only a quarter plan to return to pubs within a month of reopening**

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## HOW COVID-19 WILL SHAPE CONSUMERS' LEISURE HABITS

- **COVID-19 motivates consumers to seek out more activities that benefit their wellbeing**

Figure 8: Activities COVID-19 has made consumers more interested in, April 2021

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Figure 9: Types of leisure activities COVID-19 has made consumers more interested in, by when they plan to visit gyms/leisure centres, April 2021

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