

## Tenpin Bowling - UK - November 2011

Report Price: £1750 / \$2837 / €1995



“The prospect that the further falls in consumer confidence and corporate trade which seem likely to result from the financial crisis afflicting the eurozone could cause another operator to go under cannot be ruled out.”

– **Michael Oliver, Senior Leisure & Media Analyst**

### In this report we answer the key questions:

- Will there be further consolidation or business failures in the market?
- How can tenpin bowling operators attract new players?
- How can tenpin bowling operators encourage existing players to come more often/spend more?
- Is there potential to attract back lapsed bowlers and how big is this market?

#### Definition

Tenpin bowling is played at dedicated bowling centres, which usually provide between 20 and 36 lanes for play, although the more recent generation of so-called ‘boutique’ bowling alleys can feature as few as four lanes. Like most sports and games, tenpin has its governing body – the British Tenpin Bowling Association – while many owners of centres are united by a trade association, the Tenpin Bowling Proprietors Association of Great Britain.

The term ‘bowling’, wherever it occurs in this report, refers exclusively to tenpin. Outdoor and indoor bowls are completely separate games, and they have their own market structure, based on public provision. Tenpin is almost exclusively run as a commercial venture.

### Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

#### Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to [oxygent@mintel.com](mailto:oxygent@mintel.com) or call one of our regional offices:

**EMEA:** +44 (0)20 7778 7151  
**Americas:** +1 (312) 932 0600  
**APAC:** +61 (0)2 8284 8100