

## Sports Participation - UK - September 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“Fitness is both the main driver of participation in sport and the principal barrier to taking part. Successful providers need therefore to articulate the fitness benefits of their activities while allaying the fears of potential newcomers that they are not fit enough to join in.”  
– **David Walmsley, Senior Leisure Analyst**

This report looks at the following areas:

- **Is everyone fit enough to play?**
- **What opportunities can the rise of hiking create?**

The sports participation market has now reversed recent losses of casual players but owes its revival more to the continuing strength of fitness-focused activities than to the appeal of more traditional team, competitive and racquet sports.

However, fitness concerns are not just the main driver of interest in playing sport but also present the principal barrier to getting more people to take part.

Sports that are not overtly fitness-led may therefore need to do more to promote their conditioning benefits to those who are choosing gym-based activities instead, while developing parallel pathways that de-emphasise the fitness requirements of beginner-level play could help overcome the fear of potential recruits that they are not fit enough to join in.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Strong core supports spending growth

Fitness sports set the pace

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The FA  
R&A  
Lawn Tennis Association

## The Consumer – What You Need to Know

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Data sources

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Fan chart forecast

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