

Leisure Time - US - October 2019

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"Consumers are working to make their free time as meaningful as they possibly can. The easiest path to that is through comforting activities, but brands can help encourage people to get out of their comfort zones.

Everyone's trying to find their tribe, and leisure activities that can bring people together can stand out from activities that are relaxing but also somewhat isolating."

- **John Poelking, Leisure & Media Analyst**

This report looks at the following areas:

- **Media takes over time spent at home**
- **Free time is for comfort**
- **Time to try something new**

The leisure market is forecast for above-average growth in the next five years as consumers feel that their personal finances are stable. While emerging leisure activities (axe throwing, escape rooms) may help to grow the market, new players will face stiff competition from established routines and comfortable settings. In a time when social isolation can feel overwhelming, people will look to unwind with relaxing activities that still make them feel more connected to the outside world.

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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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