

## Leisure Outlook - UK - March 2020

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“The coronavirus outbreak presents a catastrophic threat to the sector both in the short- and long term. Meeting Brits in the home can help mitigate losses for some, for example through virtual entertainment and delivery food services. Transparency and flexibility will be welcomed by consumers.”

– Lauren Ryan, Leisure Analyst

This report looks at the following areas:

- Winter blues kept Brits inside
- Cinemas attendance stable
- Veganuary broke records
- Bumper festive period for late-night trade
- Food markets an emerging favourite

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### DID YOU KNOW?

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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### Key Findings

COVID-19 will hit the leisure sector hard  
 Winter blues kept Brits inside  
 Cinemas attendance stable  
 Veganuary broke records  
 Bumper festive period for late-night trade  
 Food markets an emerging favourite

### Market Drivers

Winter financial well-being at 10-year high  
 Figure 1: Trends in how respondents describe their financial situation, February 2010 – January 2020  
 Leisure sector will be hit hard by coronavirus  
 Figure 2: Trends in discretionary spending behaviour in last/planned for the next three months, January 2020  
 Winter blues kept Brits inside

### Leisure Activity Participation

Cinema and theatre stable  
 Visitor attractions hit hardest by weather  
 Figure 3: Quarterly participation in non-food and drink leisure activities May 2019-January 2020  
 Record number of consumers sign up to Veganuary  
 Takeaways remain strong  
 Dry January gains traction  
 Mental health on the menu  
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### Spending on Leisure Activities

Bumper festive period for late-night trade  
 Figure 7: Spending on leisure activities in the last month, January 2020

### Emerging Leisure Activity Participation

Street food markets a favourite among young consumers  
 Figure 8: Participation in emerging leisure activities, January 2020  
 Food tours in-demand  
 Competitive socialising trend here to stay

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