

Impact of COVID-19 on Consumers' Leisure Time - China - August 2020

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“COVID-19 hit more severely the out-of-home leisure segment than the in-home. In the near future, in-home leisure which includes many online activities will drive the sector’s recovery. The out-of-home segment, particularly entertainment activities, will find it difficult to return to pre-outbreak consumption levels.”

- **Saskia Zhao, Senior Research Analyst**

This report looks at the following areas:

- Overview and future outlook of the leisure market post-outbreak
- Key leisure trends and opportunities to watch for sector’s recovery
- Consumers’ attitudes and preferences toward in-home and out-of-home leisure
- Consumer preference between online (eg live streaming) and offline delivery of leisure activities
- Motivations of attending leisure activities

Leisure players and in particular offline entertainment operators need to adapt their market strategies to sustain in the long term. Capturing consumers’ passion for self-improvement in leisure time can inspire a reorientation of brand image, product proposition and consumer communication. The rising attention to responsible consumption will help players – especially those offering premium leisure services – target mature high earners and justify the value of their offerings.

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