

COVID-19 Impact on Leisure: One Year Later - US - 2021

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This report looks at the following areas:

- The majority of parents aged 18-54 plan to spend most of their free time away from home when COVID-19 is no longer a risk – more than their peers without kids at home
- A rapid recovery scenario will help boost the market as vaccinated consumers return to their favorite out-of-home leisure activities
- Potential threats to recovery in this category include vaccine hesitancy, resistant COVID-19 strains or another lockdown that could force out-of-home options to close again
- The dynamics of in-home and out-of-home entertainment options will shift as the number of streaming services expand and viewers are able to access new releases from home

The two segments of the leisure and entertainment market followed very different pandemic trajectories. Stay-at-home guidelines and venue closures brought out-of-home entertainment spending to a halt, while in-home entertainment options and analog in-home activities such as board games and crafting experienced a boost in sales. As the US emerges from the pandemic and COVID-19 becomes less of a threat due to widespread vaccinations, consumers are eager to return to their pre-pandemic leisure habits. Yet the introduction of large streaming platforms (eg HBO Max, Paramount+) may forever change the entertainment landscape.



“The circumstances of the pandemic afforded many people an increase in leisure time, but COVID-19 risks prevented most from enjoying their leisure time away from home. As a result, consumers filled their hours with paid television and streaming content, culinary adventures and game playing.”

– **Kristen Boesel, Senior Lifestyles and Leisure Analyst**

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