

Leisure Outlook - UK - Autumn 2021

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:



“Pent-up demand for leisure activities in the summer has fallen, and yet participation remains stronger than a year ago. Efforts to boost domestic tourism will increase visits to museums while operators have the opportunity to ramp up participation in physical spaces by capitalising on consumers’ keen appetite for competitive socialising.”

– **Narmada Sarvanantha,**
Travel and Leisure Analyst

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

KEY TAKEAWAYS

- **Delivery usage remains extremely popular**
- **Museums continue to draw visitors in**
- **Post-lockdown euphoria has withered in autumn**
- **Leisure's role in supporting relationships**

RECENT LEISURE ACTIVITY PARTICIPATION

- **Delivery usage remains extremely popular**
Figure 1: Participation in leisure activities in the last month, 2021
- **Under-25s' role in fuelling post-COVID leisure market recovery**
- **Competitive socialising's where it's at**
- **Nightclubs enjoy rush of clubbers**
Figure 2: participation in leisure activities in the last month, 18-24 year olds vs total, 2021
- **Moviegoers flocked to cinemas in numbers not seen since start of pandemic**

CHANGES TO LEISURE ACTIVITY PARTICIPATION

- **On-premise activities still behind pre-pandemic levels**
- **Operators can appeal to group dining and takeaway demand**
Figure 3: Participation in food and drink-related leisure activities in the last month, 2019-2021
- **Efforts to re-examine relationships with local visitors will help museums recover**
Figure 4: Participation in non-food and drink-related leisure activities in the last month, 2019-2021

INTENTIONS TO PARTICIPATE IN LEISURE ACTIVITIES

- **Post-lockdown leisure euphoria has withered in autumn**
Figure 5: Anticipated frequency of participation in food and drink related leisure activities amongst visitors, 2021
- **Efforts to boost tourism will also support attractions**
Figure 6: Anticipated frequency of participation in non-food and drink related leisure activities amongst visitors, 2021

LEISURE COMPANIONS

- **New appreciation for family experiences**
Figure 7: Preferred leisure companions for activities done in the month, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Younger consumers are keen to socialise with friends**

Figure 8: Preference for socialising with friends, by age, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.