

Hobbies and Interests - UK - 2023

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:

- How participation in hobby activities has changed over the past few years.
- Consumer spending on hobbies.
- The impact of the cost-of-living crisis on hobby activity.
- The impact of wider social drivers, including changing working patterns, on hobby activity.
- Hobby motivations and sources of inspiration.

44% of adults say their hobbies help them to manage stress, 30% say their hobbies add a greater sense of purpose to their lives and 37% (of those in full-time work) use them to improve their work/life balance. Hobbies are primarily about relaxation and leisure but they can also be powerful and accessible tools to help bring about lifestyle changes.

Consumers are cutting back on discretionary spend as the cost-of-living crisis bites. This will affect hobby brands, but there are also potential gains if the crisis leads to a further wave of in-home 'cocooning', following an opening up of out-of-home leisure in the wake of the pandemic.

Hobby activity surged during the COVID lockdowns in 2020/21 and has now fallen, though is still ahead of 2019 levels for many activities. The danger for hobby brands is that simple pleasures such as baking, reading, gardening and crafts lose their appeal once consumer spending power recovers and the pandemic becomes an increasingly distant memory. The ever-present distractions of the online world and TV streaming services are also a threat to traditional hobbies.

The opportunity is that hobbies offer an escape from lives lived increasingly online, from work pressures and a world in 'permacrisis', offering a way for people to rebalance and reconnect with themselves and with others.



"The opportunity for brands is to promote home-based hobby activities as an affordable alternative to an expensive night out or family day out, with the added benefit of providing a therapeutic escape valve in worrying times."

- John Worthington, Senior 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

OVERVIEW

- Key issues covered in this Report
- Products covered in this Report

EXECUTIVE SUMMARY

- **Reading, baking/cooking, gardening and home improvements are the leading hobbies**
Figure 1: Participation in hobbies and interests, 2022
- **Painting/drawing and textiles are the most popular craft hobbies**
Figure 2: Participation in arts and crafts activities in the last 12 months, 2022
- **Activity has reduced since 'peak hobby' period in 2020 but is still ahead of pre-COVID levels**
Figure 3: Participation in hobbies and interests in the past 12 months, 2019 and 2022
- **Average hobby spend is £30 per month**
Figure 4: Monthly spending on hobbies and interests, 2022
- **Social platforms are the biggest influence on hobbies**
Figure 5: Sources of inspiration for hobbies and interests, 2022
- **Mental stimulation and stress management are seen as the key lifestyle benefits**
Figure 6: Impact of hobbies and interests on lifestyle, 2022
- **Cost-of-living crisis offers challenges and opportunities for hobbies**
Figure 7: Impact of the rising cost of living on hobbies and interests, 2022

ISSUES AND INSIGHTS

- Hybrid hobbyists
- Hobbies as the new drinking
- Equal hobby rights
- Sew bros and metalwork mums

MARKET DRIVERS

- **COVID is no longer a major driver of leisure behaviour...**
Figure 8: Levels of high concern* about COVID-19, 2020-23
- **...and out-of-home spend has recovered strongly**
Figure 9: Leisure market* value, 2017-22
- From crisis to crisis
- The UK may enter recession in H1 2023

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.

- **Inflation has peaked but will remain high through 2023**
- **The biggest fall in living standards for several decades**
Figure 10: UK CPI inflation* versus weekly earnings growth**, 2021-22
- **Mortgage payers also feeling the pinch**
- **Consumer confidence has tumbled**
Figure 11: Consumers' confidence about their financial situation, 2021-23
- **Retail sales volumes have been declining year-on-year since April 2022**
Figure 12: UK total monthly retail sales volume (non-seasonally adjusted), 2022 versus 2021
- **A squeeze on discretionary spend...**
- **...is likely to have mixed effects on hobbies**
Figure 13: Expected consumer changes due to rising cost of living, 2022-23
- **COVID-19 has led to a permanent shift in working patterns**
Figure 14: Working arrangements of UK workforce, 2021 and 2022
- **Flexible working can create more weekday leisure time**
- **Quiet quitters are seeking a better work/life balance**
- **The age of anxiety**
Figure 15: Self-reported 'high anxiety' score* for UK adults aged 16+, 2019-22
- **Hobbies can help people connect**
- **Sober-curious Gen-Zers are looking for alternative social pursuits**
- **Hobbies could be the new drinking**
- **Books, DIY and gardening retailers all benefited from the pandemic...**
- **...but 2022 has seen a slowdown**
Figure 16: Selected UK hobby-related retail markets, market value, 2019-22
- **Hobbycraft reports strong Christmas sales**
- **Hobbies and technology**
- **Digital switch-off**
- **Social media inspiration**
- **The power of TikTok**
- **Hobby influencers**

PARTICIPATION TRENDS IN HOBBIES AND INTERESTS

- **Reading, baking/cooking, gardening and home improvements are the leading hobbies**

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.

Figure 17: Participation in hobbies and interests, 2022

- **Engagement with hobbies has fallen but remains above pre-pandemic levels**

Figure 18: Participation in hobbies and interests in the past 12 months, 2019-22

- **Arts and crafts have the biggest gender bias**

Figure 19: Participation in hobbies and interests in the last 12 months, by gender, 2022

- **Rise of the male home baker**

Figure 20: Participation in hobbies and interests in the last 12 months, percentage point change, by gender, 2019-22

- **Under-35s are the most likely to engage in creative activities**

Figure 21: Participation in hobbies and interests in the last 12 months, by age, 2022

- **COVID has led to a surge in middle-aged hobby activity...**

Figure 22: Participation in hobbies and interests in the last 12 months, percentage point change, by age, 2019-22

- **...helped by more flexible working patterns**

Figure 23: Participation in hobbies and interests in the last 12 months, by working arrangements, 2022

PARTICIPATION TRENDS IN ARTS AND CRAFTS

- **Painting/drawing and textiles are the most popular arts & crafts hobbies**

Figure 24: Participation in arts and crafts activities in the last 12 months, 2022

Figure 25: Participation in arts and crafts activities in the last 12 months, percentage point change, by activity, 2019 and 2022

- **Sew bros and women woodworkers are challenging hobby stereotypes**

Figure 26: Gender profile of those doing arts and crafts activities in the last 12 months, 2022

- **One in four adults are interested in craft subscription services**

Figure 27: Interest in purchasing arts and crafts subscription boxes, 2022

SPENDING ON HOBBIES AND INTERESTS

- **Average spend on hobbies is around £30 per month**

Figure 28: Monthly spending on hobbies and interests, 2022

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

Report Price: £2195 | \$2995 | €2600

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

- **Men are twice as likely as women to spend £50+ per month on their hobbies**

Figure 29: Percentage of hobbyists spending £50 or more on hobbies and interests, by key demographics, 2022

Figure 30: Percentage of hobbyists spending £50 or more on hobbies and interests, by key activity, 2022

SOURCES OF INSPIRATION FOR HOBBIES AND INTERESTS

- **Social media platforms are now the biggest influence on hobbies**

Figure 31: Sources of inspiration for hobbies and interests, 2022

Figure 32: Sources of inspiration for hobbies and interests, by gender, 2022

- **Half of 16-34s and a third of 35-54s get inspiration from social media**

Figure 33: Sources of inspiration for hobbies and interests, by age, 2022

Figure 34: Sources of inspiration for hobbies and interests, by activity, 2022

HOBBIES AND INTERESTS – LIFESTYLE IMPACTS

- **A third of under-45s see their hobbies as a higher priority than before COVID-19**

Figure 35: Impact of COVID-19 on hobbies and interests 2022

- **Mental stimulation and stress management are seen as key hobby benefits**

- **Hobbies can provide meaning and escape in a troubled world**

Figure 36: Impact of hobbies and interests on lifestyle, 2022

- **Stress relief and digital downtime are seen by women as especially important hobby benefits**

Figure 37: Impact of hobbies and interests on stress management and 'digital switch-off', by gender, 2022

- **Mental agility and rejuvenation are seen as important by older hobbyists**

- **Work/life balance and social connection are also key drivers**

Figure 38: Impact of hobbies and interests on lifestyle, by age, 2022

- **One in four don't have enough time for their hobbies**

Figure 39: Time available for hobbies and interests, 2022

- **Demanding equal hobby rights**

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

Report Price: £2195 | \$2995 | €2600

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

- **Daytime hobby windows, special-interest breaks and workshops can offer dedicated spaces to time-pressed women...**
- **...and can make welcome gift opportunities**
Figure 40: Percentage of hobbyists who do not have enough time available for hobbies and interests, by key demographics, 2022

THE IMPACT OF THE COST-OF-LIVING CRISIS ON HOBBIES AND INTERESTS

- **Spending may be reduced but hobbies can provide cheaper substitutes for out-of-home leisure**
Figure 41: Impact of the rising cost of living on hobbies and interests, 2022
- **A new spirit of resourcefulness**
Figure 42: Impact of the rising cost of living on hobbies and interests, by age, 2022

APPENDIX – DATA SOURCES, ABBREVIATIONS, AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

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)**.