

Leisure and Entertainment: 2023 - US - 2023

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The competitive environment for both in-home and out-of-home leisure and entertainment
- Novel business strategies and growth opportunities
- Leisure activities that consumers have done recently and expect to do in the coming year
- Ways that consumers are navigating inflation in the marketplace
- Consumers' leisure and entertainment aspirations

Consumers are reclaiming their pre-pandemic lifestyles, and with that, returning to out-of-home leisure activities. However, high inflation is driving polarization in how consumers select activities. Low-income consumers are frequently priced out of concerts and other live events and are more reliant on streaming media and other at-home forms of entertainment. Financially stable consumers are also feeling the pinch of inflation, but for the moment, their desire to return to live shows is stronger than their price-sensitivity.

The slow return of low-income consumers to live shows represents a threat to the profitability of independent venues, which are still reeling from pandemic closures. As growing ticket prices limit the audience pool, these venues will be less able to weather another recession, which some economists say is looming.

Yet independent venues that survived the pandemic are also paving new ground and reimagining the theater/concert/movie experience. More varied and lower-cost acts, greater community focus and the addition of fine dining will help cast a wider net to better compete with at-home entertainment.

On the at-home side, streaming video remains the activity with the most frequent participation, but consumers express a desire to transition from passive entertainment to more active and creative pursuits. Although women are most likely to list crafting as a major hobby, there's an opportunity to grow the market by attracting more men to crafting with targeted messaging; while



“The health risks of the pandemic placed wellness in the spotlight, and the goal of better wellness overlaps with leisure and entertainment. As consumers reengage with society they are forced to reconcile the dichotomy of pent-up demand with extreme inflation.”

– **Jamie Rosenberg, Associate Director, Global Household and Personal Care**

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just 17% of men are crafting today, 22% expect to adopt the hobby within a year, indicating an opportunity to win men over as new consumers.



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Executive Summary

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