

Nightclubs - UK - May 2013

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"The condition and appeal of the nightclub sector appears to be slowly deteriorating, particularly amongst over-25s. Clubs may well be forced to re-invent their proposition, as over-reliance on 18-24s and students is dangerous should volume projections for the next few years hold true."

– Paul Davies, Senior Leisure Analyst

In this report we answer the key questions:

- How much of a threat are hybrid bar imitations?
- Do clubs need to appeal to a wider demographic?
- How can clubs increase spend per head?
- What can clubs do to change consumer perceptions of long queues and high prices?

The UK nightclubs market continues to struggle, as both club admissions and revenues fall victim to economic pressures and changes in consumer behaviour. Whilst the number of regular consumers has remained stable, occasional visitors are fewer in number as more over-25s leave clubbing behind.

However, the re-emergence of the market leader, [Luminar](#), which has recently exited administration, shows that there may be a glimmer of light for clubs that are able to reinvent their proposition. Major operators are showing the confidence to invest heavily in refurbishment, whilst the likes of [Novus Leisure](#) have had success by focusing more on dining and bookable space.

Now the industry faces a dilemma as the number of students and 18-24-year-olds (its core target audience) looks set to contract, whilst many young people are still out of work in the wake of the economic downturn.

This report analyses consumers' visiting frequency of nightclubs now, compared with 18 months ago, and looks at the activities that clubbers have experienced within venues. Clubbers' attitudes towards nightclubs are also assessed, in addition to the factors that influence consumers' choice of venue. The report also investigates what operators can do in order to attract the business of people who no longer go to clubs.

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