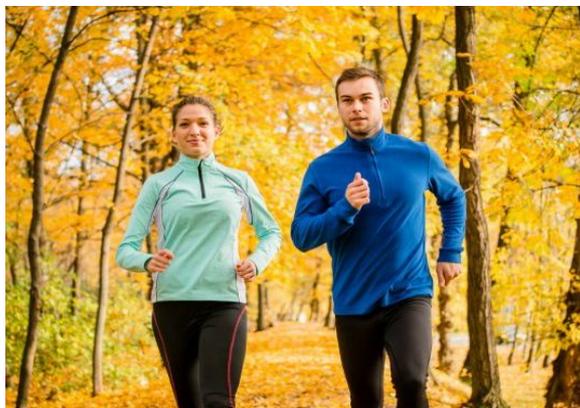


Sports Participation - UK - December 2016

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“Participation sport is turning to technology to help it kick on from the plateau it has inhabited since the London 2012 Olympics, with its first target being to move beyond the individual focus of performance tracking and develop new products and services that promote the fun and social sides of taking part.”

– David Walmsley, Senior Leisure Analyst

This report looks at the following areas:

This Report answers the following key questions:

- How will the performance of tracking devices improve next?
- Is sport losing out to exercise?

The sports participation market has a strong core of regular players who contribute to the large majority expected to be spent on taking part in 2016, but is struggling to retain more casual interest.

However, openness to playing sport in the future remains comparatively solid and now extends to considering a widening range of activities, albeit that individual and fitness-focused sports are significantly more favoured than team, racquet or outdoor alternatives.

The role of technology in participation sport has so far focused on individual performance tracking but is now expanding its focus to include improving the accessibility of play and building the social connections that can help expand the player pool and encourage more regular activity.

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