

# LEISURE OUTLOOK – UK – AUTUMN 2023

Leisure venues should offer a complete package of entertainment, food, and drink to appeal to consumers who are looking for a fun and exciting day and night out.



Trish Caddy, Associate  
Director - Foodservice



# Report Content



## KEY TAKEAWAYS

- Opportunities for the leisure market
- Cinemas, theatres, and good food and drink top the list of popular leisure activities
- Nights out and new experiences

## RECENT LEISURE ACTIVITY PARTICIPATION

- Leisure participation dominated by foodservice activities
  - Graph 1: recent leisure activity participation, 2023
- Strong demand for foodservices, even in the face of the cost of living crisis
  - Graph 2: percentage change in food/drink leisure activities from October 2022 to October 2023
- Live sports attendance gets a boost in 2023
  - Graph 3: percentage change in participation in non-food/drink leisure activities from October 2022 to October 2023
- Traditional leisure activities remain more popular, especially during uncertain times

## FACTORS INFLUENCING CHOICE OF LEISURE ACTIVITY

- Activities suited to socialising are most likely to appeal to leisure consumers
- Social aspects for Gen Z and Millennials, and family time for Gen X and Baby Boomers
  - Graph 4: factors influencing choice of leisure activity, by generations, 2023
- Friends and family occasions are the backbone of the leisure industry
- Good food and drink a priority despite cost crisis
- Competitive socialising: Gen Zers' desire for skill-based socials

## LEISURE BEHAVIOURS AND PREFERENCES

- Leisure consumers want high-quality experiences, promotions, and adventure
  - Graph 5: leisure behaviours and preferences, 2022-23
- Consumers are looking for premium experiences that are also affordable
- The leisure industry caters to consumers who enjoy fun and are spontaneous
- Netflix House set to be a one-stop shop for entertainment and eating out

## APPENDIX

- Market definition
- Consumer research methodology

### Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a UK licensed market survey agent ([See Research Methodology for more information](#)).

### Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

### Published by Mintel Group Ltd

[www.mintel.com](http://www.mintel.com)

email: [store@mintel.com](mailto:store@mintel.com)

### Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850