Sports participation is perfectly placed to offer the simple fun and pleasure consumers are seeking to escape the pressures of post-pandemic life.

David Walmsley, Research Analyst
Sports participation is perfectly placed to offer the simple fun and pleasure consumers are seeking to escape the pressures of post-pandemic life.

The commitment of the market’s core player base and its skew in participation towards better-off demographics have provided some insulation against the cost of living crisis.

This report looks at the following areas:

- The impact of the rising cost of living on sports participation habits
- Potential rates of growth in consumer spending on playing sport
- The market’s reliance on more affluent demographics
- Fitness versus fun as a motive for play
- New opportunities to expand the player pool

Sports Participation - UK - 2023

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