Passion for leisure
UK Leisure Consumer – Q2 2019

Leisure spending carries on
UK consumer confidence was down four points compared to a year ago while remaining flat quarter on quarter. Year-on-year confidence around disposable income fell by four points while sentiment around jobs security slipped by down three points. Despite this, leisure spending is at one point both on a quarterly and annual basis. As outlined in our recent report Experience is everything experiences continue to be at the heart of consumers’ plans as they continue to shoulder the burden of powering the economy.

Everyday leisure
Quarter-on-quarter spending was up or stable in eight out of 11 leisure categories. While seasonal spending is at its highest, there are areas of instability. Consumers are also putting more of their money into some habitual leisure categories. Particularly, net spending on coffee and sandwich shops has edged upwards by three points as consumers have been keen on affordable everyday treats.

Should we grab a coffee?
Similarly leisure spending was up or stable in most of the categories compared to this time last year. Both big and small size experiences have played a part in consumers’ leisure plans, with drinking in coffee or sandwich shops saw the biggest increases. However, while expenditure on short breaks is at its highest, reported net spending on long holidays is down by two points suggesting that consumers might have delayed their holiday plans until later in the summer or gone for shorter trips.

Will the leisure consumer keep a cool head?
Quarter-on-quarter net spending for the third quarter is higher in five categories while remaining flat in six. Consumer confidence around disposable income rose by one point both on a quarterly and annual basis. As outlined in our recent report Experience is everything experiences continue to be at the heart of consumers’ plans as they continue to shoulder the burden of powering the economy.

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Will leisure spending continue to rise in Q3 2019?
UK Leisure Consumer – Q2 2019

Leisure spending continues on
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