

LEISURE CENTRES AND SWIMMING POOLS

UK, 2021



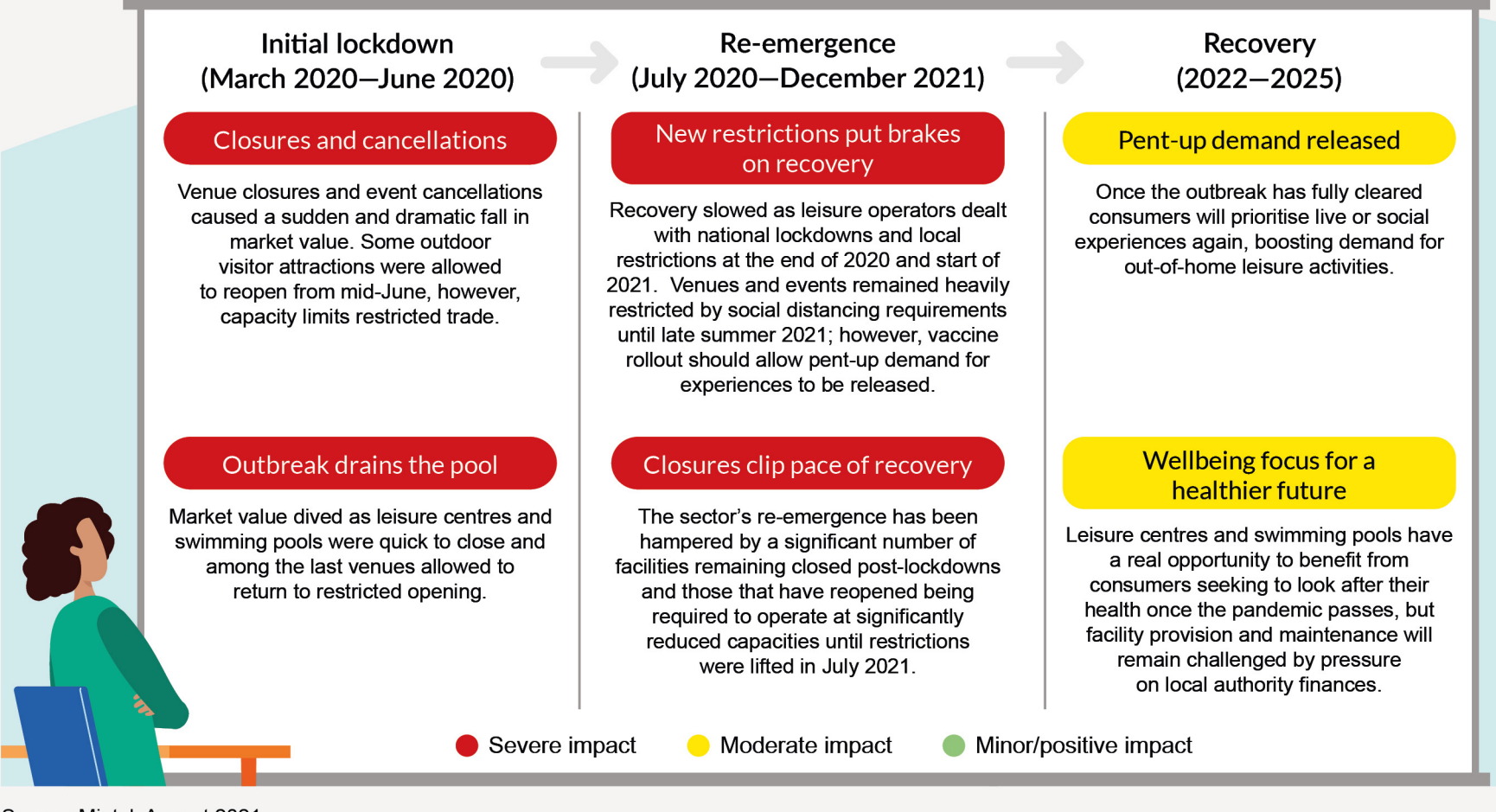
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THE COVID-19 PANDEMIC HAS PUSHED THE LEISURE CENTRE AND SWIMMING POOL INVESTMENT CRISIS TO THE POINT AT WHICH A SIGNIFICANT REDUCTION IN PROVISION IS NOW INEVITABLE AND STRENGTHENED THE MARKET'S IMPERATIVE TO PIVOT TOWARDS A BROADER HEALTH PROMOTION REMIT.

David Walmsley,
Senior Leisure Analyst

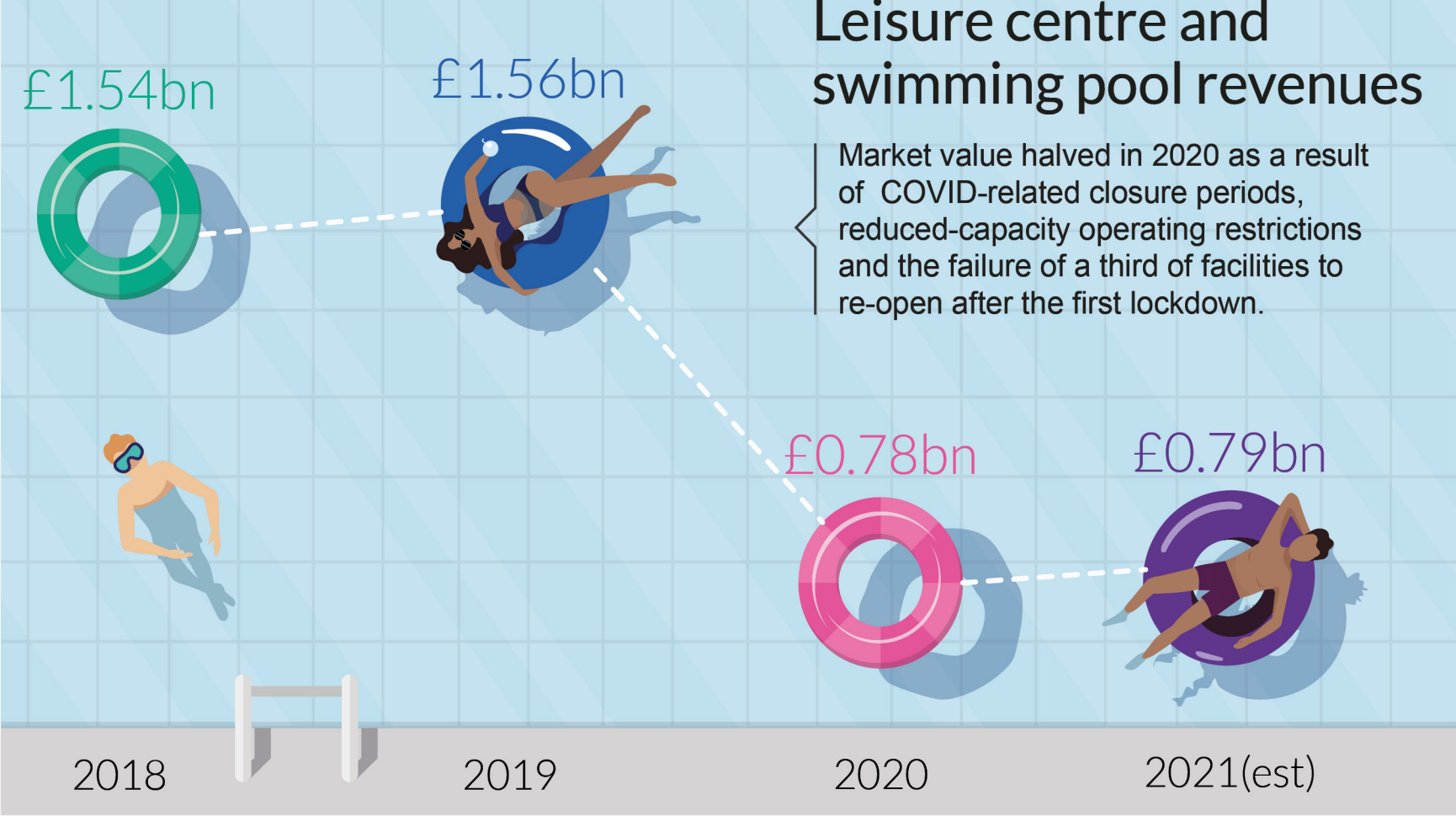
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SHORT, MEDIUM AND LONG TERM IMPACT OF COVID-19 ON LEISURE CENTRES AND SWIMMING POOLS



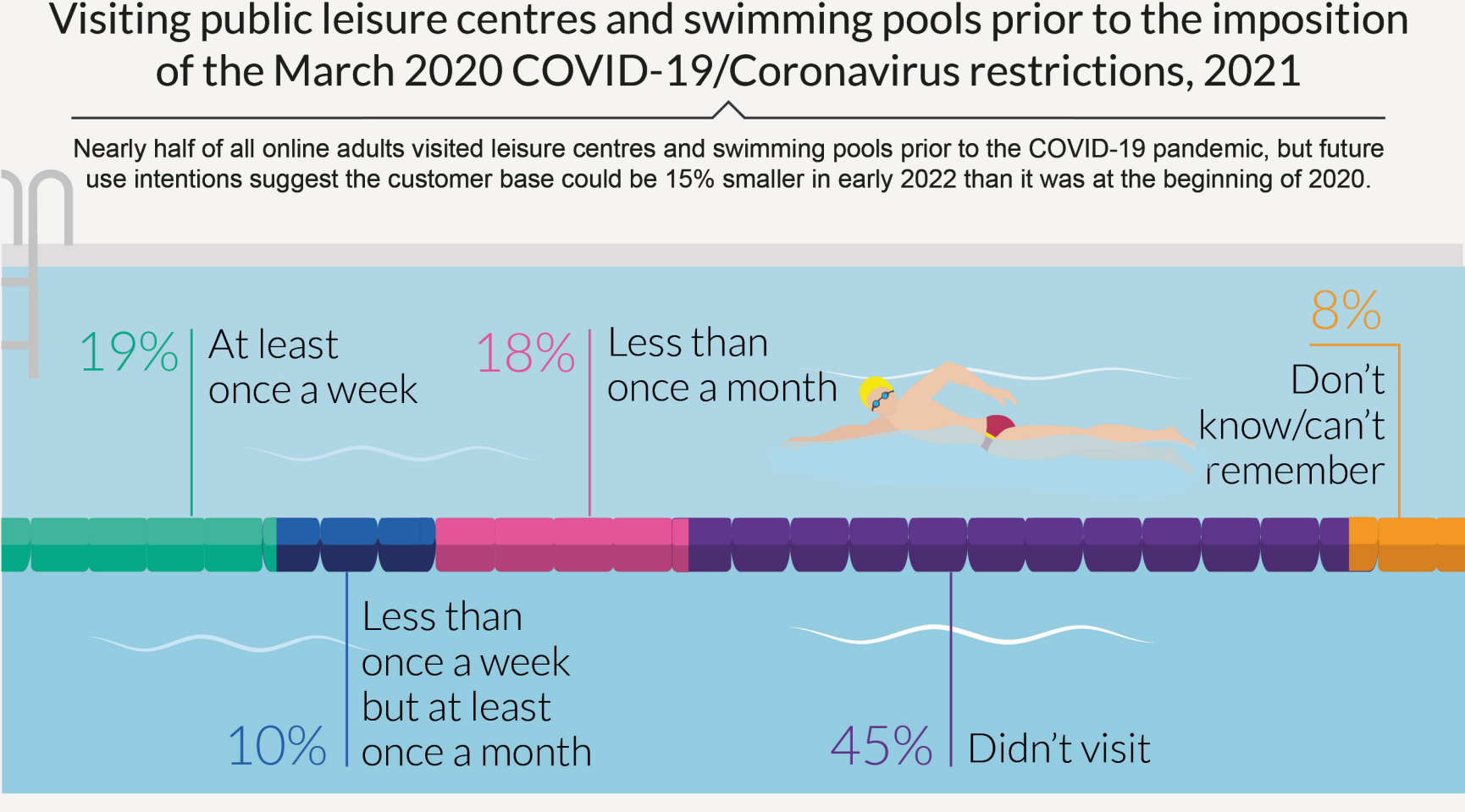
Source: Mintel, August 2021

SPENDING DIVES AS PANDEMIC HITS



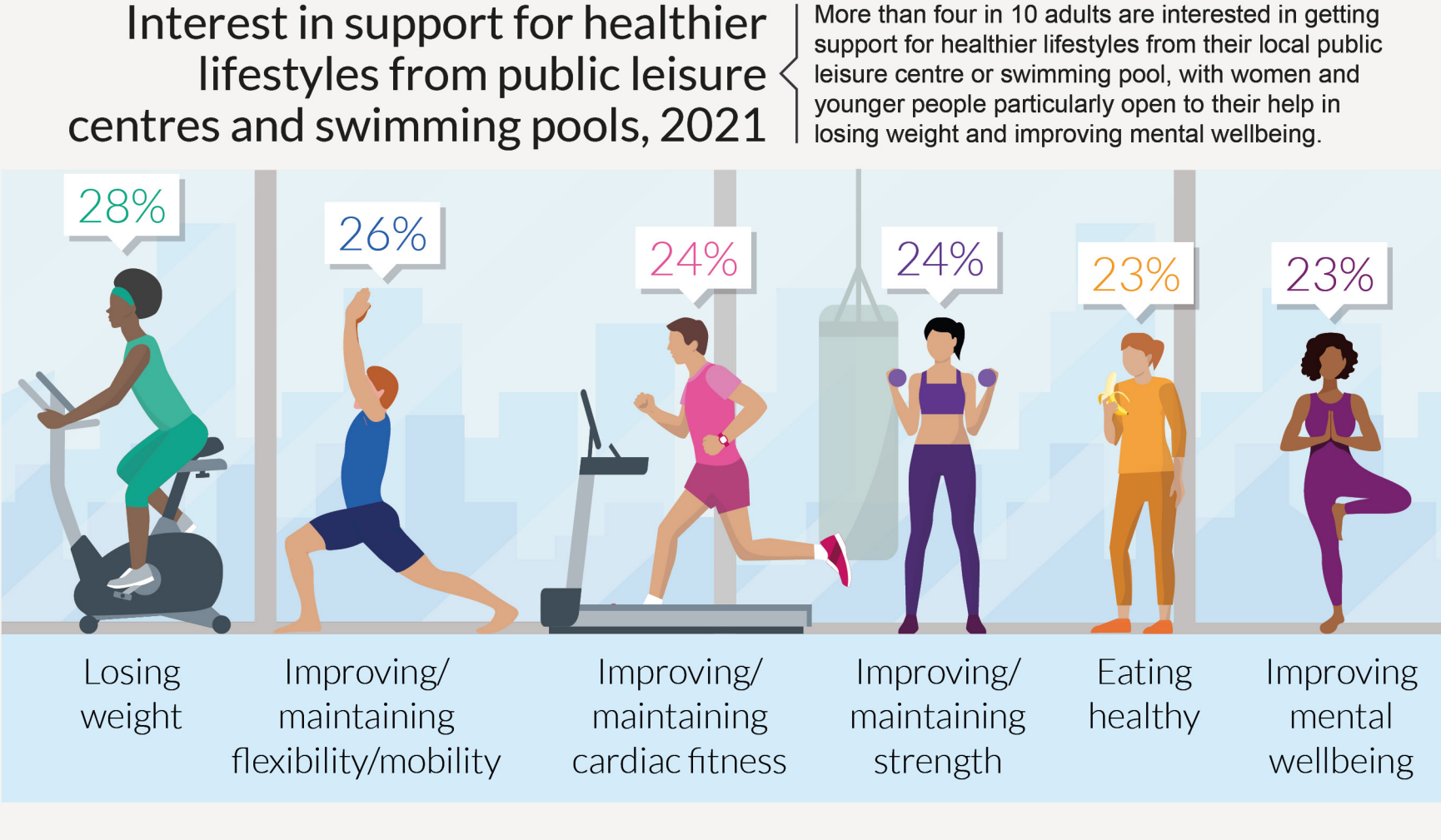
Source: Mintel, August 2021

ONE IN SEVEN CUSTOMERS MAY NOT RETURN



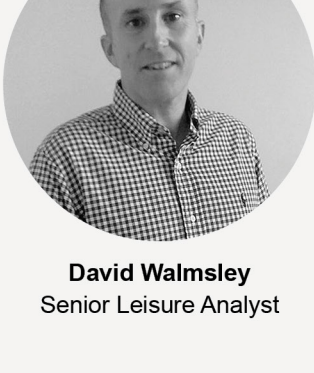
Base: 2,000 internet users aged 16+ | Source: Lightspeed/Mintel, March 2021

WOMEN AND YOUNG SEEK LIFESTYLE SUPPORT

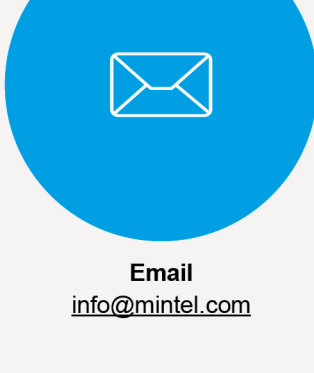


Base: 1,938 internet users aged 16+ who consent to special data category | Source: Lightspeed/Mintel, March 2021

THANKS, GET IN TOUCH



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