

Research report:

Society of sobriety and the leisure upgrade

O₂ business



Health and wellbeing was once solely a concern for fitness fanatics or the body conscious, but it is now more widespread than ever. This is just one trend spotted in O₂'s latest research, conducted with the Future Foundation¹, which has discovered that consumers are increasingly living highly moderated, self-disciplined lives.

The New Year often drives resolutions focused on self-improvement, as people seek pastimes that are pleasure-rich but also allow them to learn additional skills, fulfil ethical concerns and try new experiences.

Close to **1/5**
(around £140bn)
of UK Government
spending is
devoted to health

'Indulgence' products
and pursuits will have
to be re-defined for
more health-conscious
but still pleasure-
seeking consumers

60-70%
of people agree that
entertainment should be
about learning new things
as much as having fun

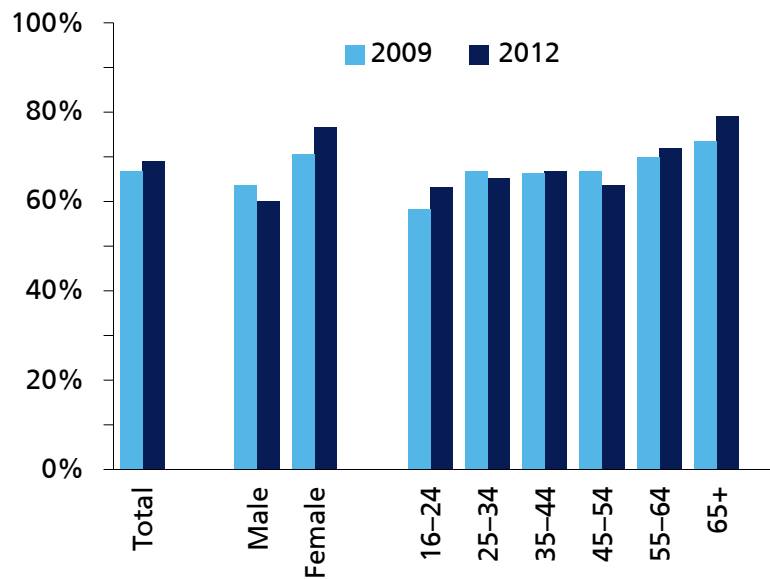
Businesses are joining in too with initiatives like Morning Glory London's immersive morning rave at Bethnal Green, encouraging workers to start their day feeling energised and revitalised with a 6:30am pre-work party.

Our research also shows that unhealthy foods will continue to decline in popularity as preferences move towards lighter, healthier alternatives. Consumers will occasionally indulge in foods they know aren't good for them, but will do so more consciously.

¹ All report statistics from Future Foundation nVision research: <http://futurefoundation.net/nvision/>



"I try to maintain a healthy diet whilst sometimes treating myself to foods that I know aren't good for me"



"I eat foods that claim to have specific health benefits"

19% of Gen Y

Almost 1/2

of women would like more control over their weight

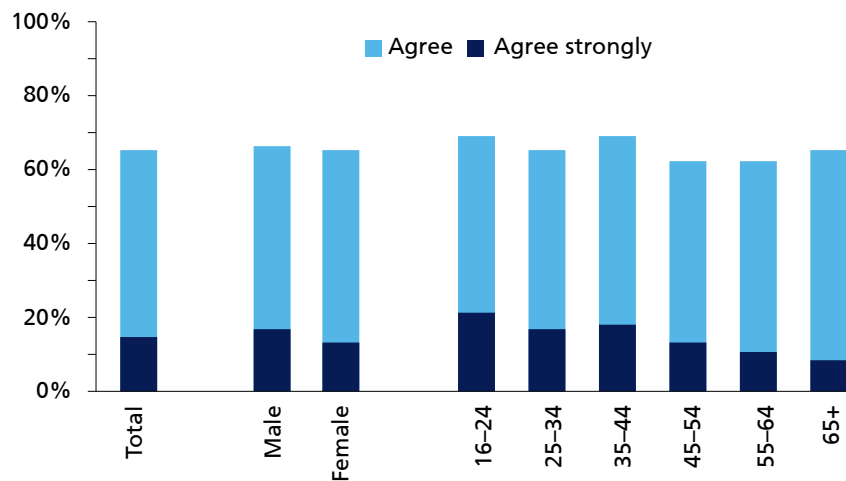
"I completely omit alcohol from my diet"

22%



As leisure time is increasingly precious, consumers want to be productive by seeking pursuits which allow them to become more skilled whilst enjoying new experiences.

"Entertainment should be as much about learning new things as having fun"



So it's leisure providers who face the challenge of turning everyday pursuits – such as working out, going to the cinema or visiting a bar, pub or restaurant – into time rewarding activities.

The brands that can offer memorable leisure experiences will be the brands that flourish. Take a look at Reebok's Immersive Fitness, with its specially designed studio screens which surround participants with synchronised video and audio to create a truly immersive fitness experience.



With this trend on the rise, fitness wearables and health applications are also increasingly popular, allowing consumers to easily measure and modify their lifestyle, as well as compete with friends to achieve their goals.

Businesses will need to offer experiences that are enriched by digital services and solutions to successfully attract and retain customers.

76% strongly or moderately feel the need
"to have a
hobby/activity
I love doing"

"I think in modern society, where people have less time to participate in leisure activities due to longer working hours/commutes, it might be seen as a luxury to be bored as free time becomes more precious and perhaps should be utilised doing something productive"

Trendspotter UK



How O₂ can help you take advantage of these trends:

As customers become increasingly demanding and digitally savvy, leisure organisations need to recognise that how you provide experiences to consumers is just as important as what you are providing.

We can help you:

- **Deliver** personalised offers to customers to attract them to a particular venue or location through contextual, time and location-based interactive messaging
- **Develop** more knowledgeable employees who can improve engagement with customers, equipping them with devices and assisting them through real-time guided selling applications
- **Provide** interactive media and digital experiences in-venue supported by O₂ Wifi connectivity and visitor data, to increase dwell time and brand engagement
- **Boost** loyalty through contextual, time sensitive and experience based messaging and social media services, such as O₂ Priority

To find out how we can help you, call us on:
01235 433 507