

# Gemba

Expected change in  
spending habits  
post COVID-19

**SPORT & ENTERTAINMENT INSIGHTS**

9 JUNE 2020

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FC BAYERN ERLEBNIS  
Deutschlands größtes Vere

Eingang Süd

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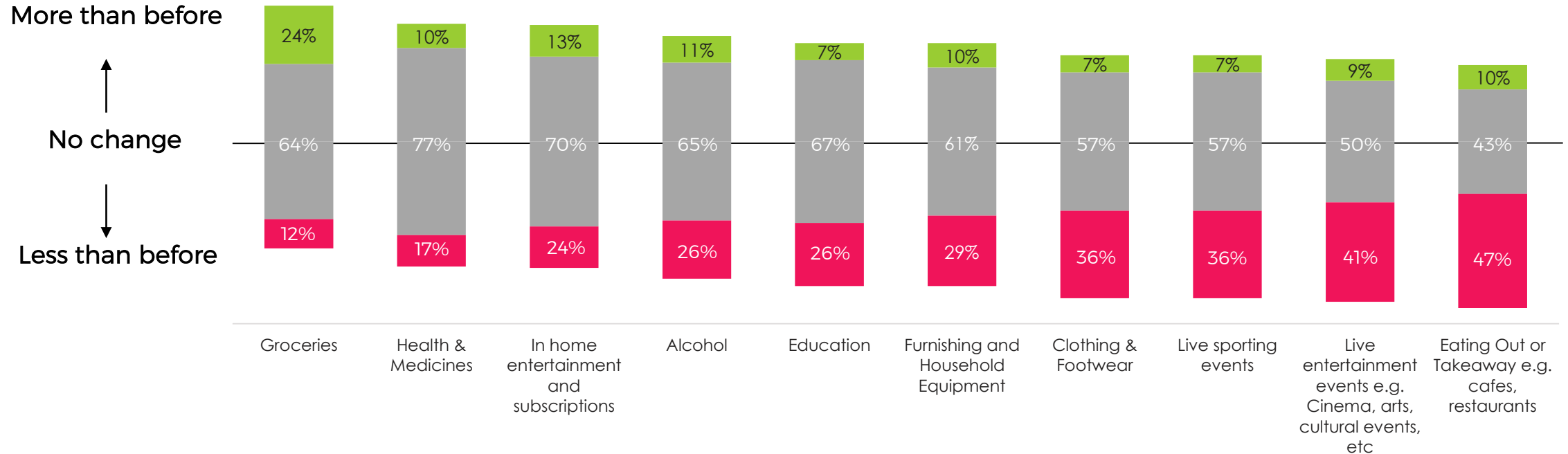
GEMBA'S LATEST CONSUMER RESEARCH IN THE UNITED KINGDOM, GERMANY AND AUSTRALIA SHOWS THE EXPECTED CHANGE IN SPENDING HABITS POST COVID-19.

EATING OUT, LIVE SPORT AND ENTERTAINMENT EVENTS ARE GOING TO TAKE A BACK SEAT TO HIGHER ORDER REQUIREMENTS.

# Restaurant dining and takeout food habits will decline for almost half of the UK population, whilst groceries will significantly increase

## EXPECTED CHANGE IN SPENDING HABITS POST COVID-19 | UNITED KINGDOM

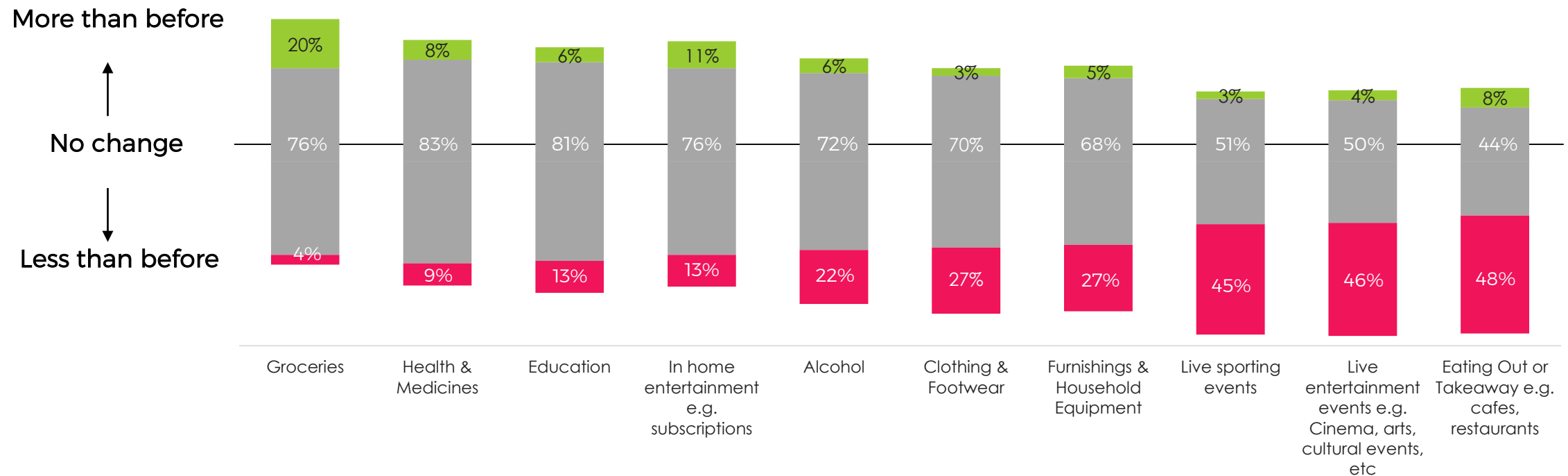
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# German consumers' behaviour will remain predominately unchanged, with the exception of some discretionary services and events declining

## EXPECTED CHANGE IN SPENDING HABITS POST COVID-19 | GERMANY

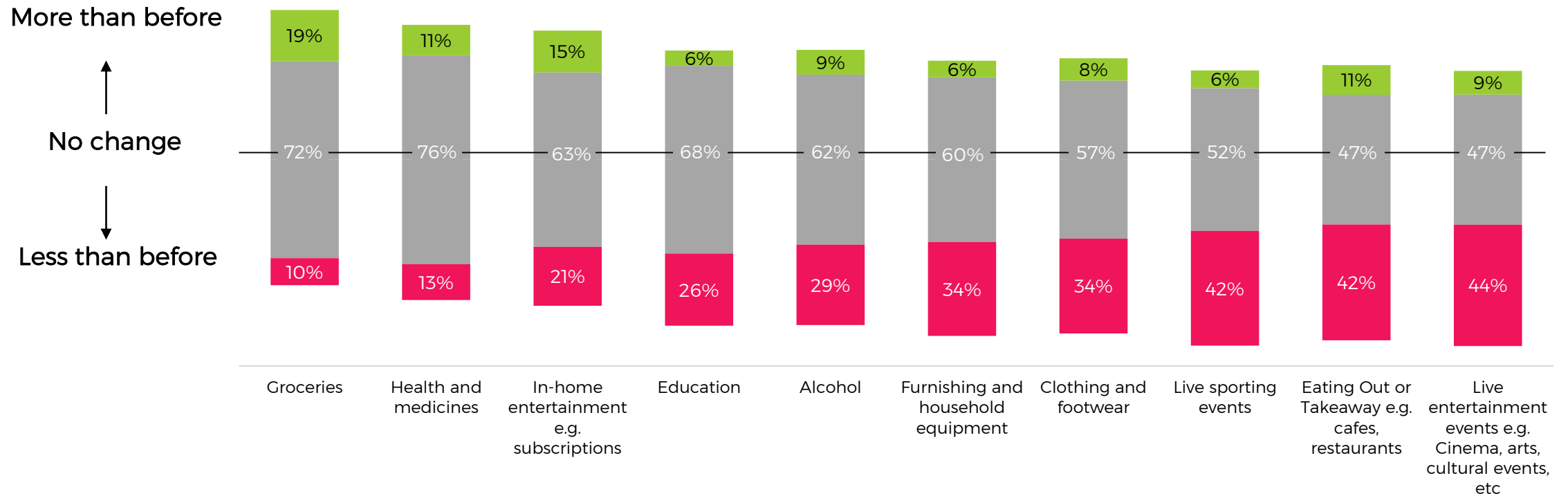
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# Australians anticipate lower spend on discretionary items such as live sports, entertainment products and eating out

## EXPECTED CHANGE IN SPENDING HABITS POST COVID-19 | AUSTRALIA

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Download more of Gemba's COVID-19 research reports here

<http://thegembagroup.com/news/free-covid-19-sports-entertainment-insights/>

**Gemba conducted this poll in three countries:**

- United Kingdom: 3-4 June 2020; Nationally representative sample n=400
  - Germany: 4-5 June 2020; Nationally representative sample n=404
  - Australia: 22-23 May 2020; Nationally representative sample n=302

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