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Markus Gaebel · Apr 11

Eurostat Insights: Rising Consumer Spending on Active Sports Participation



Every year in April, Eurostat provides valuable insights through its Harmonised Indices of Consumer Prices (HICP), which track inflation across various sectors in Europe. These indices offer a clear snapshot of how household spending evolves, particularly within recreation and sports.

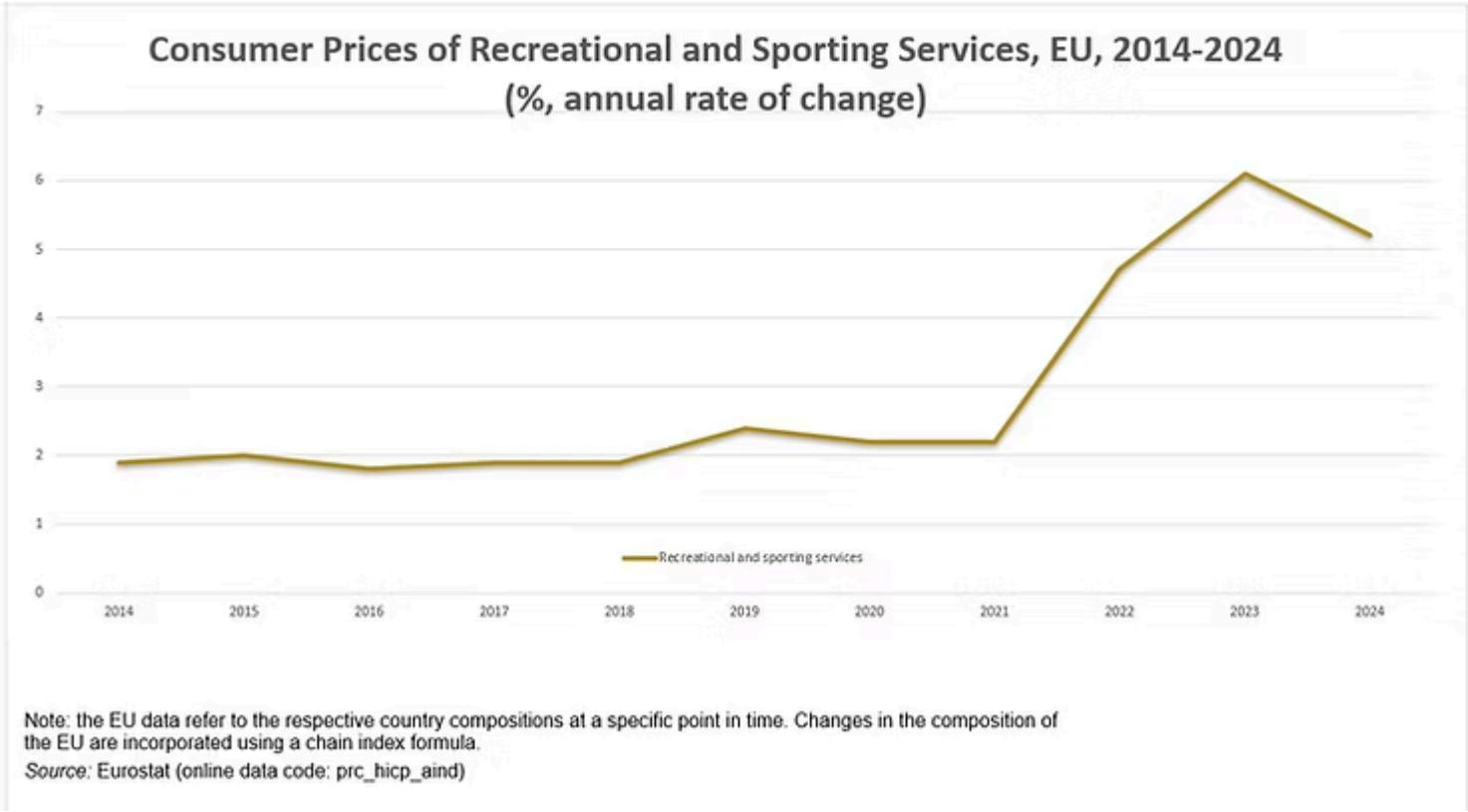
Eurostat breaks down recreational and sporting services into two distinct sections:

Watching Sports and Entertainment Events - This covers spending on events at sports stadiums, horse racing venues, motorsport tracks, amusement parks, and fairgrounds places where excitement and entertainment meet.

Participating Actively in Sports - Most exciting for squash facility operators and sports enthusiasts is the category of active participation. This involves services from squash courts, fitness centers, swimming pools, golf courses, and tennis courts. Additionally, this includes renting sports equipment, enrolling in specialized classes such as skiing or dancing, and joining guided outdoor activities like mountain trekking.

From here on, we focus solely on the "Participating Actively in Sports" category, as it specifically captures the costs associated with playing squash.

Active Sports Participation is Thriving



Between 2019 and 2024, consumer prices for active participation rose by an average of 4.2% annually. From 2023 to 2024 alone, there was a notable 5.2% increase, underscoring robust demand and consumer spending in this sector.

In 2023 and 2024, overall inflation was unusually high. While equipment costs eventually dropped back to match general inflation levels, participation costs remained noticeably above inflation. This clearly shows that higher monthly membership fees and pay-and-play charges have been accepted by the market.

For squash facility operators and potential investors, these figures are more than just price movements. They signal a vibrant and growing market for active sports participation and a growing appreciation of the value provided by sport and leisure facilities. With the industry primed for growth and innovation, one key question remains:

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When was the last time you raised your prices for Squash?

[Eurostat: Consumer prices of recreational and sporting goods and services - Statistics Explained](#)