Night Time Economy Market Monitor

June 2025

Welcome to the second edition of the *Night Time Economy Market Monitor.*

The Night Time Industries Association and CGA by NIQ launched the Monitor to measure trends in evening and late-night venues—primarily entertainment, hospitality and leisure-related..The story of the last 12 months is broadly encouraging, with growth in many channels and locations, thanks to a willingness of consumers to spend a little more.

But below the surface is a lot of churn in the landscape, and this edition of the Monitor tracks some of the key opening and closure trends. There are also a lot of challenges: consumer confidence is still fragile, and operational costs continue to mount—especially through an extra burden of National Insurance contributions and the near-halving of rates relief. While the night time economy has been adapting and evolving well, these new costs put future investment under fresh threat.

To further explore the complexity within this market, this edition draws upon new data sources, bringing together live sales data from operators, sentiment among core consumers, and site openings and closures, to present the night time economy in numbers.

The COVID comeback: Night time economy trends

Bars, pubs, clubs and other venues catering for the evening and late-night markets remain robust despite a host of cost and consumer spending challenges.

That's the top takeaway from this edition of the Night Time Economy Market Monitor. It shows that while the number of nightclubs, late-night bars and casinos has slumped by a quarter **(25.1%)** in the five years since the start of the COVID-19 pandemic in March 2020, it has increased by **2.0%** in the last 12 months.

Growth has been better in the wider evening economy, which includes various types of bars, pubs and other venues (see the Definitions section on page 10 for a full breakdown). Numbers here have fallen by **7.7%** in five years, but increased by **4.9%** since March 2024. There have been similar trends in other segments like the cultural economy (see page 8).

+2.0%

Net growth in late-night venues, March 2024 to March 2025

+4.9%

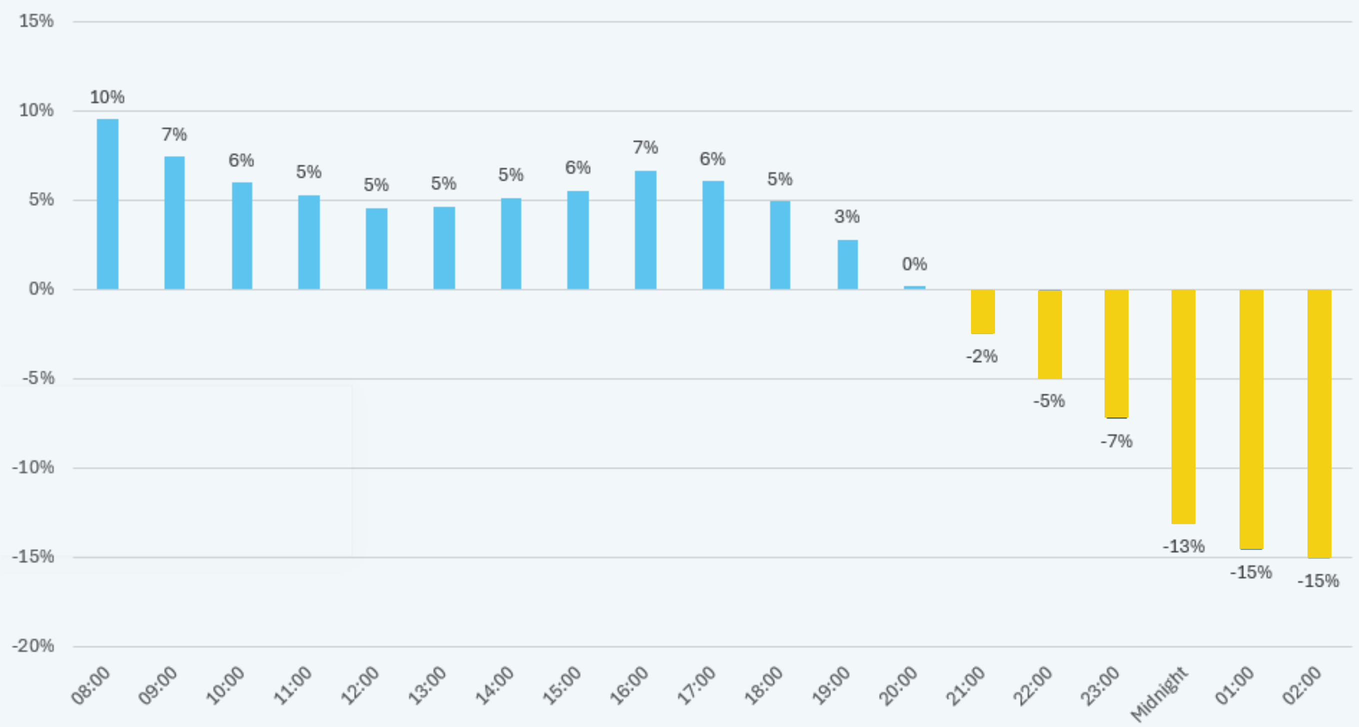
Net growth in evening-economy venues, March 2024 to March 2025

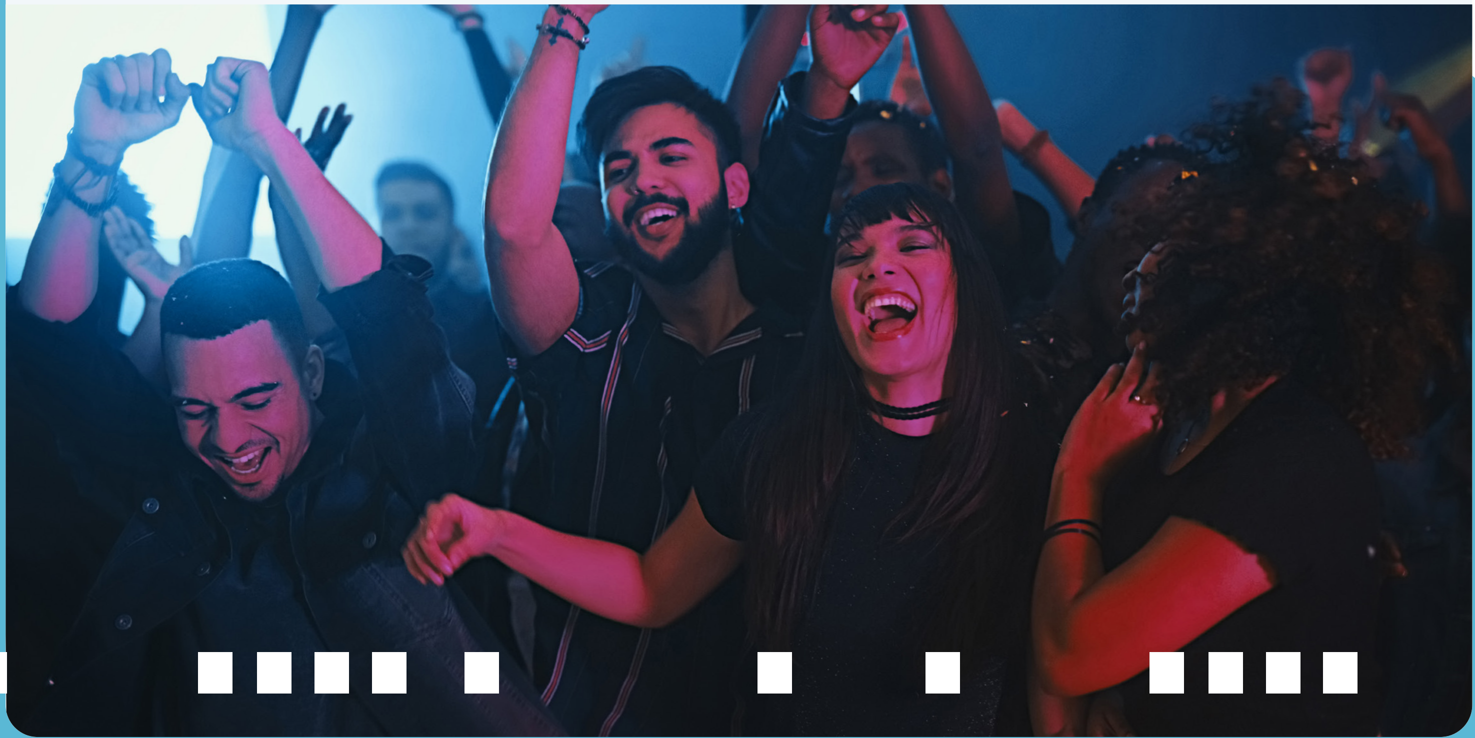
The Night Time Economy in numbers: Sales

Using CGA by NIQ's latest Trading Index data, capable of analysing hospitality sales at a transactional level, this second edition of the Night Time Economy Market Monitor reveals the changing trading patterns that are contributing to a rapidly changing market landscape.

When comparing average sales per venue over the last 12 months with the year before, there is a stark decline in performance after 9pm. As identified by consumer survey data in the first edition of the Night Time Economy Market Monitor, consumers are choosing to shift their visits earlier in the day. This effect is felt particularly strongly across high tempo visits that have typically been the domain of bars and nightclubs geared towards late-night trading. As a result, trading by hour has become increasingly pressured throughout the night, with values in decline by over **13%** beyond 1am. This lays bare the challenge that operators are facing, caught between increasing operational costs and declining consumer spend.

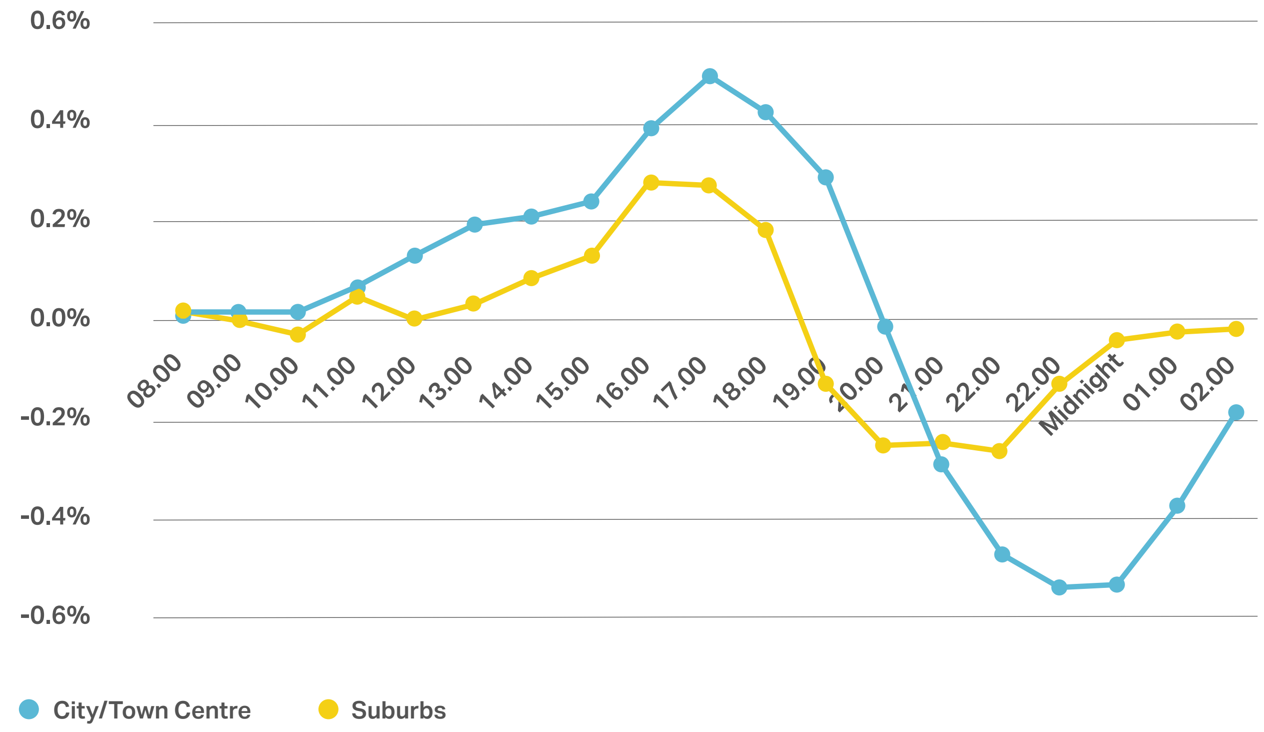
Year-on-year change in average sales per venue





Another way of examining changing sales patterns is through hourly share. With later night trading under pressure, earlier dayparts are representing an increasing proportion of sales throughout the day, compared to the year before.

Year-on-year change of hourly sales share



Sites in the suburbs—less invested in late-night trading—show more muted change in the early hours, though there is a clear shift in total sales values away from the late to the earlier evening.

Changing share in urban centres is much more pronounced, with large movement of sales away from the night fuelling sales across the rest of the day. This share growth is present all the way through to morning, fuelled in part by new occasion types like bottomless brunches, that allow high-tempo consumer visits to visit bars and bar restaurants from the time their doors open.

However, the latest trading slots from 1am onwards are maintaining their share more effectively in urban centres, as a dedicated core of consumers seek the classic clubbing experience that cannot be replicated at earlier dayparts, or in more suburban environments.

Sales in Bars, Bar Restaurants, Community Pubs, High Street Pubs, Large Venues and Nightclubs

This year = 52 weeks ending 2025-05-03

Last year = 52 weeks ending 2025-05-04

The Night Time Economy in numbers: Seven insights from young consumers

Young adults are core to the night time economy, and their social habits and attitudes have a significant impact on the success of bars, restaurants, clubs and other venues. So how do they feel about going out in 2025? A recent survey by Observant revealed insights into their behaviour; here are seven of the top takeaways.

1. Face-to-face meet-ups still dominate

Despite the rise of social media and other online interaction, young adults still much prefer to get together in person. Only **14%** of 18 to 30 year-olds say online interactions are their preferred means of socialising, while **37%** prefer to meet in-person and **46%** like a mix of both.

2. Staying-in rivals going-out

While going out for food and drinks is by far the most popular means of socialising, significant numbers of young people are doing so at home too (see box). Increasing options for entertainment and food delivery mean night time businesses need to work hard to tempt people off the sofa and into their venues.

3. Two in five go out for music monthly

Live music is deeply engrained in young people's social lives. Two in five **(40%)** survey respondents say they visit a music venue or nightclub at least once a month, and **11%** do so weekly—rising to **15%** of 25 to 30 year-olds. Around half **(49%)** say music venues are an important part of their lives, and **70%** think they are an important aspect of UK culture.

4. Community matters

Night time venues give young adults the sense of community, inclusivity and belonging that they want. More than a third **(35%)** say friendship groups are an important factor in deciding to attend a music event or nightclub. Three in ten **(30%)** think a stronger sense of inclusivity would encourage them to go out more.

5. Travel is a barrier to night time visits

The night time economy is being hampered by weak travel infrastructure in many places. Well over two thirds **(71%)** of 18 to 30 year-olds say that planning how to get home is an important part of a night out, and concerns about travel prevent many people from going out as much as they'd like.

6. Safety is fundamental

More than a third **(36%)** of consumers say safety is an important factor when choosing to attend a music event or nightclub—making it more significant than things like cost **(30%)** and atmosphere **(27%)**. More than half **(55%)** agree that concerns over drink spiking reduce their desire to go out drinking.

7. Moderation is a big trend

CGA by NIQ's research has tracked a moderation of alcohol intake for several years now, and the Observant survey shows how attitudes have changed. Nearly half of those surveyed either never drink **(17%)** or drink only once a month or less **(29%)**, and three in five **(59%)** agree there is less social pressure to drink alcohol now than in the past. However, this doesn't necessarily mean younger generations are any less engaged with live music. Only **21%** disagree that young people are going out to music venues and nightclubs as much as older generations did.

What are the most common ways you socialise with friends?

1. Going out for food or drinks **51%**
2. Just hanging out at home **28%**
3. Shopping **27%**
4. Watching movies or TV together **26%**
5. Gaming (online or in person) **25%**

6.= Outdoor activities **21%**

6.= Playing sport **21%**

8.= Attending live music events **20%**

8.= Online hangouts **20%**

10. Traveling or taking short trips **17%**

+0.1%

Net growth in total hospitality sites, March 2024 to March 2025

The Night Time Economy in numbers: Sites

The last 12 months have demonstrated the resilience of the night time economy and the enduring popularity of clubs, pubs, bars and entertainment venues. These sites have been notably stronger than the hospitality sector as a whole, which has recorded net growth of only **0.1%** in the last 12 months.

Underlying demand for night time experiences remains high, and there are grounds for cautious confidence for the future. Nevertheless, the latest round of economic challenges and extra costs from the Autumn Budget will bring serious challenges across the night time economy in the months ahead.

	March 2020	March 2024	Dec 2024	March 2025	Change, March 2025 v Mar 2020	Change, March 2025 v March 2024	Change, March 2025 v Dec 2024
Late-night economy	3,026	2,222	2,264	2,266	-25.1%	+2.0%	+0.1%
Evening economy	17,405	15,313	16,004	16,070	-7.7%	+4.9%	+0.4%
Wider night time economy	102,446	88,362	88,726	88,510	-13.6%	+0.2%	-0.2%
Cultural economy	3,402	2,840	2,942	2,967	-12.8%	+4.5%	+0.8%
Total hospitality sector	115,108	98,745	99,120	98,866	-14.1%	+0.1%	-0.3%

The changing mix of bars and clubs

Night Time Economy Market Monitor data shows how Britain's pubs, bars and clubs continue to morph.

Of these three channels, it is bars that have performed best in site terms over the last 12 months. Their total numbers rose by **7.6%** between March 2024 and March 2025—equivalent to nearly 7 net new openings per week. Remarkably, Britain now has **2.8%** more bars than it did at the pre-COVID benchmark of March 2020.

As the last edition of the Monitor revealed, bars' growth has been powered by a wave of interest in experience-based nights out, including competitive socialising. This table shows that while traditional formats like bar restaurants, educational bars and wine bars have achieved solid growth in the last 12 months, venues with additional elements have been even stronger. Themed bars have soared by **24.3%**, and there has been doubled-digit growth for craft and cocktail bars, which deliver the specialism and expertise that many consumers now crave.

Some of these types of bars have taken on nightclubs' role in the late-night economy. COVID hit clubs harder than any other channel, and there are now **33.8%** fewer of them than before the pandemic. However, recent months have brought some stability, and nightclub numbers have actually risen in the last 12 months, by **5.4%**—though in such a volatile market, more club closures can be expected over the rest of 2025.

+2.0%

Net growth in late-night venues, March 2024 to March 2025

+4.9%

Net growth in evening-economy venues, March 2024 to March 2025

+7.6%

Net growth in bars, March 2024 to March 2025

Bars and clubs at March 2025: Selected segments

	Sites at March 2020	Sites at March 2024	Sites at March 2025	Change in sites, March 2025 v March 2020	Change in sites, March 2025 v March 2024
Bar restaurants	3,663	3,211	3,333	-9.0%	+3.8%
Cocktail bars	689	825	950	+37.9%	+15.2%
Craft bars	641	705	808	+26.1%	+14.6%
Educational bars	793	627	628	-20.8%	+0.2%
Late-night bars	1,644	1,320	1,320	-19.7%	0.0%
Nightclubs	1,247	784	828	-33.8%	+5.4%
Themed bars	109	259	322	+195.4%	+24.3%
Wine bars	666	626	661	-0.8%	+5.6%

The cultural economy

New for this edition of the Night Time Economy Market Monitor is a 'cultural economy' segment that measures opening and closure trends in channels like cinemas, theatres and arenas (see page 4 for definitions). These venues demonstrate an offering that goes further than food and drink-led operations.

COVID-19 took a toll on this segment, which was forced into long periods of closures and trading restrictions. Numbers here are now about an eighth **(12.8%)** lower than at March 2020. However, there has been a modest revival in the last 12 months, and the channel has grown **4.5%**—an average of around 2 new openings per week. This is partly down to consumers' growing desire for entertainment-led or activity-led experiences on their nights out, which has raised the confidence of investors and operators. It is a reminder that alongside pubs, bars and clubs, culture is an integral part of the night time economy.

+2.8%

Net growth in bars, March 2020 to March 2025

+4.5%

growth in cultural economy sites, March 2024 to March 2025

COVID and costs hit late-night indies

Throughout COVID-19 and the period of high inflation, managed hospitality groups have proved more resilient than their independent counterparts—and the night time economy has been no different.

Indie sites across the wider Night Time Economy have recorded a net decline of **15.8%** of sites in the five years to March 2025—equivalent to around 38 closures per week. The drop in tenanted venues **(17.4%)** has been even steeper. By contrast, managed groups have stemmed five-year losses to **3.2%**. This highlights the fragility of independent bars, pubs, clubs and other venues, many of which have had limited reserves to sustain them.

These indie venues are the lifeblood of the night time economy, and the wave of closures is cause for concern.

The last year has brought some respite—indie and managed venues have increased by **0.9%** and **0.7%** since March 2024—but many small operators remain vulnerable and in need of government support.

−15.8%
Net decline in independent night time sites, March 2020 to March 2025

−3.2%
Net decline in managed night time sites, March 2020 to March 2025

Night time economy: Sites at March 2025 by tenure

	Sites at March 2020	Sites at March 2024	Sites at March 2025	Change in sites, March 2025 v March 2020	Change in sites, March 2025 v March 2024
Independent	62,775	52,362	52,840	-15.8%	+0.9%
Managed	20,421	19,641	19,769	-3.2%	+0.7%
Tenanted	19,250	16,359	15,900	-17.4%	-2.8%

Sites by region

Trends in the late-night hospitality economy have also varied from place to place in Britain, with some regions much more affected by challenges than others.

This breakdown shows how operators in the Central, East and South West regions of England, as well as Wales, have all seen late-night venues drop by more than 28% in five years. Businesses in the South and South East have been more durable, with a drop of **18.2%**. These trends are similar in the wider evening economy. The pattern may reflect the relative affluence of southern parts of England, as well as the density of towns and cities here, which have generally seen fewer closures than suburban or rural parts of Britain.

Late-night economy: Sites at March 2025 by region

	Sites at March 2020	Sites at March 2024	Sites at March 2025	Change in sites, March 2025 v March 2020	Change in sites, March 2025 v March 2024
Central	434	291	291	-32.9%	0.0%
East	124	86	89	-28.2%	+3.5%
Lancashire	512	392	402	-21.5%	+2.6%
London	556	398	420	-24.5%	+5.5%
North East	175	127	128	-26.9%	+0.8%
Scotland	293	229	228	-22.2%	-0.4%
South & South East	203	168	166	-18.2%	-1.2%
South West	212	146	150	-29.2%	+2.7%
Wales	153	107	109	-28.8%	+1.9%
Yorkshire	364	278	283	-22.3%	+1.8%

+0.4%
Net growth in late-night venues in towns, March 2024 to March 2025

+2.4%
Net growth in late-night venues in cities, March 2024 to March 2025

The late-night capitals

As the last edition of the Night Time Economy Market Monitor revealed, Britain's major cities have performed much better than smaller ones in terms of openings and closures lately. Cities now have **20.1%** fewer late-night sites than they did five years ago, but towns' net losses have been much steeper at **31.1%**.

This trend is particularly apparent in the capitals of England, Scotland and Wales, to which consumers have steadily returned since COVID. As this data shows, Greater London had a **70%** share of late-night venues in the wider London region (which extends to include commuter towns outside the 33 administrative Boroughs of Greater London) at March 2020, but five years later this has risen to **74%**. Edinburgh has increased its share of Scotland's late-night sites by 3 percentage points, while Cardiff has grown its split of Wales by 5 percentage points. In pure number terms, all three capitals have more late-night sites than they did 12 months ago, with experience-led venues especially buoyant.

This shows how big cities are drawing late-night consumers in from surrounding areas. This is bad news for some satellite towns and suburban areas, but suggests capitals are cementing their position as the powerhouses of the late-night and cultural economies. A higher density of venues, tourism and better public transport infrastructure all play to the advantage of London, Edinburgh and Cardiff.

Percentage of the region's total late-night sites in respective regions

	Percentage of country's sites at March 2020	Percentage of country's sites at March 2024	Percentage of country's sites at March 2025
London	70%	73%	74%
Edinburgh	18%	20%	21%
Cardiff	28%	33%	33%

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The view from CGA by NIQ

"There's no escaping the fact that the night time economy faces a difficult trading environment. Costs continue to rise and consumers' confidence remains patchy. Key post-COVID changes in behaviour, like moderation of alcohol consumption, earlier eating or drinking out and home-based entertainment options, have worked against the night-time economy. However, the late-night market is more buoyant than some realise. Our Monitor data shows it is comfortably outperforming hospitality as a whole for new openings, and bars, competitive socialising venues and cultural sites are all gaining momentum. Conditions will remain tough for some time, but the long-term outlook for well-resourced, distinctive and good-value late-night businesses remains good if they can respond nimbly to people's fast-changing leisure needs."

Karl Chessell, director - hospitality operators and food, EMEA at CGA by NIQ

The view from NTIA

"Our Night Time Economy Market Monitor highlights the immense value of the night time economy to the UK: to the social lives of consumers, to the country's music and cultural scenes, and to the economy and job creation. Our sector has a big role to play as we build back from COVID-19 and the period of high inflation, and new openings are a very encouraging sign of confidence among operators, investors and consumers alike. Nevertheless, the sector faces a wide range of external challenges that are piling pressure on margins and endangering small businesses, who are the lifeblood of the night time economy. On labour costs, taxes, licensing, transport infrastructure and much more, the night-time needs and deserves better support from central and local government if it is to sustain its growth and investment in the years ahead."

Michael Kill, CEO - Night Time Industries Association

About our report

Data in this report is sourced from CGA by NIQ's Outlet Index, the leading database of licensed premises in Britain, with furtherinsight from CGA's range of consumer, business leader and sales measurement solutions. To learn more, visit www.cgastrategy.com or email Reuben Pullan, senior insight consultant, at **reuben.pullan@nielseniq.com**.

Definitions

'Late-night economy sites' includes venues in the Outlet Index that explicitly operate at late-night hours. They include late-night bars, nightclubs and casinos.

'Evening-economy sites' are defined as venues that are focused on evening operations and entertainment. In addition to the above venues, they include arenas, ballrooms, bar restaurants, bingo halls, cocktail bars, craft bars, educational bars, theatres, themed bars, themed pubs, unthemed high street pubs and wine bars.

Wider night time economy sites' provide the broadest view of the industry. In addition to the above, they include food-led and activity-led venues that operate in the evening as well as daytime, like restaurants, local sports clubs, social clubs, cinemas, snooker clubs, street markets, bowling alleys, hotels, casual dining restaurants, community pubs, branded food pubs and unbranded food pubs.

'Total market' includes all licensed premises in Great Britain.

The Night Time Industries Association is the voice of the night time community in the UK. For more about the NTIA and membership, visit **www.ntia.co.uk**

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