

## Bicycles - UK - March 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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*“Participation among women has grown much faster than that among men but it is still significantly lower and there is considerable potential for developing the frequency with which women ride.”*

– Michael Oliver – Senior Leisure and Media Analyst

### This report looks at the following areas:

- How can manufacturers and their dealers counter the threat from online competition?
- Can gravel/multipurpose bikes go mainstream?

This report covers the UK market for bicycles, which Mintel defines as those machines with a chain and ball bearings. The main product types included are mountain bikes, road/gravel bikes, traditional and hybrid bikes, children's cycles and small-wheel bicycles, such as BMX and folding bikes.

Electric bicycles, better known as e-bikes, are excluded from the coverage of this report although, as a competitive product, some reference is made to sales levels and innovations for the purposes of comparison and context.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The facts

The implications

### The Market – What You Need to Know

Bicycle market slows in 2015

Road bike popularity halo effect boosts mountain bike sales

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Bicycle supply is extremely fragmented

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### Launch Activity and Innovation

- Mountain bikes boosted by renewed innovation
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- Gravel bikes coming to the fore
- Aero is key area of focus for road bike innovation
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