

Cycling - UK - March 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Cycling ticks all of the right boxes on physical and mental health, pollution, congestion and low-carbon sustainability, but there are few signs of growth and all stakeholders, public and commercial, will need to combine their collective energies if this potential is to be realised.”

– **John Worthington, Senior Analyst**

This report looks at the following areas:

- E-bikes still in 'early adopter' stage but poised to go mainstream
- Cycling industry can take a more proactive approach to tackling barriers
- Indoor exercise trend can offer new revenue streams

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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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Indoor exercise trend can offer new revenue streams

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The Market – What You Need to Know

Bike volumes estimated down 3.8% in 2018

Mixed picture across market

Unit sales have trended downwards since mid-decade

Road bike demand has flattened

E-bike unit sales up 8% in 2018

No overall increase in cycling but cyclists are riding further

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Other leading suppliers
Other retailers
Evans Cycles
WiggleCRC
Go Outdoors

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Park Pedal
Silver cyclists
Smart bikes
AR cycling glasses
Bikepacking trend spawns new products
Indoor cycling

The Consumer – What You Need to Know

Cycling participation down for third year in a row
Safety concern is the leading barrier
MTB ownership has dipped but still the most commonly-owned bike
E-bike ownership still only around 6% despite market growth
One in five cyclists has bought a bike in past 12 months; almost one in three intends to buy in next 12 months
Interest in upgrading is strong but younger cyclists put the brakes on spending
Smart trainers and cycling holidays have large growth potential

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