

Bicycles - UK - March 2017

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“The good weather and Olympic success have culminated in a much more positive year for the cycling market than was witnessed in 2015. Although the effect of Brexit on the exchange rates will impact the cost of imports over time, with more work being done to encourage UK consumers to take up cycling, and those already participating generating a healthy source of custom”

– **Helen Fricker, Senior Leisure Analyst**

This report looks at the following areas:

- **How can more people be encouraged to cycle?**
- **How can independent bike shops survive with the continued growth of online and direct-to-consumer retail models?**

The success of Team GB's cyclists at the Rio Olympics and good weather have resulted in an improved market compared to 2015. Prior to the Olympics both participation levels and sales were showing signs of decline but retailers have since reported positive movement over the second half of 2016. Halfords continue to dominate the market and tap into the UK's Olympic success by launching ranges from Olympic heroes, while also making gains in its online presence via the acquisition of Tredz and Wheelies.

Participation levels are fairly stable and more women than ever are cycling, although the gender gap is still apparent. Investment in road safety and cycle infrastructure should help to increase participation further over the next few years. However, the impact of the UK's decision to leave the EU will have a knock-on effect on prices as the majority of bikes are imported so this may impact consumers' desire to purchase a new bike.

Mountain bikes remain the most common type owned but all others are increasing in ownership. The growth in e-bikes is driven by their popularity among consumers who may have previously dismissed the idea of using this form of transport due to fitness concerns or lack of changing facilities. Along with e-bikes, 'gravel grinders' (a cross between a road bike and a mountain bike) are proving popular with cyclists as they are adaptable in that they allow for use on and off-road.

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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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How can independent bike shops survive with the continued growth of online and direct-to-consumer retail models?
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Segment Performance

- E-bikes go from strength to strength
- New category increases segmentation
- Sportive bikes continue to prove popular

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- Halfords continues to dominate market and expand
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Brands continue to merge
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GO Outdoors expands to challenge market leaders
WiggleCRC to cut 300 jobs

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Mountain bikes still the UK's chosen bike while gravel and e-bikes rise in popularity
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