

Bicycles - UK - March 2012

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The bicycles market had a difficult year in 2011 as a result of the squeeze on household incomes which affected discretionary leisure spending and also negativity surrounding changes to the Cycle to Work scheme, which suppressed demand from that source. Some manufacturers also had too much inventory left over from 2011, which meant that there was more discounting than usual, impacting on average prices and feeding through to market value.

However, the longer-term outlook for bicycles is positive, with demand expected to continue to grow during the next five years as the negativity surrounding the Cycle to Work scheme subsides and the UK economy begins to pick up again.

– Michael Oliver, Senior Leisure & Media Analyst

In this report we answer the key questions:

- What, if anything, can the industry do to counter peaks and troughs in demand?
- What can be done to overcome consumer fears about the danger of cycling on the roads?
- What are the factors holding back further growth in the cycle commuting sector?
- What can the industry do to capitalise on growing numbers of older people?

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