

Bicycles - UK - March 2014

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

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“If safety concerns around cycling on the roads can be definitively tackled, it could open the floodgates to a new era of mass cycling participation.”

– Michael Oliver, Senior Leisure and Media Analyst

This report looks at the following areas:

- What are the implications for the bicycles market of concerns about safety?
- What might encourage lapsed riders back to, or new riders into, cycling?
- How can the base of people who commute by bicycle be expanded?

The UK bicycles market has continued to grow in the past year, despite the tough economic conditions and the squeeze on household incomes. Most of this growth has come from consumers trading up to slightly more expensive models of bicycle and in fact in volume terms the market has declined as many cheap, poor quality machines have been filtered out through anti-dumping measures in recent years.

There is still considerable latent potential in the market: 35% of adults currently describe themselves as cyclists but a further 31% would consider cycling in the future. Most of these are lapsed cyclists who have ridden in the past. Mintel's research also reveals substantial misgivings about the safety of cycling on the UK's roads and it is this which is the biggest barrier to increasing participation levels at the moment.

This report examines the factors influencing demand for bicycles, looks at innovations, sales volumes and values, how the market segments, market shares, profiles some of the leading suppliers of bicycles and assesses consumer behaviour and attitudes when it comes to cycling.

Mintel last reported on this market in Bicycles – UK, February 2013.

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