

Bicycles - UK - March 2015

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

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“Rising average selling prices reflect recognition on the part of consumers that they get what they pay for and an increasing proportion of them understand that it is worth paying more for a quality bicycle.”
– Michael Oliver, Senior Leisure & Media Analyst

This report looks at the following areas:

- Car industry offers pointers to top end of market
- Fashion industry example could help suppliers to be more flexible
- Independent cycle trade needs to stem the erosion of its market share
- More scope for package deals, either from manufacturers or retailers

Although the UK bicycles market is a very mature one, it is potentially on the verge of a new era of growth. Central and local government are investing in cycling infrastructure to make riding on the roads safer, and have committed to giving more prominence to cycling and walking in the transport planning process from now on. Combined with the ‘feel good’ factor which has arisen from multiple successes in major cycling events by British competitors and multifarious factors which have stimulated cycle commuting, this has led in recent years to a steady increase in the number of people cycling.

There has not always been a direct correlation between participation and sales – anecdotal evidence suggests that many people returned to cycling with existing machines, at least initially, but it seems that the improvements in the UK economy and corresponding gains in consumer confidence and household spending power have boosted demand for new bicycles in 2014.

Looking ahead, all the ingredients are in place for market growth in the coming five years, ranging from improved attitudes among consumers to paying more for a quality bicycle, to the positive economic outlook and promised investment in cycling infrastructure. The only potential ‘fly in the ointment’ could be recent exchange rate fluctuations, which are likely to lead to price increases in 2016 – just when consumers might be feeling a little better off and more disposed towards making larger purchases.

This report looks at the factors driving demand for bicycles, examines recent innovations, provides sales volumes and values for the industry, how the market segments, market shares, profiles of the leading suppliers, and assesses consumers behaviour and attitudes when it comes to a variety of different elements of cycling and purchasing bicycles.

Mintel last reported on this market in *Bicycles – UK, March 2014*.

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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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Car industry offers pointers to top end of market

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