

Cycling - UK - March 2018

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“An uncertain macroeconomic environment is likely to affect mass-market demand among more ‘casual cyclists’. On the plus side, ‘cycling enthusiasts’ remain willing to spend on their hobby. Continual innovation in bicycle design and components, and new premium bicycles, including e-bikes, should help to sustain growth in market value.”

– **John Worthington, Senior Analyst**

This report looks at the following areas:

- Shops need to diversify and take a service-oriented approach to survive
- E-bikes may offer the best chance to open up cycling to a wider demographic

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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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