

# Cycling - UK - 2022

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## This report looks at the following areas:

- Trends in cycling participation and sales of bikes and e-bikes.
- Bicycle ownership trends and future purchase intentions.
- Main players in the cycling market and retail channels used by cycling consumers.
- Identifying 'cycling tribes' (interest in types of cycling in future), and incentives to cycle more.
- Wider macroeconomic, government and social developments impacting on the cycling market.

21% of adults cycle at least once a week, a rise of 7 percentage points since January 2019. Although activity has fallen from the dramatic peak reached during the early months of COVID-19, the pandemic has provided a lasting boost to the cycling industry, and consumer demand remains relatively strong.

Supply chain problems have been the major challenge for the industry over the past 12 months, although the severity of these problems should gradually begin to ease during 2022 and beyond. The mounting cost-of-living crisis, exacerbated by the conflict in Ukraine in February 2022, could dampen demand over the coming months. The customer base for adult cycling is relatively affluent compared to the population as a whole, which should help to partly mitigate the impact. Kids' bike sales amongst families on tighter budgets are likely to be the most heavily affected.

There is significant future potential for an increase in cycling activity. However, despite rising public investment in safe-cycling infrastructure, the UK remains highly 'car-centric'. Supply-side problems will also remain a possible threat to meeting any future rise in consumer demand, as the cycling industry is heavily reliant on imports.

E-bike ownership has doubled in the past two years, and consumer purchase intentions point to a further doubling in the short to medium term. E-bikes are



"Rising petrol prices, and the possibility of a protracted oil crisis as a result of the conflict in Ukraine, could help to 'nudge' more people from car travel towards cycling."

– John Worthington, Senior Analyst

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not yet challenging standard mechanical bikes as the primary purchase choice for cyclists in Britain, as they are in other countries. However, there is large growth potential in this high-value category.

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