

Bicycles - UK - February 2013

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"The most surprising aspect to emerge from Mintel's research into factors influencing bicycle purchase is the lack of importance attached to brand, with price, specification and styling/colour/décor being seen as more important than whether a bicycle is a brand that the potential buyer is familiar with."

– Michael Oliver – Senior Leisure and Media Analyst

In this report we answer the key questions:

- How is recent positive exposure impacting on cycling participation and frequency?
- What do buyers look for in a bicycle?
- What types of retailer are best-positioned to capitalise on anticipated market growth?
- Where is demand for electric bicycles likely to come from in the future?

Although cycling has enjoyed a significantly higher profile during 2012 and research shows that participation has increased during the past year, this has not fed through yet in the form of significantly higher sales of new bicycles. However, with momentum behind cycling steadily growing, there seems little doubt that the UK is poised for a period of growth in sales, particularly once the country begins to emerge from economic downturn. The volatile UK weather remains a deterrent, but the range of factors which have contributed to cycling growth in the past year are only going to increase in intensity in the future.

This report assesses the current status of the market in terms of sales values and volumes and how the market segments, as well as examining recent innovations in product development and providing profiles of the major companies active in the market. It also takes a close look at consumer behaviour and attitudes, ranging from frequency of cycling and type of cycling taken part in, to retailer consideration sets, factors influencing choice of bicycle and attitudes towards electric bicycles.

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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