"The COVID-19 crisis and its economic impact have ushered in a period of unprecedented volatility in the cycling market. The crisis has provided a boost to demand in the immediate term, but bike sales are likely to contract as an anticipated deep recession bites. The likely repercussions of COVID-19 on cycling participation are complex."

– John Worthington, Senior Analyst

This report looks at the following areas:

- The impact of COVID-19 on consumer cycling behaviour and the cycling market.
- The longer term prospects for bicycle and e-bike sales.
- Usage of cycling retailers.
- Challenges and opportunities for bike shops.

The COVID-19 crisis has triggered a period of unprecedented volatility for the cycling market. The initial 'lockdown' period triggered a boost to bike sales. However, as the UK's expected recession begins to bite, consumer spending is likely to drop sharply. As at 11 May, Mintel’s forecast is that bicycle volume sales will fall by 8% over the course of 2020.

This decline is likely to be followed by recovery in 2021/22, with gradual growth in sales up to 2024. Long-term growth prospects are strong with cycling likely to benefit from a growing consumer focus on health & wellness, and the increasing importance of environmental issues in the context of the UK government’s commitment to the decarbonisation of transport.
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The Market – What You Need to Know

- 2.5 million bike sales in 2019
- PAC sales account for half of total cycling spend
- Rising expectations quashed by COVID-19 crisis
- E-bike volumes increased an estimated 40% in 2019
- Bee Network could be the future for UK cycling
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- Bike volumes flat and spend up 2% in 2019
- Sales appeared poised for new growth cycle in 2020...
  
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Cycling Suppliers and Retailers
Halfords
Evans Cycles
Giant, Specialized and Trek
Other leading bicycle suppliers

Independent bike shops
Generalist sports and other retailers
WiggleCRC
Go Outdoors
Decathlon
Other retailers

Launch Activity and Innovation
Kickr arrives just in time as indoor cycling moves up a gear
Indoor cycling fashion
Sustainable cycling
Folding innovations
Try-before-you-buy e-bikes
DIY e-bike
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70% of parents say their kids own a bike
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One in five cyclists would use a mobile call-out service

E-bike expertise offers growing opportunities

Younger cyclists are most likely to be drawn by experiential offer

Bundling performance products with training/advice sessions

Appendix – Data Sources, Abbreviations and Supporting Information

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