Strategic Growth Opportunities in Bicycle Market

Presented By
Lucintel

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Lucintel.com
Future of Bicycle Market Looks Promising. Global Market to reach $71.3 billion by 2026 at a CAGR of 8.8%

Trends and Forecast for the Global Bicycle Market (US $B) (2015-2026)

Value (US $B)

- 2015: $28.8
- 2020: $40.9
- 2026: $71.3

Top Companies in Bicycle Market

- Giant Manufacturing
- Merida Industry Co. Ltd.
- Accell Group NV
- Dorel Industries
- Hero Cycles

Opportunities for Bicycle by Various Types

- Road Bicycle
- Mountain Bicycle
- Kids Bicycle
- E-Bicycle
- Other Bicycles

Source: Lucintel
Evolution: Bicycle Opportunities Have Evolved Through Number of Stages From No Pedal to Electric Bicycles

- **No Pedal Bicycle**: Bicycle was introduced in 1817 by German inventor Karl Von Drais.
- **Development of Heavyweight cruiser bicycles**: Lighter cycles, with hand brakes, narrower tires, and a three-speed hub gearing system, often imported from England, first became popular in the United States in the late 1950s. In 1993, Maverick invents the first electric derailleurs.
- **Usage of batteries for bicycles**: Lithium Iron Phosphate batteries became one of the first widely used lithium batteries in e-bicycles. In 2002, Campagnolo develops a 10-cog rear cluster making 30-speed bikes possible. In 2009, Shimano develops electric gears that allow for faster shifting.
- **Development of Latest Batteries for Bicycles**: Continued application of technology to bicycles, bicycle frames and components continue to get lighter and more aerodynamic without sacrificing strength. In recent years, bicycle designs have trended towards increased specialization, as the number of casual, recreational and commuter cyclists has grown.

Source: Lucintel
In This Market, Mountain Bicycle is the Largest Bicycle, whereas Electric Bicycle is the Highest Growing by Type.

### Bicycle Market by Type

<table>
<thead>
<tr>
<th>Type</th>
<th>Growth Rate</th>
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<tr>
<td>Road Bicycle</td>
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<td>Mountain Bicycle</td>
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<td>Other Bicycles</td>
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**CAGR (2021-2026):**

- **Negative:** <0%
- **Flat:** 0%-3%
- **High:** >3%

Source: Lucintel
In Terms of Regions, APAC Provides the Largest Opportunity for Bicycle Followed by Europe and North America

Opportunities for Bicycle in following top countries are identified in this report:
- USA
- Canada
- Germany
- France
- United Kingdom
- China
- Japan
- Brazil

Source: Lucintel
Ecosystem of the Bicycle Market is Composed of Diverse Group of Companies

Material Suppliers (Aluminum, Glass, Iron, Plastic, Lithium, Composites, Nickel, Cobalt)

Component Manufacturers (Frame, Wheels, Gearing System)

Bicycle Manufacturers

End-Users

Source: Lucintel
Rising Fuel Prices and Increasing Health Concerns/Fitness Consciousness are Major Drivers in This Market

<table>
<thead>
<tr>
<th>Key Drivers</th>
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<tr>
<td><strong>Rising Fuel Prices:</strong> While the price of gas is presently at an all-time low over the last 20 years, gas pricing is historically volatile and will inevitably increase again.</td>
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<td><strong>Increasing Health Concerns/Fitness Consciousness:</strong> The increase of fitness and health consciousness among the population at large is a social trend that is expected to continue to boost sales in both emerging and developed global regions.</td>
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<td><strong>Covid-19 Impact:</strong> Global bicycle market witnessed positive growth in 2020 as people around the world shifted to bicycle for commute and fitness activity.</td>
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<table>
<thead>
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<th>Key Challenges</th>
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<tr>
<td><strong>Increasing Raw Material Cost:</strong> The relatively high cost of steel, aluminum, carbon fiber, and other raw materials used by the manufacturers of bicycles and parts is an on-going challenge to maintain expected levels of profit margins.</td>
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<td><strong>Long Commute to Work in Big Cities:</strong> People visiting, living, or working in large cities spent a longer amount of time commuting to work; hence, in order to save the time spent in travelling, they prefer other available modes of transportation, such as trains, cars, or motorized vehicles.</td>
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Source: Lucintel
Development of Folding Electric Bicycles and Custom Fit Bicycles are some of the Emerging Trends in Bicycle Market

Trend A: Increasing Trend of Bike Sharing
Trend B: Development of Folding Electric Bicycles
Trend C: Custom Fit Bike/Bicycle

Source: Lucintel
Development in Light Weight and Electric Bicycles Provide Strategic Growth Paths

**Strategic Considerations in Bicycle Market**

- Players of bicycle market should focus to develop light weight bicycles and electric bicycles to fulfill demand of increasing light weight bicycles from all over the world.

- Strategic collaborations to register presence in new applications and high growth regions like Asia Pacific such as China, India, and North America
- Collaborative activities to develop advanced bicycle technologies

*Source: Lucintel*
These Insights are Based on Below Market Report from Lucintel. It can help you Identify New Opportunities by Various Segments and Regions.

Click for detail: https://www.lucintel.com/bicycle-market.aspx

**Market Opportunity**

<table>
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<th>Year</th>
<th>Value (US$B)</th>
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<td>2026</td>
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**Market Segment Analysis**

- Type
- Region

**Regional Opportunity**

- ROW
- North America
- Europe
- APAC

**Market Share Analysis**

- Player 1
- Player 2
- Player 3
- Player 4
- Player 5
- Others

**Other Coverage in Report**

- New Product Development
- Company Expansion
- Merger Acquisitions & JV
- Company Profiling

**Note:** These insights are based on recently launched Lucintel's Report on Bicycle Market, which has 200+ Page and over 100+ charts and tables. Lucintel also offers 10% free customization on above report based on your needs.
Lucintel has an Extensive Toolkit to Address Strategic Questions

Key Questions

- Is market space / opportunity of current product offerings sufficiently robust?
- Market is focus for many: how can my company profitably differentiate?
- Based on our core skills, where should we focus?
- Should we build or buy? Is build even an option?
- What game changer actions exist and/or is a more incremental approach best?
- What is the order sequence of market entry segments / products?
Lucintel - At a Glance

- Premier management consulting and market research firm. Founded in 1998.
- Deep global insights into major industries. Team of over 120 analysts/consultants across globe.
- Management comprised of PhDs, MBAs, and subject matter experts. Headquarter in Dallas, USA.

Conducted 500+ consulting projects across industries for 3M, Audi, Dupont, Carlyle, GE, etc.

**Consulting Services**
- Opportunity screening
- Market entry strategy
- Supply chain analysis
- Growth finance
- Strategic consulting
- Competitive assessment
- Due diligence
- M & A services

**Why Lucintel**

**Trusted insights:** Reliable insights. Widely cited in Wall Street Journal, Financial Times, Forbes, etc.

**Clients we serve:** Over 1000 clients from 70 countries – Fortune 500 companies

**Strategic advice:** Over 20 years of proven global strategic management consulting experience

**Industries Served**
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