

# European Cycling Market: Size, Trends & Forecast with Impact Analysis of COVID 19 (2021-2025)

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## Abstracts

The report titled “European Cycling Market: Size, Trends & Forecast with Impact Analysis of COVID 19 (2021-2025)”, provides an in depth analysis of the European Cycling market by value, by product type, by region, etc. The report provides a regional analysis of the cycling market, including the following regions: Germany, France, Spain, Italy and Rest of Europe. The report also provides a detailed analysis of the COVID-19 impact on the cycling market.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall cycling market has also been forecasted for the period 2021-2025, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The European cycling market is fragmented with many major market players operating worldwide. The manufacturers of cycling and e-bikes produce different types of products to cater to the needs of various sectors. The key players of the European Cycling market are Giant Manufacturing Co. Ltd., Merida Industry Co. Ltd., Accell Group NV, and Trek Bicycle Corporation are also profiled with their financial information and respective business strategies.

### Country Coverage

Germany

France

Italy

Spain

Rest of Europe

## Company Coverage

Giant Manufacturing Co. Ltd.

Merida Industry Co. Ltd.

Accell Group NV

Trek Bicycle Corporation

## Executive Summary

The cycling refers to an activity that uses bicycles for the purpose of transportation, recreation, exercise or sport. The bicycle industry is segmented into traditional bikes, electric bikes and parts, accessories & clothing. Traditional bikes refers to a bicycle, which is a human-powered, pedal-driven, single-track vehicle, having two wheels attached to a frame, one behind the other, whereas, electric bikes which are cycles with an integrated electric motor used to assist propulsion. The parts, accessories and clothing (commonly abbreviated as PAC) which can be subdivided on the basis of its product type (Spare Parts, Accessories, and Clothing), on the basis of its end users (Men, Women, and kids), and by sales channels (offline and online).

The cycling market can be segmented on the basis of product type (Traditional Bikes, Electric-Bikes and Parts, Accessories, & Clothing).

While most of the industries worldwide suffered a negative impact of COVID-19, the cycling market witnessed a positive impact on it. There was a sudden rise in the demand for cycles, especially for the electric bikes. This owed to the European Union concern to stand by the achievement of the zero-emission by 2030 goal as declared during the Paris-Climate Agreement in 2015. Most of the European countries like Belgium, Denmark, Hungary, Latvia, and many more focused on cycling industry to persuade revival of their economy by contributing to the improvising the cycling

infrastructure.

The European cycling market has increased significantly during the years 2017-2020 and projections are made that the market would rise in the next four years i.e. 2021-2025 tremendously. The European cycling market is expected to increase due to the increasing enthusiasm to ride a cycle, preferences for maintaining a healthy lifestyle and the protective attitude of people towards the environment in recent times. Yet the market faces some challenges such as volatile pricing of raw materials, high maintenance cost, etc.?

## Contents

### 1. EXECUTIVE SUMMARY

### 2. INTRODUCTION

#### 2.1 Cycle: An Introduction

#### 2.2 Cycling Business Distribution

##### 2.2.1 Traditional Bikes Segmentation

##### 2.2.2 Electric Bikes Segmentation

##### 2.2.3 Parts, Accessories and Clothing (PAC) Segmentation

#### 2.3 History of Cycle: Timeline

### 3. GLOBAL MARKET ANALYSIS

#### 3.1 European Cycling Market: An Analysis

##### 3.1.1 European Cycling Market by Value

##### 3.1.2 European Cycling Market by Product Type (Traditional Bikes, Electric Bikes, & Parts, Accessories, and Clothing (PAC))

#### 3.2 European Cycling Market: Type Analysis

##### 3.2.1 European Traditional Bikes Market by Value

##### 3.2.2 European Electric Bikes Market by Value

##### 3.2.3 European Parts, Accessories, and Clothing (PAC) Market by Value

### 4. REGIONAL MARKET ANALYSIS

#### 4.1 Germany Cycling Market: An Analysis

##### 4.1.1 Germany Cycling Market by Value

##### 4.1.2 Germany Traditional Bikes Market by Value

##### 4.1.3 Germany Electric-Bikes Market by Value

##### 4.1.4 Germany Electric-Bikes Market Value by Distribution Channel

##### 4.1.5 Germany PAC Market by Value

##### 4.1.6 Germany PAC Market Value by Distribution Channel

#### 4.2 France Cycling Market: An Analysis

##### 4.2.1 France Cycling Market by Value

##### 4.2.2 France Traditional Bikes Market by Value

##### 4.2.3 France Electric Bikes Market by Value

##### 4.2.4 France PAC Market by Value

#### 4.3 Italy Cycling Market: An Analysis

- 4.3.1 Italy Cycling Market by Value
- 4.3.2 Italy Traditional Bikes Market by Value
- 4.3.3 Italy Electric Bikes Market by Value
- 4.3.4 Italy PAC Market by Value
- 4.4 Spain Cycling Market: An Analysis
  - 4.4.1 Spain Cycling Market by Value
  - 4.4.2 Spain Traditional Bikes Market by Value
  - 4.4.3 Spain Electric Bikes Market by Value
  - 4.4.4 Spain PAC Market by Value
- 4.5 Rest of Europe Cycling Market: An Analysis
  - 4.5.1 Rest of Europe Cycling Market by Value

## **5. IMPACT OF COVID-19**

- 5.1 COVID Impact on European Traditional Bikes Market
- 5.2 COVID Impact on European E-Bike Market
- 5.3 COVID Impact on European Public Transportation
- 5.4 COVID Impact on European Economy
- 5.5 COVID Impact on European Cycling Funds

## **6. MARKET DYNAMICS**

- 6.1 Growth Driver
  - 6.1.1 Raising Health Conscious Population in Europe
  - 6.1.2 Rising Concern over CO2 Emission
  - 6.1.3 Increasing Traffic Congestion
  - 6.1.4 Rapid Urbanization
  - 6.1.5 Volatile Fuel Prices
  - 6.1.6 Growing Tourism in Europe
- 6.2 Challenges
  - 6.2.1. Volatile Pricing of Aluminum
  - 6.2.2 High Maintenance Cost
- 6.3 Market Trends
  - 6.3.1 Surging Demand for Renewable Consumption
  - 6.3.2 Falling Down Of Lithium-ion-Battery Prices
  - 6.3.3 Use of Bamboo E-Bike Frame

## **7. COMPETITIVE LANDSCAPE**

7.1 European Cycling and Electric Bike Market Players: A Financial Comparison

7.2 European Cycling and Electric Bike Online Market Players Comparison

## **8. COMPANY PROFILES**

8.1 Giant Manufacturing Co. Ltd.

8.1.1 Business Overview

8.1.2 Financial Overview

8.1.3 Business Strategy

8.2 Merida Industry Co. Ltd.

8.2.1 Business Overview

8.2.2 Financial Overview

8.2.3 Business Strategy

8.3 Accell Group N.V.

8.3.1 Business Overview

8.3.2 Financial Overview

8.3.3 Business Strategy

8.4 Trek Bicycle Corporation (Roth Distributing Co., Inc.)

8.4.1 Business Overview

8.4.2 Business Strategy

## List Of Figures

### LIST OF FIGURES

Figure 1: Cycling Business Distribution

Figure 2: Traditional Bikes Segmentation

Figure 3: Electric Bikes Segmentation

Figure 4: Parts, Accessories and Clothing (PAC) Segmentation

Figure 5: History of Cycle: Timeline

Figure 6: European Cycling Market by Value; 2017-2020 (US\$ Billion)

Figure 7: European Cycling Market by Value; 2021-2025 (US\$ Billion)

Figure 8: European Cycling Market by Product Type; 2020 (Percentage, %)

Figure 9: European Traditional Bikes Market by Value; 2017-2020 (US\$ Billion)

Figure 10: European Traditional Bikes Market by Value; 2021-2025 (US\$ Billion)

Figure 11: European Electric Bikes Market by Value; 2017-2020 (US\$ Billion)

Figure 12: European Electric Bikes Market by Value; 2021-2025 (US\$ Billion)

Figure 13: European Parts, Accessories, and Clothing (PAC) Market by Value; 2017-2020 (US\$ Billion)

Figure 14: European Parts, Accessories, and Clothing (PAC) Market by Value; 2021-2025 (US\$ Billion)

Figure 15: Germany Cycling Market by Value; 2017-2020 (US\$ Billion)

Figure 16: Germany Cycling Market by Value; 2021-2025 (US\$ Billion)

Figure 17: Germany Traditional Bikes Market by Value; 2017-2020 (US\$ Billion)

Figure 18: Germany Traditional Bikes Market by Value; 2021-2025 (US\$ Billion)

Figure 19: Germany Electric-Bikes Market by Value; 2017-2020 (US\$ Billion)

Figure 20: Germany Electric-Bikes Market by Value; 2021-2025 (US\$ Billion)

Figure 21: Germany Electric-Bikes Market Value by Distribution Channel; 2017-2020 (US\$ Billion)

Figure 22: Germany Electric-Bikes Market Value by Distribution Channel; 2021-2025 (US\$ Billion)

Figure 23: Germany PAC Market by Value; 2017-2020 (US\$ Billion)

Figure 24: Germany PAC Market by Value; 2021-2025 (US\$ Billion)

Figure 25: Germany PAC Market Value by Distribution Channel; 2017-2020 (US\$ Billion)

Figure 26: Germany PAC Market Value by Distribution Channel; 2021-2025 (US\$ Billion)

Figure 27: France Cycling Market by Value; 2017-2020 (US\$ Billion)

Figure 28: France Cycling Market by Value; 2021-2025 (US\$ Billion)

Figure 29: France Traditional Bikes Market by Value; 2017-2020 (US\$ Million)



- Figure 30: France Traditional Bikes Market by Value; 2021-2025 (US\$ Billion)
- Figure 31: France Electric Bikes Market by Value; 2017-2020 (US\$ Billion)
- Figure 32: France Electric Bikes Market by Value; 2021-2025 (US\$ Billion)
- Figure 33: France PAC Market by Value; 2017-2020 (US\$ Million)
- Figure 34: France PAC Market by Value; 2021-2025 (US\$ Million)
- Figure 35: Italy Cycling Market by Value; 2017-2020 (US\$ Billion)
- Figure 36: Italy Cycling Market by Value; 2021-2025 (US\$ Billion)
- Figure 37: Italy Traditional Bikes Market by Value; 2017-2020 (US\$ Million)
- Figure 38: Italy Traditional Bikes Market by Value; 2021-2025 (US\$ Million)
- Figure 39: Italy Electric Bikes Market by Value; 2017-2020 (US\$ Million)
- Figure 40: Italy Electric Bikes Market by Value; 2021-2025 (US\$ Billion)
- Figure 41: Italy PAC Market by Value; 2017-2020 (US\$ Million)
- Figure 42: Italy PAC Market by Value; 2021-2025 (US\$ Million)
- Figure 43: Spain Cycling Market by Value; 2017-2020 (US\$ Billion)
- Figure 44: Spain Cycling Market by Value; 2021-2025 (US\$ Billion)
- Figure 45: Spain Traditional Bikes Market by Value; 2017-2020 (US\$ Million)
- Figure 46: Spain Traditional Bikes Market by Value; 2021-2025 (US\$ Million)
- Figure 47: Spain Electric Bikes Market by Value; 2017-2020 (US\$ Million)
- Figure 48: Spain Electric Bikes Market by Value; 2021-2025 (US\$ Billion)
- Figure 49: Spain PAC Market by Value; 2017-2020 (US\$ Million)
- Figure 50: Spain PAC Market by Value; 2021-2025 (US\$ Million)
- Figure 51: Rest of Europe Cycling Market by Value; 2017-2020 (US\$ Billion)
- Figure 52: Rest of Europe Cycling Market by Value; 2021-2025 (US\$ Billion)
- Figure 53: Number of Bicycles Sold and Annual Percentage Change in European Union and , 2018-2020, (Million)
- Figure 54: Percentage Change in Sales Volume of E-Bikes; 2018- 2020, Percentage(%)
- Figure 55: Mobility Index During The First Wave Of COVID-19 In Major European Cities; 2020, (Index)
- Figure 56: Real GDP Growth, European Union- 27, 2018-2020, (Percentage, %)
- Figure 57: Additional funding allocated for cycling during the pandemic, 2020, (US\$ Per Person)
- Figure 58: Health Index of various European Countries, 2017& 2019, (Index)
- Figure 59: Global CO2 Emission; 2018-2050 (Billion Metric Tons)
- Figure 60: Hours Lost due to Traffic Congestion, Yearly ; 2019 & 2020 (Hours)
- Figure 61: European Urbanization Rate, 2010-2040 (Percentage)
- Figure 62: Harmonized Index of Consumer Prices: Fuels and Lubricants for Personal Transport Equipment for Euro area, Yearly ; 2017-2020 (Index)
- Figure 63: International Tourist Arrivals to Europe; 2010-2030 (Million)
- Figure 64: Global Aluminum Price; 2015 -2020 (US\$ Per Metric Tons)



Figure 65: Global Renewable Consumption Forecast; 2018-2050 (Exajoules)

Figure 66: Global Lithium-ion battery pack costs; 2019-2030 (US\$ Per Kilowatt Hour)

Figure 67: Giant Manufacturing Co. Ltd. Total Revenues; 2018-2020 (US\$ Billion)

Figure 68: Merida Industry Co. Ltd. Total Revenues; 2018-2020 (US\$ Million)

Figure 69: Merida Industry Co. Ltd. by Region; 2020 (Percentage, %)

Figure 70: Accell Group N.V. Net Sales; 2018-2020 (US\$ Billion)

Figure 71: Accell Group N.V. by Segment; 2020 (Percentage, %)

Table 1: European Cycling and Electric Bikes Market Players: A Financial Comparison; 2020

Table 2: European Cycling and Electric Bikes Market Online Players Comparison; 2020

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