

Global Cycling Software Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Cycling Software market size is expected to reach \$ 295 million by 2032, rising at a market growth of 5.1% CAGR during the forecast period (2026-2032). Cycling apps are mobile applications based on smartphones or GPS devices that integrate location, sensor, and map data to provide cycling activities with route planning, real-time navigation, exercise data recording, fitness analysis, and community interaction. At their core, they use digital tools to upgrade cycling from a simple form of transportation or exercise into a comprehensive experience that can be recorded, analyzed, and shared. They not only serve route exploration and training but also incorporate extended functions such as safety tracking, equipment management, and online competitions, becoming a smart hub connecting cyclists, bicycles, and the external environment.

Cycling apps have a promising future, evolving from 'exercise recording tools' to 'comprehensive cycling service platforms' and 'entry points to a healthy lifestyle.' Short-term drivers include increased global health awareness, improved urban cycling infrastructure, and user base growth due to the widespread adoption of electric bicycles. The medium- to long-term trends focus on three main directions: First, deep technological integration, providing more accurate physical fitness assessments, personalized training plans, and virtual reality cycling experiences by integrating more IoT sensors and AI algorithms; second, the expansion of the service ecosystem, with software more deeply integrating offline services such as repair appointments, insurance, vehicle anti-theft, and group cycling event organization, and potentially exploring integration with urban transportation systems and carbon credits; and third, the deepening of community and content value, with geofencing-based social interaction, user-generated route (UGC) libraries, professional media content, and brand collaborations building more active communities, enhancing user stickiness, and business models evolving from basic subscriptions to a diversified model of 'data

services + e-commerce traffic + offline value-added services.'

This report studies the global Cycling Software demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Cycling Software, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Cycling Software that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Cycling Software total market, 2021-2032, (USD Million)

Global Cycling Software total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Cycling Software total market, key domestic companies, and share, (USD Million)

Global Cycling Software revenue by player, revenue and market share 2021-2026, (USD Million)

Global Cycling Software total market by Core Functions, CAGR, 2021-2032, (USD Million)

Global Cycling Software total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Cycling Software market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include MyWhoosh, Zwift Inc., Mariana Tek, Wattbike, Intelligent Cycling, Body Bike, Rouvy, TrainerRoad, Strava, BKOOL, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Cycling Software market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Core Functions, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Cycling Software Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Cycling Software Market, Segmentation by Core Functions:

Activity Recording and Data Analysis

Navigation and Route Planning

Social and Content Community

Global Cycling Software Market, Segmentation Deployment Mode:

On-premise

Cloud-based

Global Cycling Software Market, Segmentation by Business Model:

Freemium Model

Hardware Support Services

Global Cycling Software Market, Segmentation by Application:

Indoor Cycling

Outdoor Cycling

Companies Profiled:

MyWhoosh

Zwift Inc.

Mariana Tek

Wattbike

Intelligent Cycling

Body Bike

Rouvy

TrainerRoad

Strava

BKOOL

Key Questions Answered

1. How big is the global Cycling Software market?
2. What is the demand of the global Cycling Software market?
3. What is the year over year growth of the global Cycling Software market?
4. What is the total value of the global Cycling Software market?
5. Who are the Major Players in the global Cycling Software market?
6. What are the growth factors driving the market demand?

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