

# **Bicycle Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034**

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## **Abstracts**

The Global Bicycle Market reached USD 66.1 billion in 2024 and is expected to grow at a CAGR of 7.8% from 2025 to 2034. Bicycles are gaining popularity as a practical solution to urban challenges such as traffic congestion, limited parking, and the constraints of public transport systems. In densely populated regions, bicycles provide a quick and efficient mode of transport where car usage is often impractical.

The growing emphasis on maintaining an active lifestyle, improving personal fitness, and promoting wellness has contributed to the surge in cycling as a preferred activity. Bicycling offers a low-impact, cardiovascular exercise that helps with heart health, muscle strengthening, and weight management. As more people seek accessible and enjoyable ways to stay fit, the demand for bicycles has grown, positioning cycling as a mainstream fitness option.

The bicycle market is divided into several product categories, including road bicycles, e-bikes, cargo bicycles, and mountain bicycles. In 2024, road bicycles dominated the market, holding 50% of the share. This segment is expected to reach USD 70 billion by 2034 as demand for lightweight, high-performance bicycles increases. Advances in materials like carbon fiber, combined with innovative aerodynamic features and wind tunnel testing, make road bicycles more appealing to both competitive cyclists and enthusiasts. Furthermore, the adoption of disc brakes over traditional rim brakes is growing, offering improved stopping power, better wet-weather performance, and enhanced safety.

Based on distribution, the bicycle market is split between offline and online sales channels. By 2034, the offline segment is projected to reach USD 90 billion, driven by the importance of physical stores. These establishments provide expert guidance, personalized service, and a wide selection of bicycles and accessories, making them a

go-to for cycling enthusiasts and casual buyers. Large sporting goods retailers play a significant role, leveraging their extensive reach to offer a variety of bicycles and equipment. Additionally, manufacturers are expanding their offline presence by developing dealer networks and collaborating with local distributors to enhance their market reach.

The bicycle market in China accounts for a significant portion of global revenue. The demand for bicycles, particularly electric models, is driven by urban traffic issues, environmental concerns, and the need for affordable transportation. The government has implemented policies and incentives to encourage bicycle use, further boosting the market's growth in the region. As a result, electric bicycles are becoming increasingly popular in cities, where they offer an effective solution for short-distance travel and last-mile connectivity.

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