

Cycling Wear Market Size, Share & Trends Analysis Report By Product (Cycle Wear Apparel, Cycle Wear Accessories), By Distribution Channel, By Region, And Segment Forecasts, 2020 - 2027

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Abstracts

Cycling Wear Market Growth & Trends

The global cycling wear market size is expected to reach USD 7.88 billion by 2027, according to a new report by Grand View Research, Inc., expanding at a CAGR of 4.6% from 2020 to 2027. Cycling wear has been gaining increasing traction among the consumers on account of rise in awareness related to health and fitness worldwide. This is expected to boost the demand for the bicycle and subsequently drive the cycle wear demand over the forecast period.

Moreover, with more and more people moving to urban areas, modern public and private transportation systems are getting over strained. For the residents of metro cities, especially office workers and students, cycles present a cheap and convenient way to navigate through busy streets and long traffic jams. In some cities, public transportation infrastructure simply isn't that good to be called, so for them bicycles are a good way as a travelling option from one place to other.

Many prominent companies in the cycle related product manufacturing are coming up with new products for the enthusiasts. For instance, Rapha, a cycle product manufacturer, recently launched a new turbo- specific clothing range for the indoor cycling. These clothing range includes sleeveless t-shirts, core cargo shorts, and indoor training towel, which will be effective in sweat reduction.

Electric bicycles are gaining increasing traction in the market owing to government

support and consideration of environmental factors. This is anticipated to affect the growth of the riding wear market in future. Moreover, growing consumer inclination towards use of e-bicycle as it consumes less physical energy, is eco-friendly in nature, and is an efficient way to combat busy traffic and surging fuel cost. All these factors are expected to propel the growth of the market in future.

According to the report published by the World Health Organization (WHO), people who cycle from home to work have a 40% lower risk of catching life threatening diseases, such as diabetes, and maintaining cholesterol levels, compared to people who drive or take public transport to their workplace. Reduction in noise pollution, reduction in GHG emissions or carbon footprints, advancement of electric bicycles, and promotion of cycling all over the world are some of the other factors anticipated to boost the market growth.

Europe led the market with a share of 29.1% in 2019 and is expected to witness significant growth over the forecast period. This is attributed to growing interest of the people in cycling as a way to keep themselves fit and increasing number of cycling events. This is expected to boost the demand for bicycle and subsequently boost the demand for cycle apparel in future.

Cycling Wear Market Report Highlights

By product, cycling wear apparel accounted for the largest share of 68.8% in 2019 and is expected to maintain its lead during the forecast period. These products are designed with high category clothing material offering good comfort to the rider, along with other attributes including durability, moisture resistance, waterproof, windproof, and high visibility

Based on distribution channel, hypermarket and supermarket retail sector accounts for the largest share of more than 39.8 % in 2019, driven by the demand for cycling apparel by the professional and casual riders impending to the safety while riding

Europe is emerged as the largest regional market with a share of 29.1% in 2019 and is expected to witness significant growth over the forecast period. This is attributed to rise in awareness related to health and fitness among the consumers.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segmental Outlook
- 2.3. Competitive Insights

CHAPTER 3. CYCLING WEAR MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Sales/Retail Channel Analysis
 - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis
 - 3.4.3. Industry Challenges
 - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
 - 3.5.1. Industry Analysis - Porter's
 - 3.5.1.1. Supplier Power
 - 3.5.1.2. Buyer Power
 - 3.5.1.3. Substitution Threat

- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Cycling Wear Market
- 3.7. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Product Adoption
- 4.4. Observations & Recommendations

CHAPTER 5. CYCLING WEAR MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. Product Movement Analysis & Market Share, 2019 & 2027
 - 5.1.1. Cycling wear apparel
 - 5.1.2. Market estimates and forecast, 2016 - 2027 (USD Million)
 - 5.1.3. Cycling wear accessories
 - 5.1.4. Market estimates and forecast, 2016 - 2027 (USD Million)

CHAPTER 6. CYCLING WEAR MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 6.1. Distribution Channel Movement Analysis & Market Share, 2019 & 2027
 - 6.1.1. Hypermarket and Supermarket
 - 6.1.2. Market estimates and forecast, 2016 - 2027 (USD Million)
- 6.2. Sports Variety Stores
 - 6.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 6.3. E-commerce
 - 6.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 6.4. Others
 - 6.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

CHAPTER 7. CYCLING WEAR MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

- 7.1. Regional Movement Analysis & Market Share, 2019 & 2027
- 7.2. North America

- 7.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 7.2.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
- 7.2.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
- 7.2.4. U.S.
 - 7.2.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)
 - 7.2.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
 - 7.2.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
- 7.3. Europe
 - 7.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)
 - 7.3.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
 - 7.3.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
 - 7.3.4. Germany
 - 7.3.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)
 - 7.3.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
 - 7.3.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
 - 7.3.5. France
 - 7.3.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)
 - 7.3.5.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
 - 7.3.5.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
 - 7.3.6. U.K.
 - 7.3.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)
 - 7.3.6.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
 - 7.3.6.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
- 7.4. Asia Pacific
 - 7.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)
 - 7.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
 - 7.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
 - 7.4.4. China
 - 7.4.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)
 - 7.4.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
 - 7.4.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.4.5. Japan

7.4.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.4.5.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.4.5.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.5. Central & South America

7.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.5.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.5.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.5.4. Brazil

7.5.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.5.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.5.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.6. Middle East & Africa (MEA)

7.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.6.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.6.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

CHAPTER 8. COMPETITIVE ANALYSIS

8.1. Key global players, recent developments & their impact on the industry

8.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)

8.3. Vendor Landscape

8.3.1. Key company market share analysis, 2019

CHAPTER 9. COMPANY PROFILES

9.1. . LUMIERE CYCLING

9.1.1. Company Overview

9.1.2. Financial Performance

9.1.3. Product Benchmarking

9.1.4. Strategic Initiatives

9.2. GIRO SPORT DESIGN

9.2.1. Company Overview

9.2.2. Financial Performance

- 9.2.3. Product Benchmarking
- 9.2.4. Strategic Initiatives
- 9.3. Castelli Cycling
 - 9.3.1. Company Overview
 - 9.3.2. Financial Performance
 - 9.3.3. Product Benchmarking
 - 9.3.4. Strategic Initiatives
- 9.4. Rapha Racing Limited
 - 9.4.1. Company Overview
 - 9.4.2. Financial Performance
 - 9.4.3. Product Benchmarking
 - 9.4.4. Strategic Initiatives
- 9.5. Champion System
 - 9.5.1. Company Overview
 - 9.5.2. Financial Performance
 - 9.5.3. Product Benchmarking
 - 9.5.4. Strategic Initiatives
- 9.6. (Cuore of Switzerland Inc.) United Apparel Solution Ltd
 - 9.6.1. Company Overview
 - 9.6.2. Financial Performance
 - 9.6.3. Product Benchmarking
 - 9.6.4. Strategic Initiatives
- 9.7. ASSOS of Switzerland GmbH
 - 9.7.1. Company Overview
 - 9.7.2. Financial Performance
 - 9.7.3. Product Benchmarking
 - 9.7.4. Strategic Initiatives
- 9.8. Endura Limited
 - 9.8.1. Company Overview
 - 9.8.2. Financial Performance
 - 9.8.3. Product Benchmarking
 - 9.8.4. Strategic Initiatives
- 9.9. Isadore apparel
 - 9.9.1. Company Overview
 - 9.9.2. Financial Performance
 - 9.9.3. Product Benchmarking
 - 9.9.4. Strategic Initiatives
- 9.10. 2XU
 - 9.10.1. Company Overview

9.10.2. Financial Performance

9.10.3. Product Benchmarking

9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

1. Cycling wear- Key market driver analysis
2. Cycling wear- Key market restraint analysis
3. Global cycling wear apparel market estimates and forecast, 2016 - 2027 (USD Million)
4. Global cycling wear accessories market estimates and forecast, 2016 - 2027 (USD Million)
5. Global cycling wear market estimates and forecast for hypermarket and supermarket, 2016 - 2027 (USD Million)
6. Global cycling wear market estimates and forecast for sports variety stores, 2016 - 2027 (USD Million)
7. Global cycling wear market estimates and forecast for e-commerce, 2016 - 2027 (USD Million)
8. Global cycling wear market estimates and forecast for others, 2016 - 2027 (USD Million)
9. North America cycling wear market estimates and forecast, 2016 - 2027 (USD Million)
10. North America cycling wear market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
11. North America cycling wear market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
12. U.S. cycling wear market estimates and forecast, 2016 - 2027 (USD Million)
13. U.S. cycling wear market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
14. U.S. cycling wear market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
15. Europe cycling wear market estimates and forecast, 2016 - 2027 (USD Million)
16. Europe cycling wear market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
17. Europe cycling wear market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
18. Germany cycling wear market estimates and forecast, 2016 - 2027 (USD Million)
19. Germany cycling wear market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
20. Germany cycling wear market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)

21. France cycling wear market estimates and forecast, 2016 - 2027 (USD Million)
22. France cycling wear market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
23. France cycling wear market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
24. U.K. cycling wear market estimates and forecast, 2016 - 2027 (USD Million)
25. U.K. cycling wear market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
26. U.K. cycling wear market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
27. APAC cycling wear market estimates and forecast, 2016 - 2027 (USD Million)
28. APAC cycling wear market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
29. APAC cycling wear market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
30. Japan cycling wear market estimates and forecast, 2016 - 2027 (USD Million)
31. Japan cycling wear market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
32. Japan cycling wear market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
33. China cycling wear market estimates and forecast, 2016 - 2027 (USD Million)
34. China cycling wear market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
35. China cycling wear market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
36. Central & South America cycling wear market estimates and forecast, 2016 - 2027 (USD Million)
37. Central & South America cycling wear market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
38. Central & South America cycling wear market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
39. Brazil cycling wear market estimates and forecast, 2016 - 2027 (USD Million)
40. Brazil cycling wear market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
41. Brazil cycling wear market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
42. Middle East & Africa cycling wear market estimates and forecast, 2016 - 2027 (USD Million)
43. Middle East & Africa cycling wear market revenue estimates and forecast by

product, 2016 - 2027 (USD Million)

44. Middle East & Africa cycling wear market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)

45. Vendor landscape

List Of Figures

LIST OF FIGURES

1. Cycling wear market snapshot
2. Cycling wear market segmentation & scope
3. Cycling wear market penetration & growth prospect mapping
4. Cycling wear value chain analysis
5. Cycling wear market dynamics
6. Cycling wear market Porter's analysis
7. Cycling wear market: Product movement analysis
8. Cycling wear market: Distribution channel movement analysis
9. Cycling wear market: Regional movement analysis

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