

Kids Bicycle Market by Type (Battery Operated, Conventional), Size (Less than 12 Inch, 12 Inch-14 Inch, 14 Inch-16 Inch, 16 Inch-18 Inch, 18 Inch-20 Inch, 20 Inch-24 Inch), Distribution Channel (Offline, Online), and Region 2023-2028

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Abstracts

Market Overview:

The global kids bicycle market size reached US\$ 4.25 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 5.12 Billion by 2028, exhibiting a growth rate (CAGR) of 3.0% during 2023-2028. The increasing expenditure capacities of consumers, growing awareness about physical fitness, and various product innovations represent some of the key factors driving the market.

A kid's bicycle is a vehicle with wheels, pedals, brakes, a seat, a carrier, a drive chain, and a handlebar. It is pushed by pedals fixed at their base and is directed with the assistance of handlebars. Some kid's bicycles also have additional features, such as training wheels or a smaller number of gears to make them easier for children to ride and control. Riding a bicycle helps in providing a fun and healthy activity, improving physical fitness and cardiovascular health, developing coordination and balance, building self-confidence and independence, and encouraging outdoor activities and exploration. As compared to adult bicycles, kid's bicycles have smaller frame sizes, lower seat height, a single front chainring, and provide better balance.

Kids Bicycle Market Trends:

The increasing awareness about physical fitness across the globe is one of the key factors driving the market growth. Cycling helps to improve fitness, strength, balance,

and coordination and boosts a positive mental attitude. In line with this, the rising inclination of parents to promote an active lifestyle among their kids is acting as another growth-inducing factor. Moreover, the increasing popularity of cycling as a sport and the growing number of cycling clubs, training centers, and schools that incorporate cycling into everyday life are favoring the market growth. These establishments aim to incorporate cycling as a part of physical fitness regime from an early age, which, in turn, is facilitating the demand for kid's bicycles. Apart from this, the introduction of kid's bicycles with bright colors, and modern designs, that are patterned with famous superheroes, sportsmen, comic characters, and kids' celebrities is providing an impetus to the market growth. Additionally, the launch of kid's bicycles with musical horns, lighted wheels, and additional baskets either in front of the handlebars or behind the seat is propelling the market growth. Furthermore, the rising inclination toward outdoor activities that promote physical activity and social interaction among children is positively influencing the market growth. Besides this, manufacturers are focusing on the development of two-seater bicycles, wherein both are facilitated with pedals preferred by same-aged siblings is creating a positive outlook for the market. Other factors, including rising health consciousness, a growing number of events, including marathons, races, and sporting festivals, increasing expenditure capacities of consumers, and the implementation of various government initiatives to promote cycling among kids, are creating a positive outlook for the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global kids bicycle market, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on type, size, and distribution channel.

Type Insights:

Battery Operated
Conventional

The report has provided a detailed breakup and analysis of the kids bicycle market based on the type. This includes battery operated and conventional. According to the report, conventional represented the largest segment.

Size Insights:

Kids Bicycle Market by Type (Battery Operated, Conventional), Size (Less than 12 Inch, 12 Inch-14 Inch, 14 Inc...

Less than 12 Inch
12 Inch-14 Inch
14 Inch-16 Inch
16 Inch-18 Inch
18 Inch-20 Inch
20 Inch-24 Inch

A detailed breakup and analysis of the kids bicycle market based on the seeding size has also been provided in the report. This includes less than 12 inch, 12 inch-14 inch, 14 inch-16 inch, 16 inch-18 inch, 18 inch-20 inch, and 20 inch-24 inch. According to the report, 12 inch-14 inch accounted for the largest market share.

Distribution Channel Insights:

Offline
Online

The report has provided a detailed breakup and analysis of the kids bicycle market based on the distribution channel. This includes offline and online. According to the report, offline represented the largest segment.

Regional Insights:

North America

United States
Canada

Europe

Germany
France
United Kingdom
Italy
Spain
Russia

Others

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Europe was the largest market for kids bicycle. Some of the factors driving the Europe kids bicycle market included the rising inclination toward outdoor activities, increasing health consciousness and growing number of sporting events.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global kids bicycle market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Cannondale, Fuji Bikes, Giant Bicycles, GT Bicycles, Haro Corporation, Hero Cycles Ltd., Kona, Merida Bikes, Samchuly Co. Ltd., Scott Sports SA, Specialized Bicycle

Components, Tianjin Fuji-Ta Co. Ltd., Trek Bicycle Corporation, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the global kids bicycle market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global kids bicycle market?

What is the impact of each driver, restraint, and opportunity on the global kids bicycle market?

What are the key regional markets?

Which countries represent the most attractive kids bicycle market?

What is the breakup of the market based on the type?

Which is the most attractive type in the kids bicycle market?

What is the breakup of the market based on the size?

Which is the most attractive size in the kids bicycle market?

What is the breakup of the market based on distribution channel?

Which is the most attractive distribution channel the kids bicycle market?

What is the competitive structure of the global kids bicycle market?

Who are the key players/companies in the global kids bicycle market?

the market.

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