

Global Cycling Wear Market By Distribution Channel (Hypermarket and Supermarket, Sports Variety Stores, E-commerce and Other Distribution Channels), By Product (Cycle wear apparel and Cycle wear accessories), By Region, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Global Cycling Wear Market size is expected to reach \$6.8 billion by 2026, rising at a market growth of 6.4% CAGR during the forecast period. Cycling wear includes the utilization of garments or equipment for improving the performance or for comfort during cycling. The growing number of individuals choosing cycling as a hobby and increasing segment of the population living and aspiring for healthy lifestyles consequently growing interest in sports and fitness activities is boosting the development of the cycling wear market.

Market development is credited to increase in awareness associated with health and wellness among consumers all over the world. There has been an increase in health-related issues, for example, diabetes, hypertension, and obesity, among young and middle-aged individuals. Numerous specialists and health mentors advise regular cycling practices to individuals, which assists with decreasing the negative impacts of numerous aforementioned ailments. Moreover, consumers in metropolitan areas these days favor riding bicycles as a feasible method of transportation, which is anticipated to boost market development over the forecast period.

The atmosphere and climate can influence cycling sports essentially; consequently, the focus of manufacturers is on the fabric of the cycling wear. These wears are commonly made of a special material that has a moisture-wicking capacity. Moisture-wicking is the

process wherein the fabric pulls sweat off the skin and brings it outside of the piece of clothing, helping the wearer to remain cool. Organizations are investing altogether in research and development in these lines to design innovative items and decrease the sweating issue.

Additionally, many cycling events are organized each year around the world with the developing fame of adventure sports and events. For example, global cycling races such as Tour de Singkarak, Tour de Flores, Tour de Siak International Tour de, and Banyuwangi Ijen are a few of the renowned events that take place each year to promote cycling and cycling tourism industry over the world. Notwithstanding, the outbreak of the COVID-19 pandemic in 2020 is anticipated to hamper the market development in the next few years due to a reduction in regional and worldwide cycling competitions.

Based on Distribution Channel, the market is segmented into Hypermarket and Supermarket, Sports Variety Stores, E-commerce and Other Distribution Channels. Based on Product, the market is segmented into Cycle wear apparel and Cycle wear accessories. Based on Regions, the market is segmented into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Vista Outdoor, Inc. (Giro Sport Design), LVMH SE (2XU), Lumiere Cycling, Castelli Cycling (Manifattura Valcison S.p.A.), Rapha Racing Limited (RZC Investments), Champion System, ASSOS of Switzerland GmbH, Endura Limited, Isadore Apparel (Realdealcyclephile s.r.o.), and Attaquer Pty. Ltd.

Strategies deployed in Cycling Wear Market

Sep-2020: Giro Sport Design announced to be the supplier of Helmets to the USA Cycling Track Team through 2024. They further added that they work directly with the team to support their quest for Olympic medals. Giro would provide the team with leading helmet technology in the Aerohead MIPS, Vanquish MIPS and Aether Spherical.

Jun-2020: Isadore introduced Isadore Apparel's subscription model. Under this subscription model, anyone can borrow their new outfits and have them delivered to the person's home every three months. The company's purpose was to avoid incorrect purchases, free up space in your wardrobe and conserve resources.

Feb-2020: Champion System collaborated with The Ontario Cycling Association [OCA]. This collaboration enabled an integrated online platform in CCN portal that created a one-stop shop for athletes, coaches, and supporters. The company will assist OCA in

designing unique and new Provincial Championship jerseys for each championship and year.

Aug-2019: Endura collaborated with Brompton to introduce a cycling apparel collection. This collection consisted of a autumn/winter range which consists of six pieces, including a waterproof jacket, packable windproof layer and reversible gilet, windproof glove, Coolmax Socks and Multitude.

May-2019: Castelli collaborated with pro triathlete and World Champion Patrick Lange. The collaboration proved the brand's dedication to make clothes that helps multi sport athletes. The Austrian based German joined Castelli's triathlon roster including Mirinda Carfrae, Laura Philipp, and Cameron Wurf, Frederik Van Lierde, Tim O'Donnell and the Raelert brothers.

Apr-2019: Champion system came into a partnership agreement with KINeSYS, a performance sunscreen. The partnership aimed to introduce a sporting apparel range that included the launch of the gear which was inspired by the iconic 120ml KINeSYS 'K' Spray Sunscreen bottle. This range included technical running tees and singlets, triathlon kit, tennis polo shirts, and golf and cycling kit.

Oct-2018: Endura partnered with Cycle Republic, a UK retailer. This partnership aimed to provide a wide range of 50 products for men's and women's apparel throughout its 21 stores. It also extended the online available range of the products.

Feb-2018: 2XU partnered with USA Triathlon, the national governing body for the multisport disciplines of triathlon. 2XU's apparel designed with triathletes offer benefits such as improved blood flow, decrease in muscle soreness and speedy recovery. The partnership allowed both the companies came together and helped the competitors fulfill their full performance potential.

Nov-2017: 2XU along with GXG came into a partnership agreement with L Catterton Asia, World's Leading Consumer Growth Investor. The partnership aimed to capitalize the rapidly-growing fitness and sportswear market in China.

Feb-2017: ASSOS Switzerland partnered with AEG, a German producer of electrical equipment. The partnership aimed to supply official race jerseys and staff uniforms for the annual professional cycling events. It also included the development of race-week executive and broadcast team apparel and staff uniforms and rarity in the tech apparel category.

Scope of the Study

Market Segmentation:

By Distribution Channel

Hypermarket & Supermarket

Sports Variety Stores

E-commerce

Other Distribution Channels

By Product

Cycle wear apparel

Cycle wear accessories

By Geography

North America

US

Canada

Mexico

Rest of North America

Europe

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

LAMEA

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

Companies Profiled

Global Cycling Wear Market By Distribution Channel (Hypermarket and Supermarket, Sports Variety Stores, E-comm...

Vista Outdoor, Inc. (Giro Sport Design)

LVMH SE (2XU)

Lumiere Cycling

Castelli Cycling (Manifattura Valcisonon S.p.A.)

Rapha Racing Limited (RZC Investments)

Champion System

ASSOS of Switzerland GmbH

Endura Limited

Isadore Apparel (Realdealcyclephile s.r.o.)

Attaquer Pty. Ltd.

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Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Global Cycling Wear Market, by Distribution Channel
 - 1.4.2 Global Cycling Wear Market, by Product
 - 1.4.3 Global Cycling Wear Market, by Geography
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
 - 2.1.1 Overview
 - 2.1.2 Market Composition
- 2.2 Key Factors Impacting the Market
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. RECENT DEVELOPMENTS IN GLOBAL CYCLING WEAR MARKET

CHAPTER 4. GLOBAL CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL

- 4.1 Global Hypermarket and Supermarket Market by Region
- 4.2 Global Sports Variety Stores Market by Region
- 4.3 Global E-commerce Market by Region
- 4.4 Global Other Distribution Channels Market by Region

CHAPTER 5. GLOBAL CYCLING WEAR MARKET BY PRODUCT

- 5.1 Global Cycle wear apparel Market by Region
- 5.2 Global Cycle wear accessories Market by Region

CHAPTER 6. GLOBAL CYCLING WEAR MARKET BY REGION

- 6.1 North America Cycling Wear Market

- 6.1.1 North America Cycling Wear Market by Distribution Channel
 - 6.1.1.1 North America Hypermarket and Supermarket Market by Country
 - 6.1.1.2 North America Sports Variety Stores Market by Country
 - 6.1.1.3 North America E-commerce Market by Country
 - 6.1.1.4 North America Other Distribution Channels Market by Country
- 6.1.2 North America Cycling Wear Market by Product
 - 6.1.2.1 North America Cycle wear apparel Market by Country
 - 6.1.2.2 North America Cycle wear accessories Market by Country
- 6.1.3 North America Cycling Wear Market by Country
 - 6.1.3.1 US Cycling Wear Market
 - 6.1.3.1.1 US Cycling Wear Market by Distribution Channel
 - 6.1.3.1.2 US Cycling Wear Market by Product
 - 6.1.3.2 Canada Cycling Wear Market
 - 6.1.3.2.1 Canada Cycling Wear Market by Distribution Channel
 - 6.1.3.2.2 Canada Cycling Wear Market by Product
 - 6.1.3.3 Mexico Cycling Wear Market
 - 6.1.3.3.1 Mexico Cycling Wear Market by Distribution Channel
 - 6.1.3.3.2 Mexico Cycling Wear Market by Product
 - 6.1.3.4 Rest of North America Cycling Wear Market
 - 6.1.3.4.1 Rest of North America Cycling Wear Market by Distribution Channel
 - 6.1.3.4.2 Rest of North America Cycling Wear Market by Product
- 6.2 Europe Cycling Wear Market
 - 6.2.1 Europe Cycling Wear Market by Distribution Channel
 - 6.2.1.1 Europe Hypermarket and Supermarket Market by Country
 - 6.2.1.2 Europe Sports Variety Stores Market by Country
 - 6.2.1.3 Europe E-commerce Market by Country
 - 6.2.1.4 Europe Other Distribution Channels Market by Country
 - 6.2.2 Europe Cycling Wear Market by Product
 - 6.2.2.1 Europe Cycle wear apparel Market by Country
 - 6.2.2.2 Europe Cycle wear accessories Market by Country
 - 6.2.3 Europe Cycling Wear Market by Country
 - 6.2.3.1 Germany Cycling Wear Market
 - 6.2.3.1.1 Germany Cycling Wear Market by Distribution Channel
 - 6.2.3.1.2 Germany Cycling Wear Market by Product
 - 6.2.3.2 UK Cycling Wear Market
 - 6.2.3.2.1 UK Cycling Wear Market by Distribution Channel
 - 6.2.3.2.2 UK Cycling Wear Market by Product
 - 6.2.3.3 France Cycling Wear Market
 - 6.2.3.3.1 France Cycling Wear Market by Distribution Channel

- 6.2.3.3.2 France Cycling Wear Market by Product
- 6.2.3.4 Russia Cycling Wear Market
 - 6.2.3.4.1 Russia Cycling Wear Market by Distribution Channel
 - 6.2.3.4.2 Russia Cycling Wear Market by Product
- 6.2.3.5 Spain Cycling Wear Market
 - 6.2.3.5.1 Spain Cycling Wear Market by Distribution Channel
 - 6.2.3.5.2 Spain Cycling Wear Market by Product
- 6.2.3.6 Italy Cycling Wear Market
 - 6.2.3.6.1 Italy Cycling Wear Market by Distribution Channel
 - 6.2.3.6.2 Italy Cycling Wear Market by Product
- 6.2.3.7 Rest of Europe Cycling Wear Market
 - 6.2.3.7.1 Rest of Europe Cycling Wear Market by Distribution Channel
 - 6.2.3.7.2 Rest of Europe Cycling Wear Market by Product
- 6.3 Asia Pacific Cycling Wear Market
 - 6.3.1 Asia Pacific Cycling Wear Market by Distribution Channel
 - 6.3.2 Asia Pacific Hypermarket and Supermarket Market by Country
 - 6.3.3 Asia Pacific Sports Variety Stores Market by Country
 - 6.3.4 Asia Pacific E-commerce Market by Country
 - 6.3.5 Asia Pacific Other Distribution Channels Market by Country
 - 6.3.6 Asia Pacific Cycling Wear Market by Product
 - 6.3.6.1 Asia Pacific Cycle wear apparel Market by Country
 - 6.3.6.2 Asia Pacific Cycle wear accessories Market by Country
 - 6.3.7 Asia Pacific Cycling Wear Market by Country
 - 6.3.7.1 China Cycling Wear Market
 - 6.3.7.1.1 China Cycling Wear Market by Distribution Channel
 - 6.3.7.1.2 China Cycling Wear Market by Product
 - 6.3.7.2 Japan Cycling Wear Market
 - 6.3.7.2.1 Japan Cycling Wear Market by Distribution Channel
 - 6.3.7.2.2 Japan Cycling Wear Market by Product
 - 6.3.7.3 India Cycling Wear Market
 - 6.3.7.3.1 India Cycling Wear Market by Distribution Channel
 - 6.3.7.3.2 India Cycling Wear Market by Product
 - 6.3.7.4 South Korea Cycling Wear Market
 - 6.3.7.4.1 South Korea Cycling Wear Market by Distribution Channel
 - 6.3.7.4.2 South Korea Cycling Wear Market by Product
 - 6.3.7.5 Singapore Cycling Wear Market
 - 6.3.7.5.1 Singapore Cycling Wear Market by Distribution Channel
 - 6.3.7.5.2 Singapore Cycling Wear Market by Product
 - 6.3.7.6 Malaysia Cycling Wear Market

- 6.3.7.6.1 Malaysia Cycling Wear Market by Distribution Channel
- 6.3.7.6.2 Malaysia Cycling Wear Market by Product
- 6.3.7.7 Rest of Asia Pacific Cycling Wear Market
 - 6.3.7.7.1 Rest of Asia Pacific Cycling Wear Market by Distribution Channel
 - 6.3.7.7.2 Rest of Asia Pacific Cycling Wear Market by Product
- 6.4 LAMEA Cycling Wear Market
 - 6.4.1 LAMEA Cycling Wear Market by Distribution Channel
 - 6.4.1.1 LAMEA Hypermarket and Supermarket Market by Country
 - 6.4.1.2 LAMEA Sports Variety Stores Market by Country
 - 6.4.1.3 LAMEA E-commerce Market by Country
 - 6.4.1.4 LAMEA Other Distribution Channels Market by Country
 - 6.4.2 LAMEA Cycling Wear Market by Product
 - 6.4.2.1 LAMEA Cycle wear apparel Market by Country
 - 6.4.2.2 LAMEA Cycle wear accessories Market by Country
 - 6.4.3 LAMEA Cycling Wear Market by Country
 - 6.4.3.1 Brazil Cycling Wear Market
 - 6.4.3.1.1 Brazil Cycling Wear Market by Distribution Channel
 - 6.4.3.1.2 Brazil Cycling Wear Market by Product
 - 6.4.3.2 Argentina Cycling Wear Market
 - 6.4.3.2.1 Argentina Cycling Wear Market by Distribution Channel
 - 6.4.3.2.2 Argentina Cycling Wear Market by Product
 - 6.4.3.3 UAE Cycling Wear Market
 - 6.4.3.3.1 UAE Cycling Wear Market by Distribution Channel
 - 6.4.3.3.2 UAE Cycling Wear Market by Product
 - 6.4.3.4 Saudi Arabia Cycling Wear Market
 - 6.4.3.4.1 Saudi Arabia Cycling Wear Market by Distribution Channel
 - 6.4.3.4.2 Saudi Arabia Cycling Wear Market by Product
 - 6.4.3.5 South Africa Cycling Wear Market
 - 6.4.3.5.1 South Africa Cycling Wear Market by Distribution Channel
 - 6.4.3.5.2 South Africa Cycling Wear Market by Product
 - 6.4.3.6 Nigeria Cycling Wear Market
 - 6.4.3.6.1 Nigeria Cycling Wear Market by Distribution Channel
 - 6.4.3.6.2 Nigeria Cycling Wear Market by Product
 - 6.4.3.7 Rest of LAMEA Cycling Wear Market
 - 6.4.3.7.1 Rest of LAMEA Cycling Wear Market by Distribution Channel
 - 6.4.3.7.2 Rest of LAMEA Cycling Wear Market by Product

CHAPTER 7. COMPANY PROFILES

- 7.1 Vista Outdoor, Inc. (Giro Sport Design)
 - 7.1.1 Company Overview
 - 7.1.2 Financial Analysis
 - 7.1.3 Segmental and Regional Analysis
 - 7.1.4 Research & Development Expense
 - 7.1.5 Recent strategies and developments:
 - 7.1.5.1 Partnerships, Collaborations, and Agreements:
- 7.2 LVMH SE (2XU)
 - 7.2.1 Company Overview
 - 7.2.2 Financial Analysis
 - 7.2.3 Segmental and Regional Analysis
 - 7.2.4 Recent strategies and developments:
 - 7.2.4.1 Partnerships, Collaborations, and Agreements:
- 7.3 Lumiere Cycling
 - 7.3.1 Company Overview
- 7.4 Castelli Cycling (Manifattura Valcisonon S.p.A.)
 - 7.4.1 Company Overview
 - 7.4.2 Recent strategies and developments:
 - 7.4.2.1 Partnerships, Collaborations, and Agreements:
- 7.5 Rapha Racing Limited (RZC Investments)
 - 7.5.1 Company Overview
- 7.6 Champion System
 - 7.6.1 Company Overview
 - 7.6.2 Recent strategies and developments:
 - 7.6.2.1 Partnerships, Collaborations, and Agreements:
- 7.7 ASSOS of Switzerland GmbH
 - 7.7.1 Company Overview
 - 7.7.2 Recent strategies and developments:
 - 7.7.2.1 Partnerships, Collaborations, and Agreements:
- 7.8 Endura Limited
 - 7.8.1 Company Overview
 - 7.8.2 Recent strategies and developments:
 - 7.8.2.1 Partnerships, Collaborations, and Agreements:
- 7.9 Isadore Apparel (Realdealcyclephile s.r.o.)
 - 7.9.1 Company Overview
 - 7.9.2 Recent strategies and developments:
 - 7.9.2.1 Product Launches and Product Expansions:
- 7.10. Attaquer Pty. Ltd.
 - 7.10.1 Company Overview

List Of Tables

LIST OF TABLES

- TABLE 1 GLOBAL CYCLING WEAR MARKET, 2016 - 2019, USD MILLION
- TABLE 2 GLOBAL CYCLING WEAR MARKET, 2020 - 2026, USD MILLION
- TABLE 3 GLOBAL CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION
- TABLE 4 GLOBAL CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION
- TABLE 5 GLOBAL HYPERMARKET AND SUPERMARKET MARKET BY REGION, 2016 - 2019, USD MILLION
- TABLE 6 GLOBAL HYPERMARKET AND SUPERMARKET MARKET BY REGION, 2020 - 2026, USD MILLION
- TABLE 7 GLOBAL SPORTS VARIETY STORES MARKET BY REGION, 2016 - 2019, USD MILLION
- TABLE 8 GLOBAL SPORTS VARIETY STORES MARKET BY REGION, 2020 - 2026, USD MILLION
- TABLE 9 GLOBAL E-COMMERCE MARKET BY REGION, 2016 - 2019, USD MILLION
- TABLE 10 GLOBAL E-COMMERCE MARKET BY REGION, 2020 - 2026, USD MILLION
- TABLE 11 GLOBAL OTHER DISTRIBUTION CHANNELS MARKET BY REGION, 2016 - 2019, USD MILLION
- TABLE 12 GLOBAL OTHER DISTRIBUTION CHANNELS MARKET BY REGION, 2020 - 2026, USD MILLION
- TABLE 13 GLOBAL CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION
- TABLE 14 GLOBAL CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION
- TABLE 15 GLOBAL CYCLE WEAR APPAREL MARKET BY REGION, 2016 - 2019, USD MILLION
- TABLE 16 GLOBAL CYCLE WEAR APPAREL MARKET BY REGION, 2020 - 2026, USD MILLION
- TABLE 17 GLOBAL CYCLE WEAR ACCESSORIES MARKET BY REGION, 2016 - 2019, USD MILLION
- TABLE 18 GLOBAL CYCLE WEAR ACCESSORIES MARKET BY REGION, 2020 - 2026, USD MILLION
- TABLE 19 GLOBAL CYCLING WEAR MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 20 GLOBAL CYCLING WEAR MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 21 NORTH AMERICA CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 22 NORTH AMERICA CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 23 NORTH AMERICA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 24 NORTH AMERICA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 25 NORTH AMERICA HYPERMARKET AND SUPERMARKET MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 26 NORTH AMERICA HYPERMARKET AND SUPERMARKET MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 27 NORTH AMERICA SPORTS VARIETY STORES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 28 NORTH AMERICA SPORTS VARIETY STORES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 29 NORTH AMERICA E-COMMERCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 30 NORTH AMERICA E-COMMERCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 31 NORTH AMERICA OTHER DISTRIBUTION CHANNELS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 32 NORTH AMERICA OTHER DISTRIBUTION CHANNELS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 33 NORTH AMERICA CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 34 NORTH AMERICA CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 35 NORTH AMERICA CYCLE WEAR APPAREL MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 36 NORTH AMERICA CYCLE WEAR APPAREL MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 37 NORTH AMERICA CYCLE WEAR ACCESSORIES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 38 NORTH AMERICA CYCLE WEAR ACCESSORIES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 39 NORTH AMERICA CYCLING WEAR MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 40 NORTH AMERICA CYCLING WEAR MARKET BY COUNTRY, 2020 - 2026, USD MILLION

USD MILLION

TABLE 41 US CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 42 US CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 43 US CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 44 US CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 45 US CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 46 US CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 47 CANADA CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 48 CANADA CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 49 CANADA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 50 CANADA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 51 CANADA CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 52 CANADA CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 53 MEXICO CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 54 MEXICO CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 55 MEXICO CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 56 MEXICO CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 57 MEXICO CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 58 MEXICO CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 59 REST OF NORTH AMERICA CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 60 REST OF NORTH AMERICA CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 61 REST OF NORTH AMERICA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 62 REST OF NORTH AMERICA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 63 REST OF NORTH AMERICA CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 64 REST OF NORTH AMERICA CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 65 EUROPE CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 66 EUROPE CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 67 EUROPE CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 68 EUROPE CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 69 EUROPE HYPERMARKET AND SUPERMARKET MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 70 EUROPE HYPERMARKET AND SUPERMARKET MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 71 EUROPE SPORTS VARIETY STORES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 72 EUROPE SPORTS VARIETY STORES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 73 EUROPE E-COMMERCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 74 EUROPE E-COMMERCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 75 EUROPE OTHER DISTRIBUTION CHANNELS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 76 EUROPE OTHER DISTRIBUTION CHANNELS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 77 EUROPE CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 78 EUROPE CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 79 EUROPE CYCLE WEAR APPAREL MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 80 EUROPE CYCLE WEAR APPAREL MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 81 EUROPE CYCLE WEAR ACCESSORIES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 82 EUROPE CYCLE WEAR ACCESSORIES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 83 EUROPE CYCLING WEAR MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 84 EUROPE CYCLING WEAR MARKET BY COUNTRY, 2020 - 2026, USD

MILLION

TABLE 85 GERMANY CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 86 GERMANY CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 87 GERMANY CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL,
2016 - 2019, USD MILLION

TABLE 88 GERMANY CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL,
2020 - 2026, USD MILLION

TABLE 89 GERMANY CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD
MILLION

TABLE 90 GERMANY CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD
MILLION

TABLE 91 UK CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 92 UK CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 93 UK CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019,
USD MILLION

TABLE 94 UK CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026,
USD MILLION

TABLE 95 UK CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 96 UK CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 97 FRANCE CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 98 FRANCE CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 99 FRANCE CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 -
2019, USD MILLION

TABLE 100 FRANCE CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020
- 2026, USD MILLION

TABLE 101 FRANCE CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD
MILLION

TABLE 102 FRANCE CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD
MILLION

TABLE 103 RUSSIA CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 104 RUSSIA CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 105 RUSSIA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 -
2019, USD MILLION

TABLE 106 RUSSIA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 -
2026, USD MILLION

TABLE 107 RUSSIA CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD
MILLION

TABLE 108 RUSSIA CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD
MILLION

TABLE 109 SPAIN CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 110 SPAIN CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 111 SPAIN CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 112 SPAIN CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 113 SPAIN CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 114 SPAIN CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 115 ITALY CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 116 ITALY CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 117 ITALY CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 118 ITALY CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 119 ITALY CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 120 ITALY CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 121 REST OF EUROPE CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 122 REST OF EUROPE CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 123 REST OF EUROPE CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 124 REST OF EUROPE CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 125 REST OF EUROPE CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 126 REST OF EUROPE CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 127 ASIA PACIFIC CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 128 ASIA PACIFIC CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 129 ASIA PACIFIC CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 130 ASIA PACIFIC CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 131 ASIA PACIFIC HYPERMARKET AND SUPERMARKET MARKET BY

COUNTRY, 2016 - 2019, USD MILLION

TABLE 132 ASIA PACIFIC HYPERMARKET AND SUPERMARKET MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 133 ASIA PACIFIC SPORTS VARIETY STORES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 134 ASIA PACIFIC SPORTS VARIETY STORES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 135 ASIA PACIFIC E-COMMERCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 136 ASIA PACIFIC E-COMMERCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 137 ASIA PACIFIC OTHER DISTRIBUTION CHANNELS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 138 ASIA PACIFIC OTHER DISTRIBUTION CHANNELS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 139 ASIA PACIFIC CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 140 ASIA PACIFIC CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 141 ASIA PACIFIC CYCLE WEAR APPAREL MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 142 ASIA PACIFIC CYCLE WEAR APPAREL MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 143 ASIA PACIFIC CYCLE WEAR ACCESSORIES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 144 ASIA PACIFIC CYCLE WEAR ACCESSORIES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 145 ASIA PACIFIC CYCLING WEAR MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 146 ASIA PACIFIC CYCLING WEAR MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 147 CHINA CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 148 CHINA CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 149 CHINA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 150 CHINA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 151 CHINA CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 152 CHINA CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 153 JAPAN CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 154 JAPAN CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 155 JAPAN CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 156 JAPAN CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 157 JAPAN CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 158 JAPAN CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 159 INDIA CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 160 INDIA CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 161 INDIA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 162 INDIA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 163 INDIA CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 164 INDIA CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 165 SOUTH KOREA CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 166 SOUTH KOREA CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 167 SOUTH KOREA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 168 SOUTH KOREA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 169 SOUTH KOREA CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 170 SOUTH KOREA CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 171 SINGAPORE CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 172 SINGAPORE CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 173 SINGAPORE CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 174 SINGAPORE CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 175 SINGAPORE CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019,

USD MILLION

TABLE 176 SINGAPORE CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026,
USD MILLION

TABLE 177 MALAYSIA CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 178 MALAYSIA CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 179 MALAYSIA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL,
2016 - 2019, USD MILLION

TABLE 180 MALAYSIA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL,
2020 - 2026, USD MILLION

TABLE 181 MALAYSIA CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD
MILLION

TABLE 182 MALAYSIA CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD
MILLION

TABLE 183 REST OF ASIA PACIFIC CYCLING WEAR MARKET, 2016 - 2019, USD
MILLION

TABLE 184 REST OF ASIA PACIFIC CYCLING WEAR MARKET, 2020 - 2026, USD
MILLION

TABLE 185 REST OF ASIA PACIFIC CYCLING WEAR MARKET BY DISTRIBUTION
CHANNEL, 2016 - 2019, USD MILLION

TABLE 186 REST OF ASIA PACIFIC CYCLING WEAR MARKET BY DISTRIBUTION
CHANNEL, 2020 - 2026, USD MILLION

TABLE 187 REST OF ASIA PACIFIC CYCLING WEAR MARKET BY PRODUCT, 2016
- 2019, USD MILLION

TABLE 188 REST OF ASIA PACIFIC CYCLING WEAR MARKET BY PRODUCT, 2020
- 2026, USD MILLION

TABLE 189 LAMEA CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 190 LAMEA CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 191 LAMEA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 -
2019, USD MILLION

TABLE 192 LAMEA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 -
2026, USD MILLION

TABLE 193 LAMEA HYPERMARKET AND SUPERMARKET MARKET BY COUNTRY,
2016 - 2019, USD MILLION

TABLE 194 LAMEA HYPERMARKET AND SUPERMARKET MARKET BY COUNTRY,
2020 - 2026, USD MILLION

TABLE 195 LAMEA SPORTS VARIETY STORES MARKET BY COUNTRY, 2016 -
2019, USD MILLION

TABLE 196 LAMEA SPORTS VARIETY STORES MARKET BY COUNTRY, 2020 -
2026, USD MILLION

TABLE 197 LAMEA E-COMMERCE MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 198 LAMEA E-COMMERCE MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 199 LAMEA OTHER DISTRIBUTION CHANNELS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 200 LAMEA OTHER DISTRIBUTION CHANNELS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 201 LAMEA CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 202 LAMEA CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 203 LAMEA CYCLE WEAR APPAREL MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 204 LAMEA CYCLE WEAR APPAREL MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 205 LAMEA CYCLE WEAR ACCESSORIES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 206 LAMEA CYCLE WEAR ACCESSORIES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 207 LAMEA CYCLING WEAR MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 208 LAMEA CYCLING WEAR MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 209 BRAZIL CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 210 BRAZIL CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 211 BRAZIL CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 212 BRAZIL CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 213 BRAZIL CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 214 BRAZIL CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 215 ARGENTINA CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 216 ARGENTINA CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 217 ARGENTINA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 218 ARGENTINA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL,

2020 - 2026, USD MILLION

TABLE 219 ARGENTINA CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 220 ARGENTINA CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 221 UAE CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 222 UAE CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 223 UAE CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 224 UAE CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 225 UAE CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 226 UAE CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 227 SAUDI ARABIA CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 228 SAUDI ARABIA CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 229 SAUDI ARABIA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 230 SAUDI ARABIA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 231 SAUDI ARABIA CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 232 SAUDI ARABIA CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 233 SOUTH AFRICA CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 234 SOUTH AFRICA CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 235 SOUTH AFRICA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 236 SOUTH AFRICA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 237 SOUTH AFRICA CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 238 SOUTH AFRICA CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 239 NIGERIA CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 240 NIGERIA CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 241 NIGERIA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 242 NIGERIA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 243 NIGERIA CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 244 NIGERIA CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 245 REST OF LAMEA CYCLING WEAR MARKET, 2016 - 2019, USD MILLION

TABLE 246 REST OF LAMEA CYCLING WEAR MARKET, 2020 - 2026, USD MILLION

TABLE 247 REST OF LAMEA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 248 REST OF LAMEA CYCLING WEAR MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 249 REST OF LAMEA CYCLING WEAR MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 250 REST OF LAMEA CYCLING WEAR MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 251 KEY INFORMATION – VISTA OUTDOOR, INC.

TABLE 252 KEY INFORMATION – LVMH SE

TABLE 253 KEY INFORMATION – LUMIERE CYCLING

TABLE 254 KEY INFORMATION – CASTELLI CYCLING

TABLE 255 KEY INFORMATION – RAPHA RACING LIMITED

TABLE 256 KEY INFORMATION – CHAMPION SYSTEM

TABLE 257 KEY INFORMATION – ASSOS OF SWITZERLAND GMBH

TABLE 258 KEY INFORMATION – ENDURA LIMITED

TABLE 259 KEY INFORMATION – ISADORE APPAREL

TABLE 260 KEY INFORMATION – ATTAQUER PTY. LTD.

List Of Figures

LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

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