

Global Bicycle Industry 2014-2019: Trends, Forecast, and Opportunity Analysis

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Abstracts

The global bicycle industry is expected to reach an estimated \$65 billion by 2019. The major driver of bicycle industry is emergence of cycling as a preferred recreational and fitness activity, growing traffic congestion, and rising fuel prices. Increasing demand for low-cost transportation in developing countries helps to drive the bicycle industry. Electric bicycle use in North America and Western Europe is a new trend as a growing transit option in these regions. Despite various challenges, the market for bicycle is expected to grow over the next five years.

Lucintel, a leading global management consulting and market research firm, has analyzed the global bicycle industry by segments and region, and has come up with a comprehensive research report "Global Bicycle Industry 2014-2019: Trend, Forecast, and Opportunity Analysis." This report provides an analysis of the global bicycle industry and its accessories including analysis of the market trend, competitive landscape, company profiles, mergers and acquisitions, emerging trend, and key drivers of industry growth. The study also includes global forecasts for bicycle through 2019, segmented by region such as North America, Europe, Asia Pacific and Rest of World and by end user segments such as road bicycles, mountain bicycles, e-bicycles, and others.

On the basis of its comprehensive research, Lucintel forecasts that majority of the segments for bicycle industry will grow moderately in 2014-2019. Electric bicycle market will remain strong due to increasing demand from China. Developed countries such as Japan, USA, and the European countries are also likely to witness a substantial growth in this segment due to its growing popularity there. Bicycle manufacturers are continuously adopting new strategies to gain market share in this industry. Shimano Inc., Giant Manufacturing Co. Ltd, Merida Industry Co. Ltd, Accell Group N.V, Dorel

Industries Inc are the major industry players. Innovation in battery technology would further enhance battery life and lower overall cost for consumers which will drive the electric bicycle market. The biggest challenge the industry faces is increasing popularity of motor vehicles, weak distribution network and rising price of raw materials. Hence it is crucial for the manufacturers to maintain a balance between price and quality. Regular innovation of products is very important for companies to sustain their successful position in the market.

This unique report from Lucintel will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

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