

Bicycles

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Abstracts

The study will be available in electronic form, after an order is received, within 6 days.

Despite the adverse economic backdrop, the market of Bicycles has not been affected as much as other sectors of the Greek economy. This is mainly due to the increase in environmental awareness, the new tendency of Greeks to exercise more, as well as to the timely reaction on the part of the sector's players, who predicted the impacts of this deep recession and, taking the above factors into consideration, have reduced their prices since 2010.

This study was compiled by STOCHASIS Management Consultancy S.A. and aims to reflect the current state of Bicycles in Greece and to examine its prospects, while presenting information on the European market.

More specifically, the first five chapters of the study feature information on Bicycles, which refer to general characteristics, the institutional framework, the demand, the offer, the size of the industry as well as the market shares of the largest companies in the industry. In the sixth chapter of the study we will present information on the relevant market in EU-27. Finally, we will present the conclusions and the prospects of the market, as well as an annex with selected financial indicators of major enterprises.

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