

# **Cycling Apparel Market - Global Industry Size, Share, Trends Opportunity, and Forecast, By Product Type (Apparel, Accessories), By End User (Men, Women), By Sales Channel (Supermarket/Hypermarket, Exclusive Stores, Sports Retail Stores, Online, Others), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Cycling Apparel Market is projected to expand from USD 6.04 Billion in 2025 to USD 8.24 Billion by 2031, reflecting a compound annual growth rate of 5.31%. This market comprises specialized gear such as moisture-wicking jerseys, padded bib shorts, and protective gloves, all engineered to improve rider safety, comfort, and aerodynamic efficiency. Growth is primarily driven by rising global health awareness and significant government funding for urban cycling infrastructure, which promotes both daily commuting and recreational riding. Additionally, the widespread acceptance of e-bikes has increased average ride distances, generating steady demand for durable, high-performance apparel capable of withstanding longer durations and diverse weather conditions.

Market strength is further demonstrated by robust participation numbers that are widening the consumer base. According to PeopleForBikes, a record 112 million Americans engaged in cycling at least once in 2024. However, despite high engagement levels, the industry is grappling with inventory management difficulties. A recent buildup of surplus stock across retail channels has necessitated aggressive discounting and a reduction in new order volumes, which is temporarily hindering revenue stability and slowing overall market expansion.

## **Market Driver**

The rise of e-bikes and electric mobility is fundamentally reshaping product requirements and consumer preferences within the Global Cycling Apparel Market. Because electric assistance allows riders to cover greater distances at higher speeds with less physical effort, demand is shifting toward garments that offer wind resistance, thermal regulation, and abrasion protection rather than traditional sweat management. This segment helps stabilize the market against wider industry fluctuations; for instance, the ZIV 'Market Data Q1 2025' report from June 2025 noted an 11% year-on-year increase in e-bike sales in Germany, reaching 500,000 units, which reinforces the growing need for specialized utility and commuter wear.

Simultaneously, technological advancements in high-performance fabrics are boosting market value by meeting the rigorous demands of gravity and adventure riders. Manufacturers are incorporating impact-absorbing materials and advanced weather-proof textiles into lightweight garments, justifying higher price points and encouraging replacement purchases. This focus on innovation is delivering financial gains; Leatt Corporation reported in March 2025 that demand for their technical ADV line drove a 14% revenue increase in the fourth quarter. Similarly, the Bicycle Association noted in 2025 that the UK Parts, Accessories, and Clothing (PAC) market value rose by 3% the previous year despite volume challenges, indicating that consumers remain willing to invest in quality performance products.

## **Market Challenge**

The central hurdle currently facing the Global Cycling Apparel Market is the persistent issue of surplus inventory within retail channels. This overstocking severely hampers standard supply chain operations, as retailers burdened with warehouses of unsold products are forced to halt new orders, even when there is consumer interest in updated or seasonal lines. As a result, apparel manufacturers experience diminished revenue streams and are compelled to implement deep discounts to clear older stock, a practice that erodes profit margins and devalues brand equity for premium manufacturers.

This stagnation is quantitatively highlighted by recent figures illustrating the severity of the supply-demand imbalance. According to PeopleForBikes, the industry's inventory-to-sales ratio climbed to 4.1:1 in 2024, a significant deviation from the historical average of 2.9:1 recorded in 2018. Such a high ratio signifies that substantial capital is locked in stagnant goods, effectively preventing businesses from investing in the production and marketing of the high-performance, weather-specific garments that typically drive market value. Until these inventory levels normalize, the financial capacity for market

expansion and new product introduction will remain constrained.

## Market Trends

The adoption of eco-friendly and recycled performance fabrics is becoming a core market characteristic as brands pivot toward circular economy models to lower their environmental impact. To address growing consumer scrutiny regarding textile waste, manufacturers are increasingly replacing virgin synthetics with post-consumer recycled materials and launching repair programs to extend garment lifecycles. This transition is being operationalized by major industry players; for example, Rapha's 'Impact Report 2025' from December 2025 revealed that the company utilized more recycled than virgin polyester fibers in its 2024 production run, effectively reducing its reliance on fossil-fuel-based raw materials.

Concurrently, the expansion of specialized female-specific cycling apparel is reshaping product portfolios as brands acknowledge the unique aesthetic and anatomical requirements of the sport's fastest-growing demographic. Rather than merely resizing men's clothing, companies are investing in R&D for women-specific chamois technologies, bib architectures, and tailored fits to suit a wider range of body types and riding styles. This strategic focus aligns with rising participation rates; GearJunkie reported in December 2024, in 'Strava Year In Sport: 2024 Top Fitness Gear & Trends', that there was an 11% global increase in the number of female cyclists recording activities compared to the previous year.

## Key Market Players

2XU

Isadore apparel

Endura Limited

ASSOS of Switzerland GmbH

United Apparel Solution Ltd.

Champion System

Rapha Racing Limited

Castelli Cycling

Giro Sport Design

Lumiere Cycling

## **Report Scope**

In this report, the Global Cycling Apparel Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Cycling Apparel Market, By Product Type

Apparel

Accessories

Cycling Apparel Market, By End User

Men

Women

Cycling Apparel Market, By Sales Channel

Supermarket/Hypermarket

Exclusive Stores

Sports Retail Stores

Online

Others

Cycling Apparel Market, By Region

## North America

United States

Canada

Mexico

## Europe

France

United Kingdom

Italy

Germany

Spain

## Asia Pacific

China

India

Japan

Australia

South Korea

## South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

### **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Cycling Apparel Market.

### **Available Customizations:**

Global Cycling Apparel Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### **Company Information**

Detailed analysis and profiling of additional market players (up to five).

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