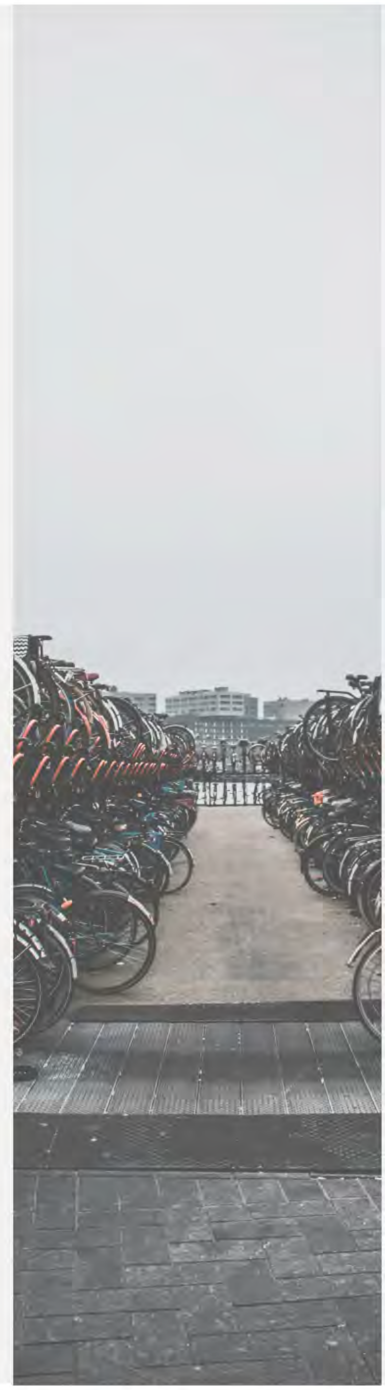
2019 Edition (2018 Statistics)

Confederation of the European Bicycle Industry

Colibi-Coliped

ince 1960 Representing the European Bicycle Industr



2019 EUROPEAN BICYCLE INDUSTRY AND MARKET PROFILE

CONEBI

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List of Abbrieviations

EPAC: Electric Pedal Assist Cycle
P&A Industries: Parts and Accessories Industries

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FOREWORD

This document is the thirteenth edition of the European Bicycle Industry & Market Profile (BIMP), an economic report carried out by the **Confederation of the European Bicycle Industry CONEBI** (formerly Colibi-Coliped).
The document is based on figures provided by our member associations and data kindly put at our disposal by non-member countries. The data of the import figures are retrieved from Eurostat, the statistical office of the European Union. Data are regularly updated.

It gives an overview of the European Bicycle Industry's activities (production and employment), relevant market data (sales and imports), and highlights the activities implemented at national level to promote Cycling and Bicycles/Pedal-Assist Electric Bicycles sales.

We wish to extend our sincere thanks to our member associations and various industry representatives.

BACKGROUND

CONEBI is the Confederation of the European Bicycle Industry. Its members are the national Bicycle Industry Associations in 15 different countries: Austria, Belgium, Bulgaria, Germany, Great Britain, Greece, France, Hungary, Italy, The Netherlands, Poland, Portugal, Spain, Sweden and Turkey.

CONEBI combines the efforts that have been efficiently put by COLIPED and COLIBI over the past decades in order to have maximum strength in representing its members' interests at European level: the association maintains regular contacts with European policy makers and Authorities, as well as with other associations that pursue common objectives, the European standardization body CEN, Industry and mobility experts, and the international press.

CONEBI's aim is the growth of the Bicycle, EPAC and P&A Industries and of the Cycling Culture in Europe.

CONEBI advocates for:

- The proper recognition of Bicycles, Pedal-Assist Electric Cycles and Parts & Accessories Industries in European policies;
- The implementation of the EU Cycling Strategy by the European policy makers;
- Awareness among the EU Institutions of the multiple and valuable benefits deriving from the EU Cycling Economy and, more specifically, from the EU Bicycle Industry (Bicycle, Pedal-Assist Electric Cycles and Parts & Accessories Industries);
- Fair trade and the fight against unfair practices;
- An increased cycle usage throughout the EU and beyond;
- A strong EU Internal Market, favorable for further industrial investment and development;

BACKGROUND

CONEBI fully supports the European (EN) safety standards for bicycles and EPACs and it takes part officially in the consultations of the Working Group on Motorcycles organised by the European Commission – DG Growth. CONEBI is Founding Member of the World Bicycle Industry Association (WBIA) and through it CONEBI attends the World Forum for the Harmonization of Vehicle Regulation, the Global Forum for Road Traffic Safety and the Working Party on Transport and Economics & Trends meetings of the UNECE – United Nations Economic Commission for Europe in Geneva.

The activities promoted by the Confederation of the European Bicycle Industry go also beyond the European borders: for the past 26 years the joint European CONEBI booth (previously the COLIPED booth) has brought the leading representatives of the European Bicycle Industry to the Taipei Cycle Show (Taiwan).

For more information please visit the **CONEBI** website at www.conebi.eu

THE EUROPEAN BICYCLE INDUSTRY

About 20 million bicycles and EPACs are sold annually across the EU, out of which around 12 million are also produced there. The European Bicycle Industry generates directly and indirectly more than 100.000 jobs in the Union market with over 800 SMEs.

On average, European citizens own more bicycles than any other means of transport.
Via their national associations, ***all major players on the European bicycle market*** are represented within CONEBI.
Bicycles and EPACs are:
Simply the best mobility mode in urban areas.

- the most environmentally friendly, energy efficient and sustainable means of mobility;
- The cheapest means of mobility;
- The healthiest and most "social" means of mobility;
- The most time-saving and silent mode in urban areas;
- The most accessible mode of transport;

Simply, the best mobility mode in urban areas.

E-Mobility

The current e-mobility revolution should be a "bottom-up" process, focusing first on EPACs (Electric Power-Assisted Cycles) which were already developed in the past decade. Next should be the more powerful two-wheelers such as e-bikes, e-mopeds and e-scooters and only later attention should go to electric cars.

In fact, the technology of aluminium alloys and carbon composites, as well as the ever lighter and more powerful batteries that we have been developing in the EPAC industry in the last decade, will undeniably be a source of inspiration for the e-moped and even for the e-cars industry.

"The global shift towards low-carbon, circular economy has started and its pace is accelerating. To ensure Europe stays competitive and will be able to respond to the increasing mobility needs of people and goods, the Commission's low-emission mobility strategy sets clear and fair guiding principles to Member States to prepare for the future."(European Commission, 2016)*. The Bicycle Industry underlines that, in order to respect the Paris Agreement, greenhouse gas emissions from transport will need to be near zero by mid-century and points out that emissions of air pollutants from transport need to be drastically reduced to meet the WHO public health guidelines; in this framework more attention should be given to Cycling as one of the most feasible and immediate solutions against pollution.

*https://ec.europa.eu/transport/themes/strategies/news/2016-07-20-decarbonisation_en

Contribution to the European Union's Ambitious Goals

The EU Bicycle & EPAC Industry has a very important role to play in Europe's ambition to seriously cut Co2 emissions and contribute to policies regarding public health, environment and transport. Being the largest employer in Europe in the Green Industries, we will do our utmost to continuously stress this role.

Moreover, the EU Bicycle Industry is committed to work as well towards the future of Bicycles and Pedal-Assist Electric Bicycles in the context of Intelligent Transport Systems, Connectivity and Access to Data. The automotive sector has been working already on those topics and the Bicycle Industry deems it is extremely important to be involved in these discussions, which will bring the transformation of bicycles & e-bikes into Smartbikes, for a much safer Cycling environment for Cyclists: indeed Cyclists and Motorcyclists are among the most at-risk road users, and we know that the Smartbikes of the future will have to communicate with Motorcycles, Cars, Buses, Trucks and any other road vehicle.

OUR BOARD OF DIRECTORS

CONEBI President Erhard Büchel

"CONEBI represents the European Bicycle Industry which is characterized by modern automation and high quality. Over 100,000 people are working in the EU bicycle industry, one of the most environmentally-friendly Industries of Europe.

Biking is not only 100 percent CO2 free, but it is also an important factor for the health and the recreation of the user.

With the new market segment Pedelec, the bicycle has become an interesting solution to traffic problems in congested areas and cities.

High quality and safety standards of European made pedelecs, bikes and bike components guarantee an unproblematic use without any hassle. European Research and Development in the bike sector especially in the E-Bike sector, creates a lot of innovations and also jobs.

Thanks to the production close to the user, also the CO2 balance is very favourable, as the influence of congestions due to long transportation of imported parts is very limited."

OUR BOARD OF DIRECTORS

CONEBI Vice President Ton Anbeek

"The European Bicycle Industry is the major innovator when it comes to bicycles and components. Not only are the modern E-bike and Speed-pedelec invented by European companies, but also new materials, production methods and valuable contributions to the green and circular economy are developed by companies based in the EU. We also support the Paris goals on CO2 reduction. The EU producers invest annually hundreds of millions euros in new facilities, R&D and more efficient production as all believe in a solid future for production in Europe. The actual movement of re-shoring and a-shoring confirms the strength of our industry.

At the moment we have more than 100.000 direct and indirect employees, which makes us an important player for the economic health of Europe. CONEBI as a representative body of the national associations and consequently the industrial members of each associations is taking care of the interests of the European manufacturers.

Collecting and supplying reliable market data is an important part of this."

OUR BOARD OF DIRECTORS

CONEBI Vice President Massimo Panzeri

“The bicycle industry has re-invented its core business for the challenges of the 21th century. New materials, new products, new technical standards have been created and are being developed continuously. Bicycle industry means high technology materials and the development of new products, such as the e-bike, that are changing life and the way of transport of people throughout the world. Bicycles mean better commuting time in urban areas, a better way of life, less CO2 impact and a positive impact on tourism.

Investing in cycling means higher job creation than most of the comparable industries. CONEBI is supporting these ambitious tasks in order to let the European industry grow and reach its challenging targets.”

OUR BOARD OF DIRECTORS

CONEBI Vice President
Paulo Rodrigues

"The European Bicycle Industry encompasses a wide variety of aspects and new products such as Urban Bikes and Bike Sharing Systems are gaining in importance.

Therefore, it is important to work on integrative solutions on MAAS (Mobility as a Service), smart cities and urban mobility with the help of ITC and light electric mobility. This will allow for positive energy, health and environmental impacts."

OUR BOARD OF DIRECTORS

CONEBI Treasurer Sacha Boedijn

"The development of both the European and national regulatory frameworks can and must keep up with the speed of innovation in our industry.

The EU Industry has not only greatly contributed to the concept of Electric-Power Assisted Cycles and worked together with the European Institutions for the development of the highest safety requirements in the Type Approval Regulation, but is now working with dedication as well towards the smartbikes of the future: every rider will be soon connected with the digital infrastructure and the other road users, which will translate in more safety and more integration in the Mobility as a Service-city plans. The Industry welcomes the work of the European Commission on Cooperative Intelligent Transport Systems and is eager to be part of those discussions for the future.

I assume these will not be the last examples, as the speed of innovation increases, with many interesting breakthroughs underway, but these are examples of the importance of the work of CONEBI to act and react on new developments."

OUR MEMBER ASSOCIATIONS

Name of Association	Contact	Web
Austria FFÖ	Wiedner Hauptstrasse 63 Postfach 337 A – 1045 Wien Tel. +43 - 1 50 105 4805 Fax +43 - 1 50 105 289	www.fahrzeugindustrie.at
Belgium AGORIA	Bluepoint Building Bd A. Reyers 80 B – 1030 Brussels Tel. +32 – (0) 2 706 78 00	www.agoria.be
Bulgaria ABPB	jk Hipodruma, bl.120 Entr.V apt.74 BG – 1612 Sofia Tel. +359 - 889-459-536	www.abpb-bg.com
France Union Sport & Cycle	33-35, rue Nungesser et Coli 75016 Paris Tel : +33 (0) 1 47 31 56 23	www.unionsportcycle.com
Germany Z.I.V.	Königsteiner Strasse 20A D – 65812 Bad Soden/Ts. Tel. +49 - (0)61906-5077 0 Fax +49 - (0)6196-5077 20	www.ziv-zweirad.de
Great Britain BAGB	PO Box 1250 GB – Castle Camps, Cambridge, CB214XX Tel. +44-2476-55 38 38 Fax +44-2476-22 83 66	www.ba-gb.com
Greece HEL.BI.M.A	Agios Vassilios 265 04 GRC - Patras Tel. +30-2610-993045	idealman@idealbikes.gr

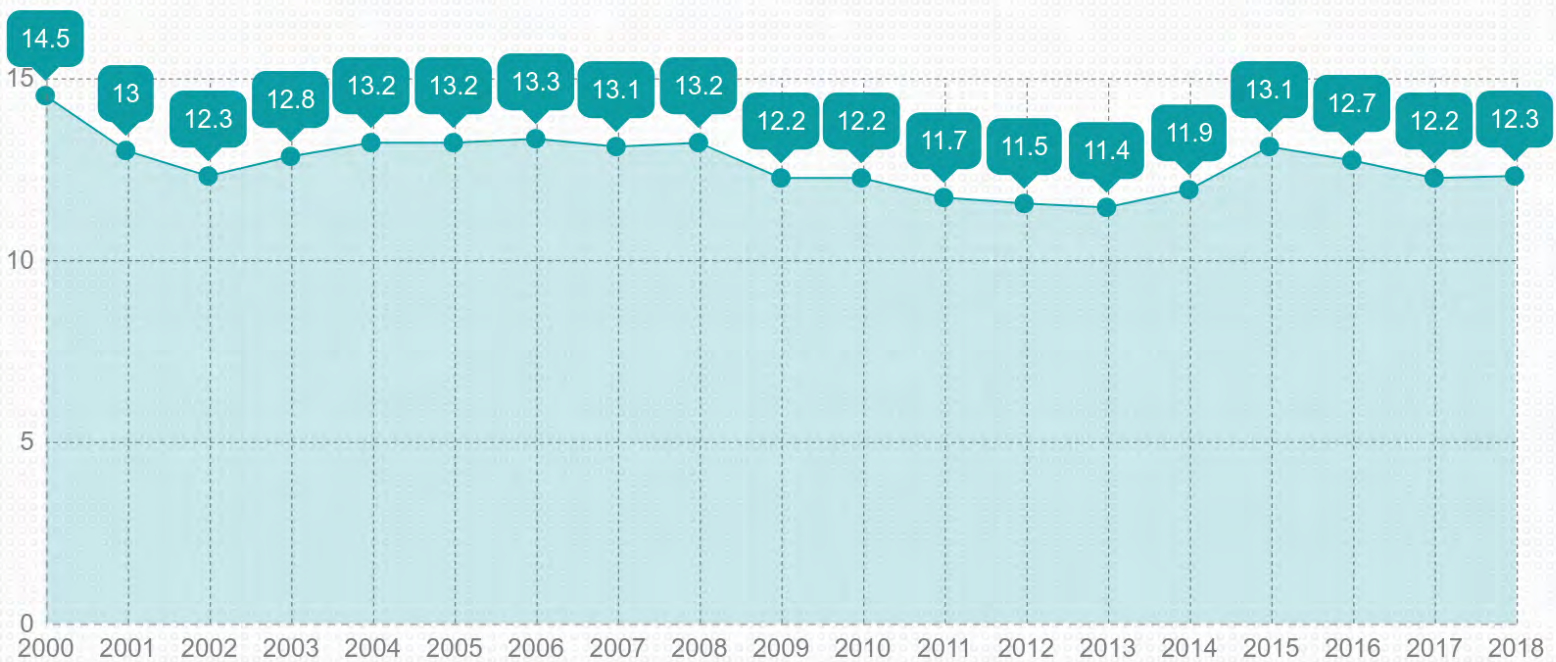
OUR MEMBER ASSOCIATIONS

Name of Association	Contact	Web
Hungary MKKSZ	P/a Accell Hunland Kft. Parkoló tér 1. HU - 5091 Tószeg Tel. +36 - 56 586 505 Fax +36 - 56 586 484	www.mkksz.org
Italy ANCMA	Via A. Da Recanate 1 I – 20124 Milan Tel. +39 – 02 677 35 11 Fax +39 – 02 6698 20 72	www.ancma.it
Poland PSR	ul. Rydygiera 8, bud. 20B/224 PL - 01-793 Warszawa Tel. +48 – (0)43 843 42 93 Fax +48 – (0)43 843 42 93	www.polskiestowarzyszenierowerowe.pl
Portugal ABIMOTA	Borralha, Apartado 299 3754-909 ÁguedaTel. +351 – 234 612 640 Fax +351 – 234 602 018	www.abimota.org
Spain AMBE	C/ Tales de Mileto 2 E – 28860 Alcala de Henares Madrid Tel. +34 - 655 824 085	www.asociacionambe.es
Sweden Cykelbranschen	Königsteiner Strasse 20A D – 65812 Bad Soden/Ts. Tel. +49 - (0)61906-5077 0 Fax +49 - (0)6196-5077 20	www.cykelbranschen.se
The Netherlands RAI-Vereniging	Postbus 74800 NL – 1070 DM Amsterdam Tel. +31 - (0)20-504 49 49 Fax +31 - (0)20-504 49 98	www.raivereniging.nl
Turkey BISED	Hocapasa cad.Demirci is hanı no:28 kat.5 /30 TR - 34110 Eminönü / Istanbul Tel. +90-236-213 0045 Fax + 90-236-213 0050	www.bised.org.tr

EUROPEAN INDUSTRY & MARKET DATA

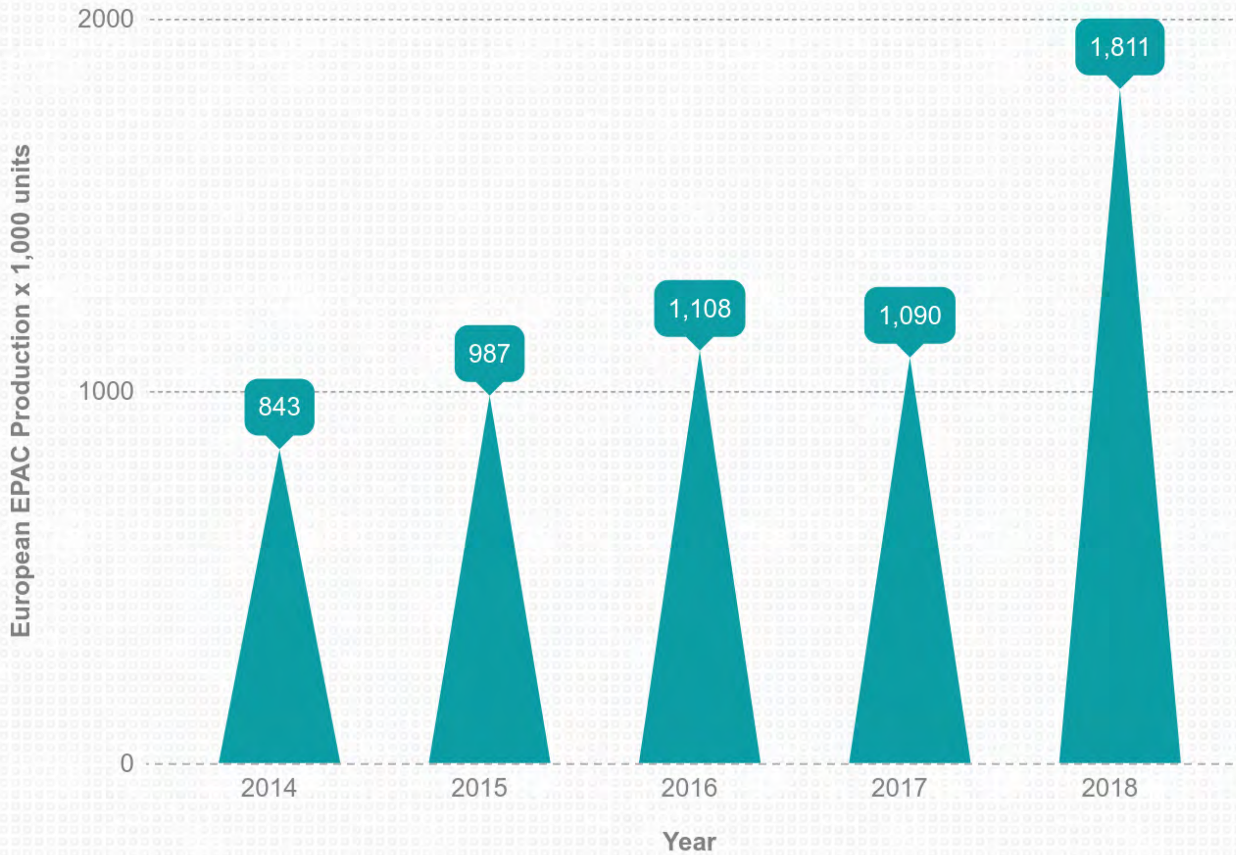
EUROPEAN PRODUCTION FIGURES

EUROPEAN BICYCLE AND EPAC PRODUCTION (EU 28)
(x million units) 2000 – 2018



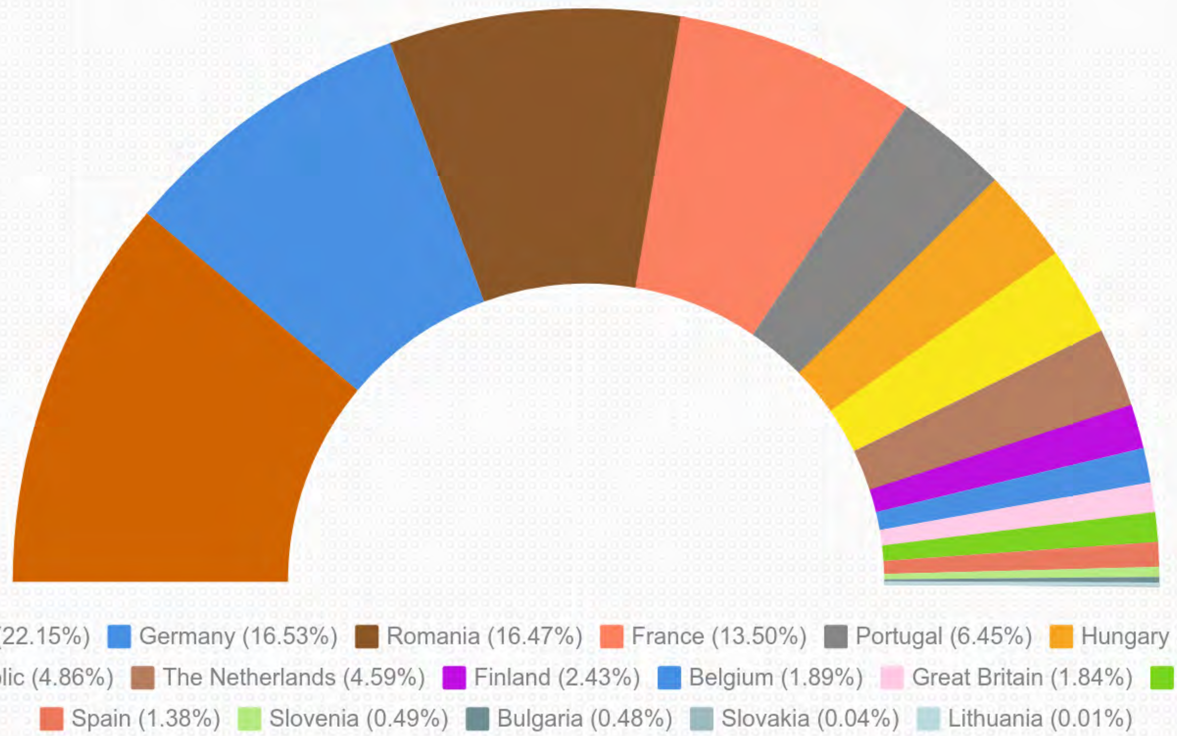
Year	Bicycle and EPAC Production (x 1,000)	Evolution year/year-1 (%)
2000	14,531	
2001	13,009	-10.47
2002	12,272	-5.67
2003	12,828	4.53
2004	13,232	3.15
2005	13,218	-0.11
2006	13,320	0.77
2007	13,086	-1.76
2008	13,246	1.22
2009	12,178	-8.06
2010	12,241	0.52
2011	11,758	-3.95
2012	11,537	-1.88
2013	11,360	-1.53
2014	11,939	5.10
2015	13,152	10.16
2016	12,666	-3.70
2017	12,180	-3.83
2018	12,266	0.70

EUROPEAN EPAC PRODUCTION (EU 28)
(x1,000 units) 2014 – 2018



Year	2014	2015	2016	2017	2018
EU EPAC Production (x 1,000)	843	987	1,108	1,090	1,811
Evolution (%)		17.1	12.3	-1.6	66.1

2018 EUROPEAN BICYCLE PARTS AND ACCESSORIES PRODUCTION (EU 28)
COUNTRY SHARE (K€)*



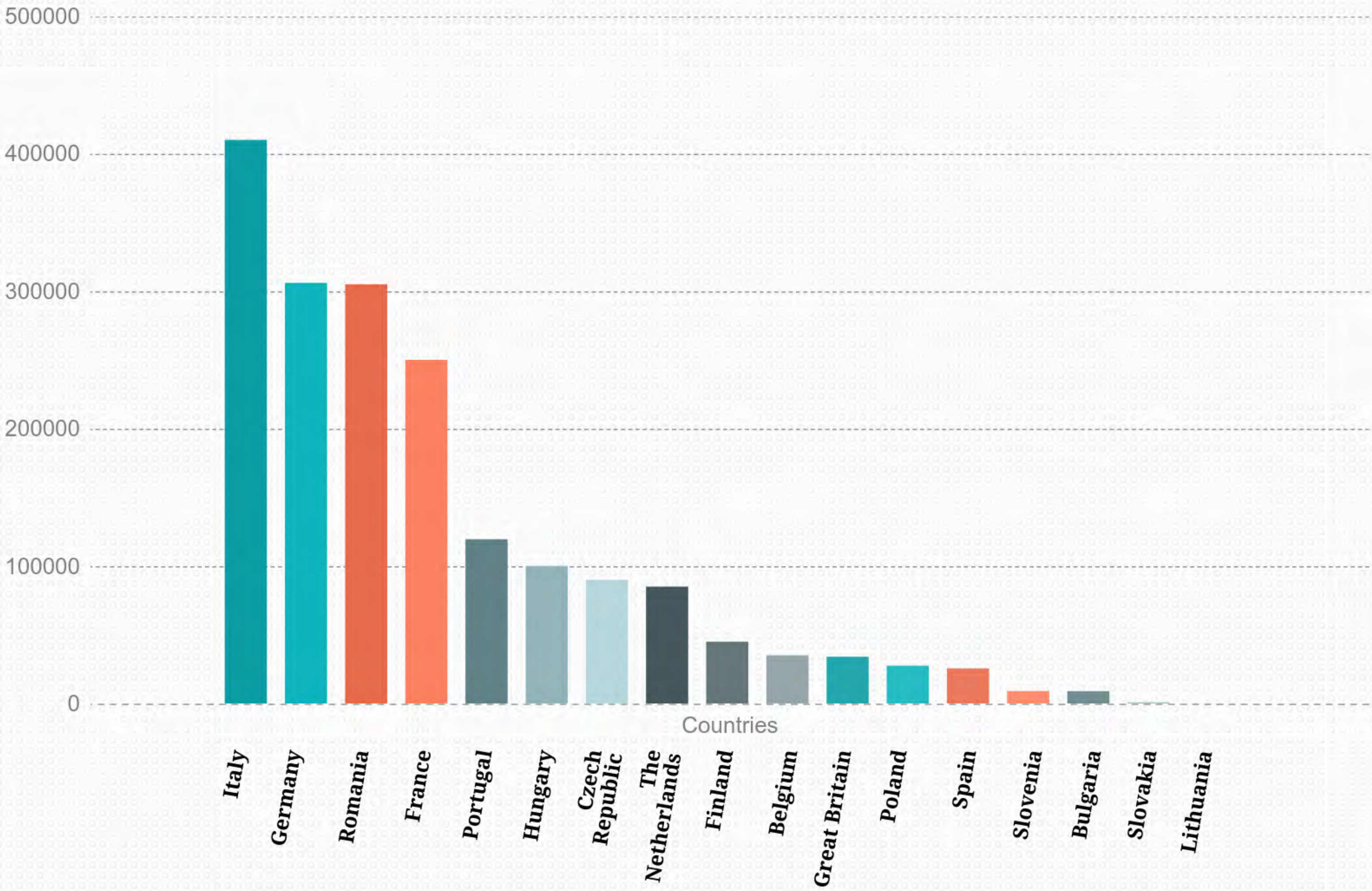
Country	Italy	Germany	Romania	France	Portugal	Hungary	Czech Republic	The Netherlands	Finland
P & A Production (K€)	410,000	306,000	305,000	250,000	119,482	100,000	90,000	85,000	45,000
Country Share %	22.15%	16.53%	16.47%	13.50%	6.45%	5.40%	4.86%	4.59%	2.43%

Country	Belgium	Great Britain	Poland	Spain	Slovenia	Bulgaria	Slovakia	Lithuania	EU 28
P & A Production (K€)	35,000	34,000	27,500	25,500	9,000	8,918	820	170	1,851,390
Country Share %	1.89%	1.84%	1.49%	1.38%	0.49%	0.48%	0.04%	0.01%	

*Values excluding VAT

2018 EUROPEAN BICYCLE PARTS & ACCESSORIES PRODUCTION (EU 28)

Country Ranking (K€)*



Country	Italy	Germany	Romania	France	Portugal	Hungary	Czech Republic	The Netherlands	Finland
P & A Production (K€)	410,000	306,000	305,000	250,000	119,482	100,000	90,000	85,000	45,000
Country Share %	22.15%	16.53%	16.47%	13.50%	6.45%	5.40%	4.86%	4.59%	2.43%

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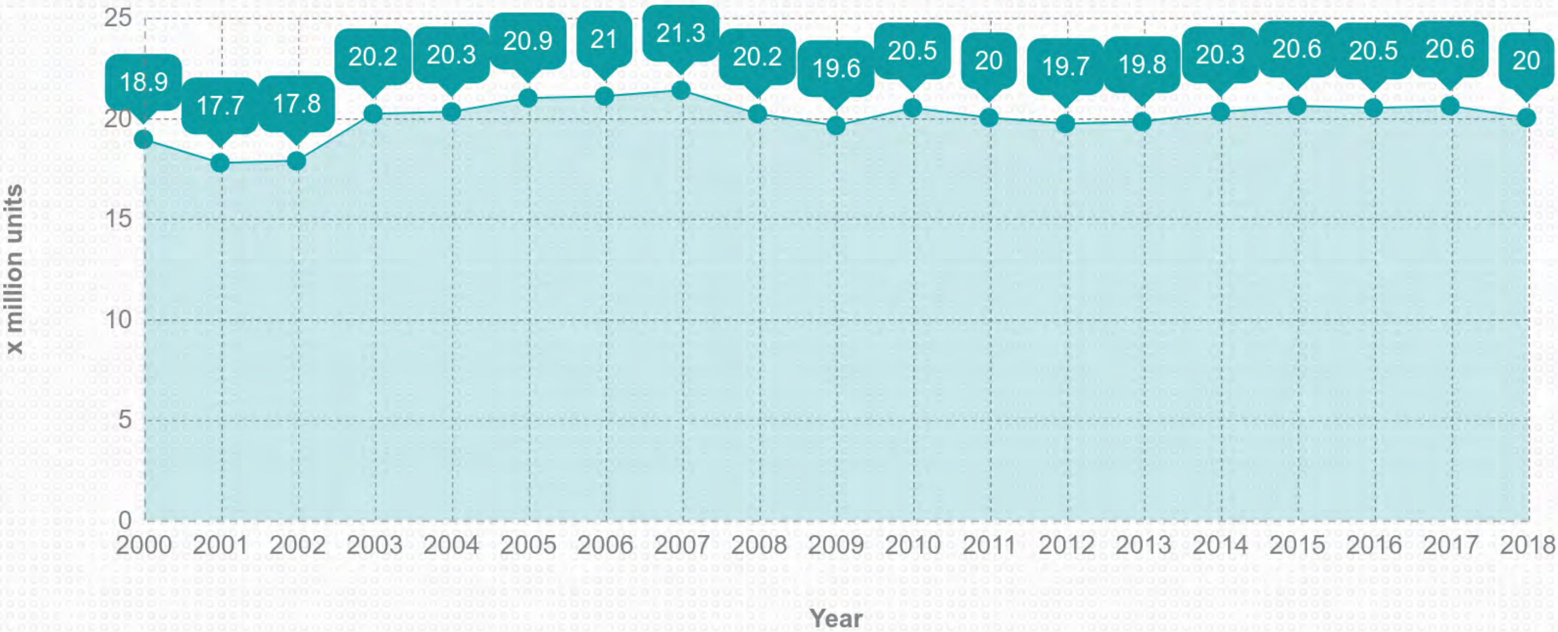
*Values excluding VAT

EUROPEAN SALES FIGURES

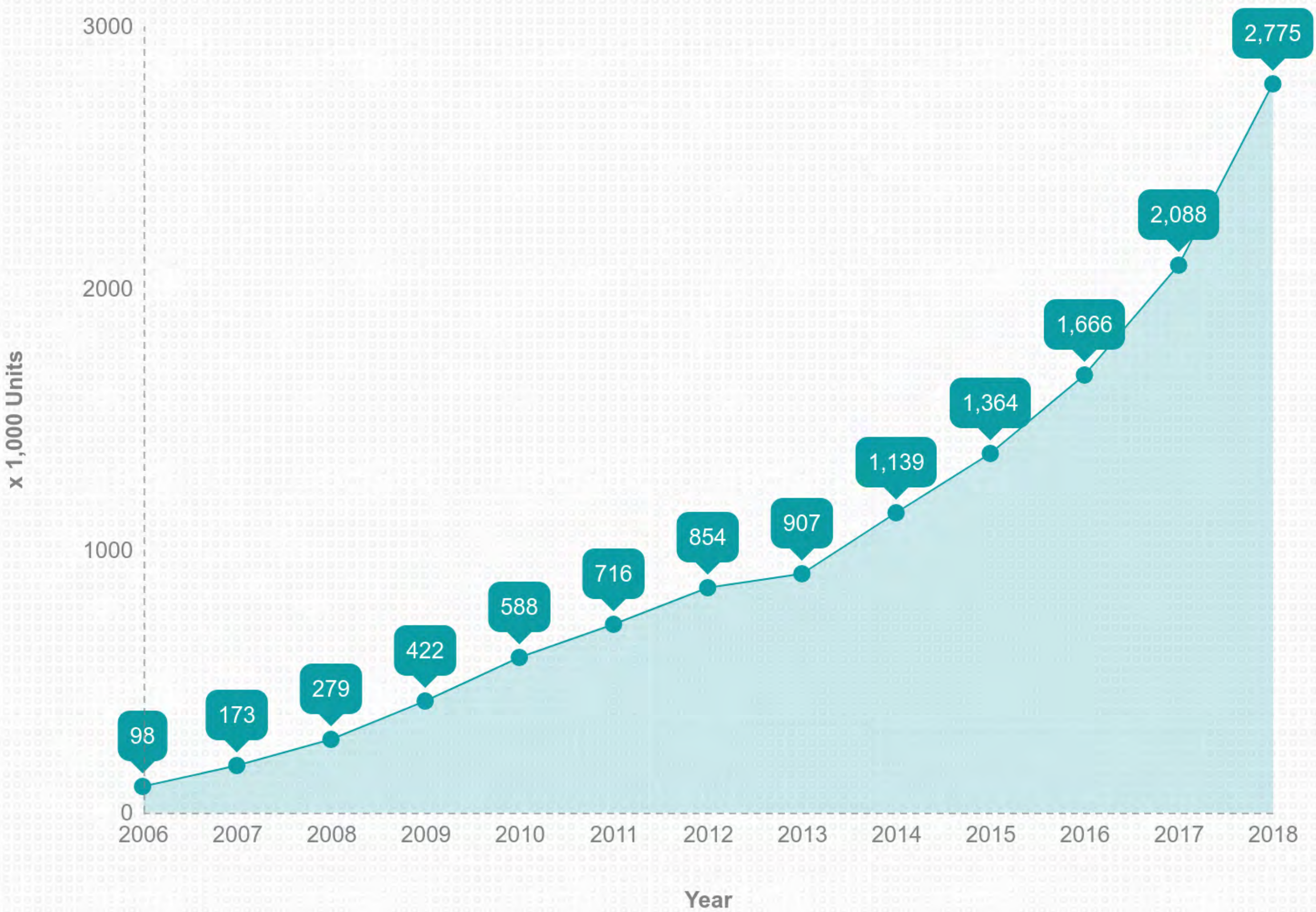
EUROPEAN BICYCLE AND EPAC SALES (EU 28)
(x million units) 2000 – 2018



Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Bicycle and EPAC Sales (x1000)	18,945	17,745	17,840	20,206	20,322	20,912	21,033	21,344	20,206	19,582
Evolution year/year -1 (%)		-6.33	0.54	13.26	0.57	2.9	0.58	1.48	-5.33	-3.09

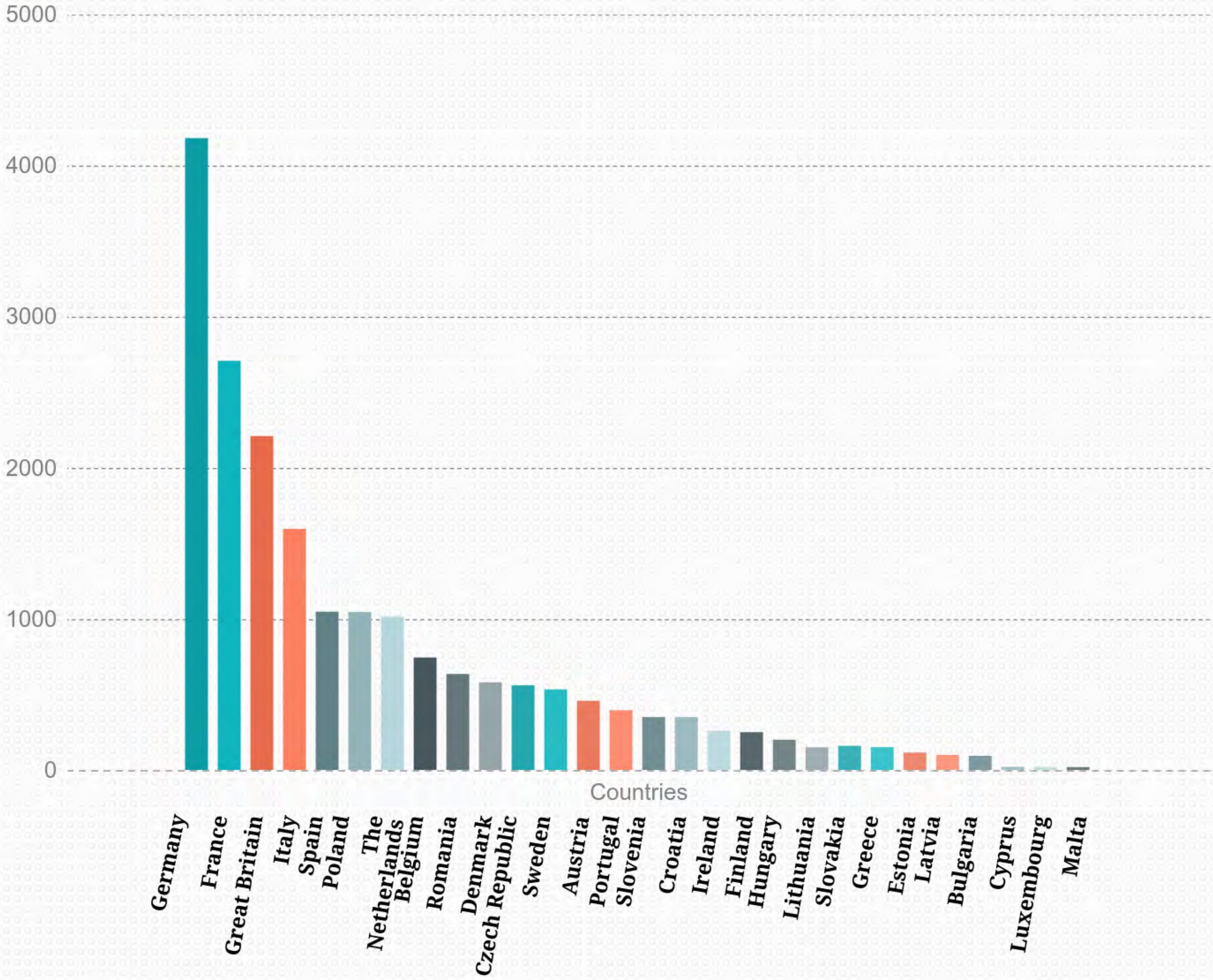
Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Bicycle and EPAC Sales (x1000)	20,431	20,039	19,719	19,780	20,340	20,633	20,550	20,589	19,999
Evolution year/year -1 (%)	4.49	-2.06	-1.6	0.31	2.83	1.44	-0.4	0.19	-3.1

EUROPEAN EPAC SALES (EU 28)
(x1,000 units) 2009 – 2018



Year	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
EPAC Sales (x 1,000)	98	173	279	422	588	716	854	907	1,139	1,364	1,666	2,088	2,775
Evolution (%)		76.53	61.27	51.25	39.34	21.77	19.27	6.21	25.58	19.74	22.17	25.29	32.93

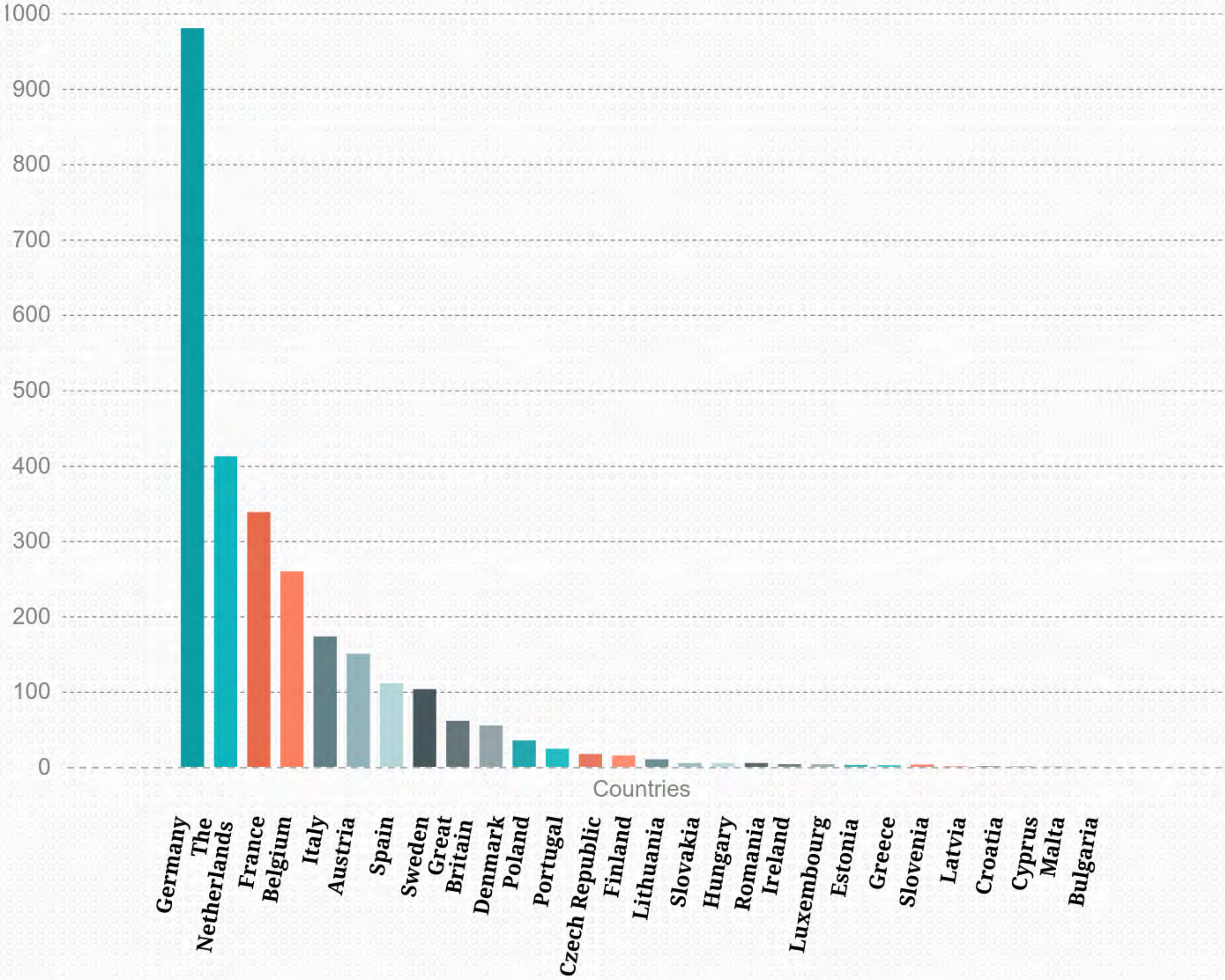
2018 EUROPEAN BICYCLE AND EPAC SALES (EU 28)
(x1,000 units) by Country



Country	Germany	France	Great Britain	Italy	Spain	Poland	The Netherlands	Belgium	Romania	Denmark	Czech Republic	Sweden	Austria	Portugal
Bicycle & EPAC Sales (x 1,000)	4,180	2,707	2,269	1,595	1,047	1,045	1,014	744	635	580	560	533	457	395
Country Share (%)	21%	14%	11%	8%	5%	5%	5%	4%	3%	3%	3%	3%	2%	2%

Country	Slovenia	Croatia	Ireland	Finland	Hungary	Slovakia	Lithuania	Greece	Estonia	Latvia	Bulgaria	Cyprus	Luxembourg	Malta	EU
Bicycle & EPAC Sales (x 1,000)	350	350	260	250	200	160	150	151	115	100	94	21	20	19	19,999
Country Share (%)	2%	2%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	0%	0%	100%

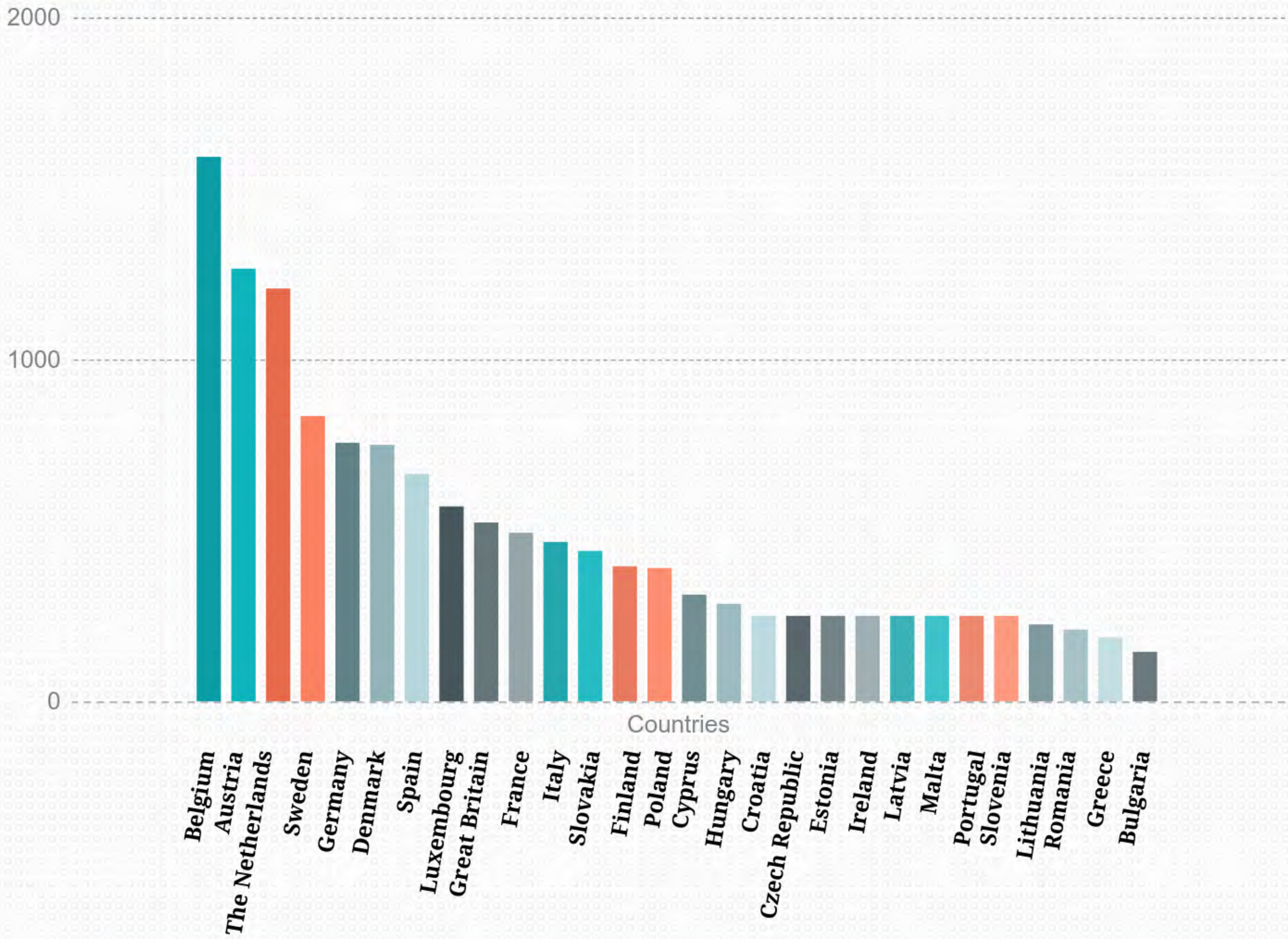
2018 EUROPEAN EPAC SALES (EU 28)
(x1,000 units) by Country



Country	Germany	The Netherlands	France	Belgium	Italy	Austria	Spain	Sweden	Great Britain	Denmark	Poland	Portugal	Czech Republic	Finland
EPAC Sales (x 1,000)	980	412	338	258	173	150	111	103	61	55	35	24	17	15
Country share (%)	35%	15%	12%	9%	6.2%	5.4%	4.0%	3.7%	2.2%	2.0%	1.3%	0.9%	0.6%	0.5%

Country	Lithuania	Slovakia	Hungary	Romania	Ireland	Luxembourg	Estonia	Greece	Slovenia	Latvia	Croatia	Cyprus	Malta	Bulgaria	EU 28
EPAC Sales (x 1,000)	10	5	5	5	3.5	3.3	2.5	2.2	3.0	1.0	1.0	0.8	0.5	0.1	2775
Country share (%)	0.4%	0.2%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	98%

2018 EUROPEAN BICYCLE & EPAC AVERAGE PRICE
per Country* (€)



Country	Belgium	Austria	The Netherlands	Sweden	Germany	Denmark	Spain	Luxembourg	Great Britain	France	Italy	Slovakia	Finland	Poland	Cyprus
Average price (€)	1,592	1,265	1,207	834	756	750	665	570	523	493	466	440	395	390	312

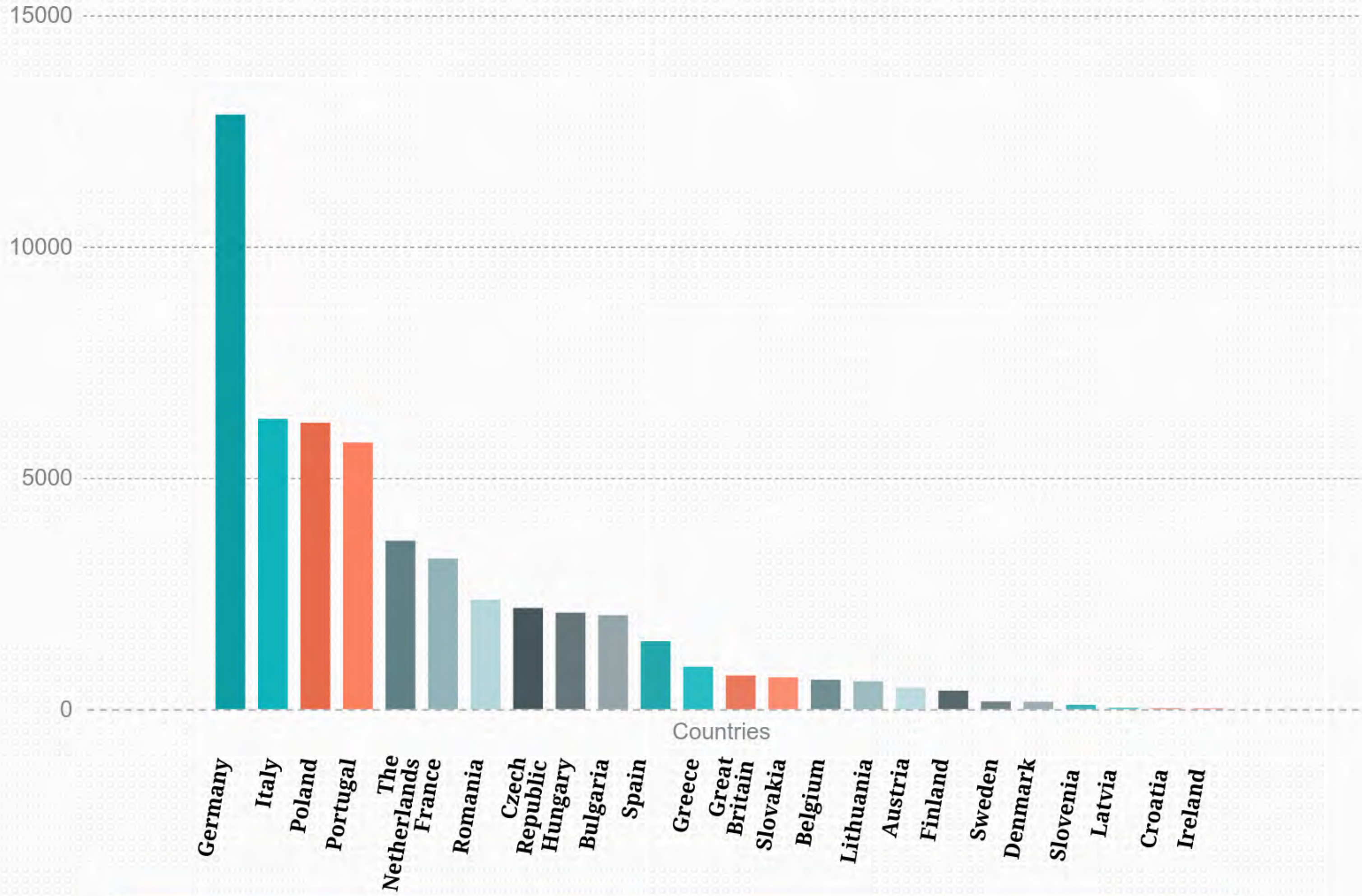
Country	Hungary	Croatia	Czech Republic	Estonia	Ireland	Latvia	Malta	Portugal	Slovenia	Lithuania	Romania	Greece	Bulgaria	EU 28
Average price (€)	285	250	250	250	250	250	250	250	250	225	210	187	145	490

*Average prices include VAT; Data including EPAC sales

2018 EUROPEAN BICYCLE INDUSTRY EMPLOYMENT DATA*

*Since 2016, the employment figures are obtained directly from the bicycle, e-bike and bicycle parts producers of the European Bicycle Industry (including over 800 SMEs). Before 2016, the figures represent data provided by the national CONEBI member associations, which include only data for their members (i.e. not all EU bicycle, e-bike and bicycle parts producers).

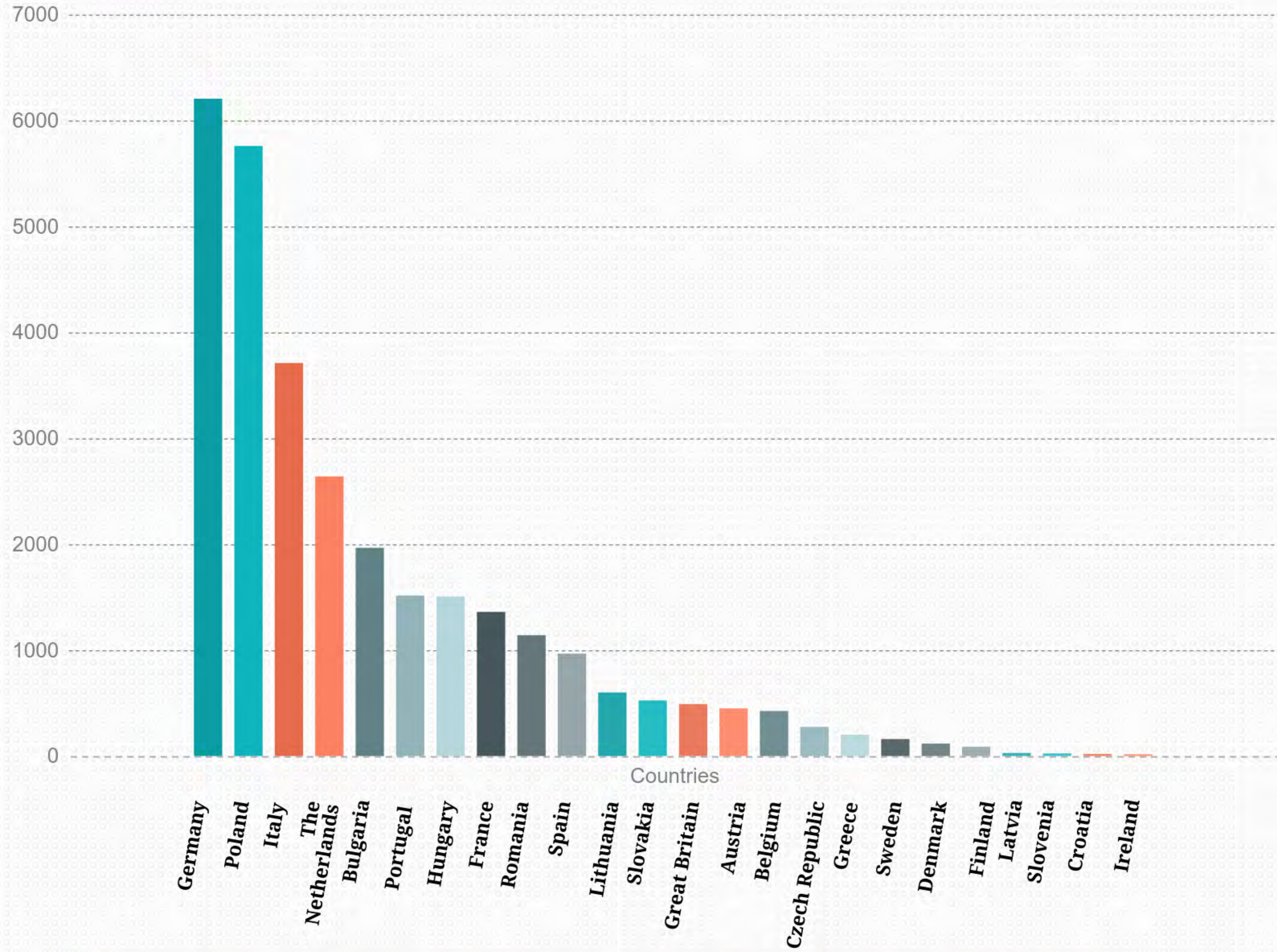
2018 EUROPEAN BICYCLE AND BICYCLE PARTS & ACCESSORIES INDUSTRIES EMPLOYMENT (EU28)



Country	Germany	Italy	Poland	Portugal	The Netherlands	France	Romania	Czech Republic	Hungary	Bulgaria	Spain	Greece	Great Britain	Slovakia	Belgium
Bicycle Employment	6,204	3,709	5,758	1,515	2,639	1,360	1,140	275	1,505	1,965	966	202	490	525	425
Parts & Accessories Employment	6,644	2,564	430	4,248	1,000	1,895	1,227	1,911	580	65	502	715	237	161	209
Total	12,848	6,273	6,188	5,763	3,639	3,255	2,367	2,186	2,085	2,030	1,468	917	727	686	634
Ranking	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

Country	Lithuania	Austria	Finland	Sweden	Denmark	Slovenia	Latvia	Croatia	Ireland	Estonia	Cyprus	Luxembourg	Malta	EU 28
Bicycle Employment	600	450	88	160	118	25	29	20	17	0	0	0	0	30,185
Parts & Accessories Employment	0	20	312	5	40	70	0	0	0	0	0	0	0	22,835
Total	600	470	400	165	158	95	29	20	17	0	0	0	0	53,020
Ranking	16	17	18	19	20	21	22	23	24	25	25	25	25	

2018 EUROPEAN BICYCLE INDUSTRY EMPLOYMENT (EU 28)



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Country	Lithuania	Austria	Finland	Sweden	Denmark	Slovenia	Latvia	Croatia	Ireland	Estonia	Cyprus	Luxembourg	Malta	EU 28
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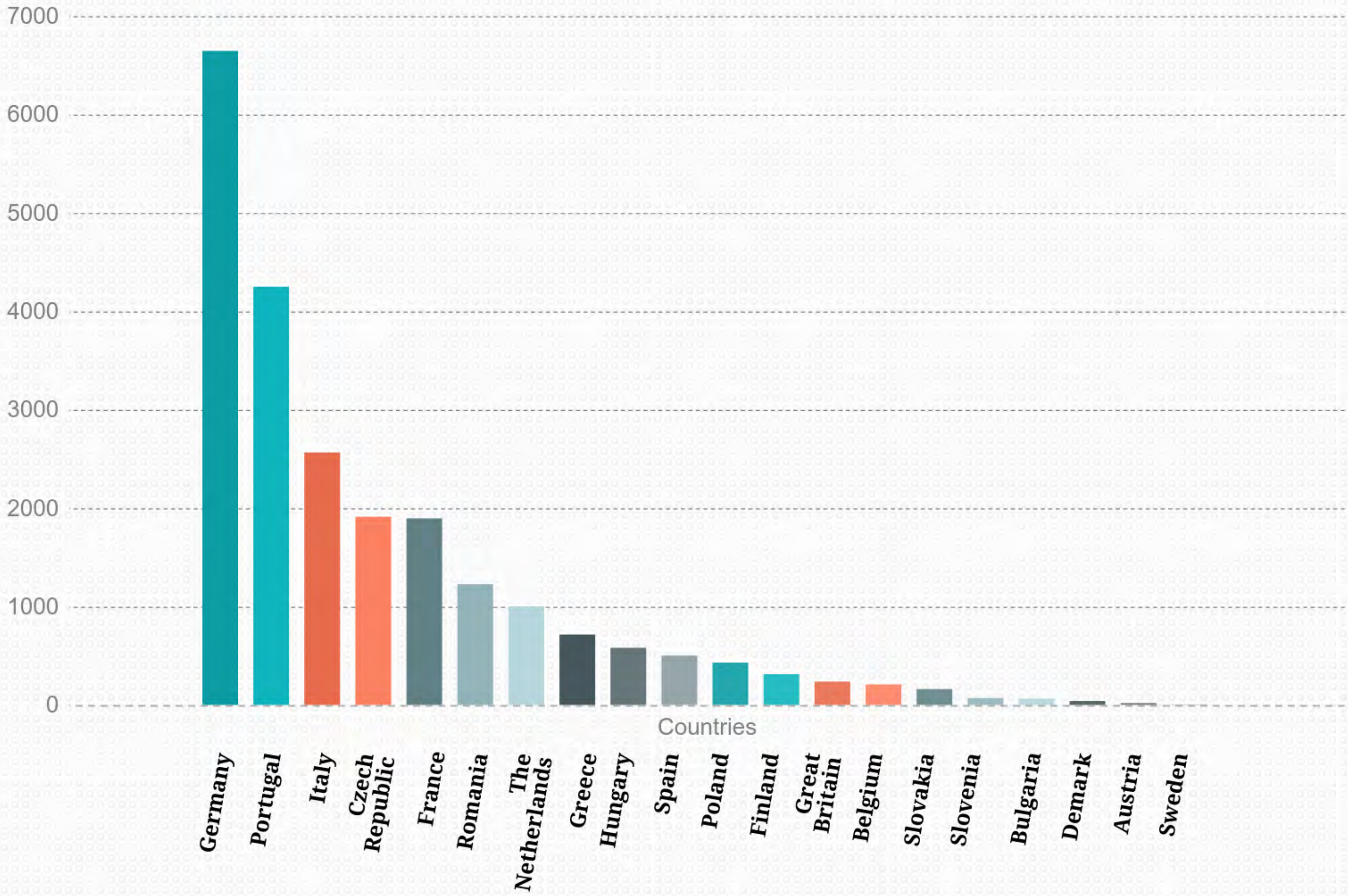
Ranking	16	17	18	19	20	21	22	23	24	25	25	25	25	

2018 EUROPEAN BICYCLE PARTS AND ACCESSORIES INDUSTRY EMPLOYMENT (EU 28)



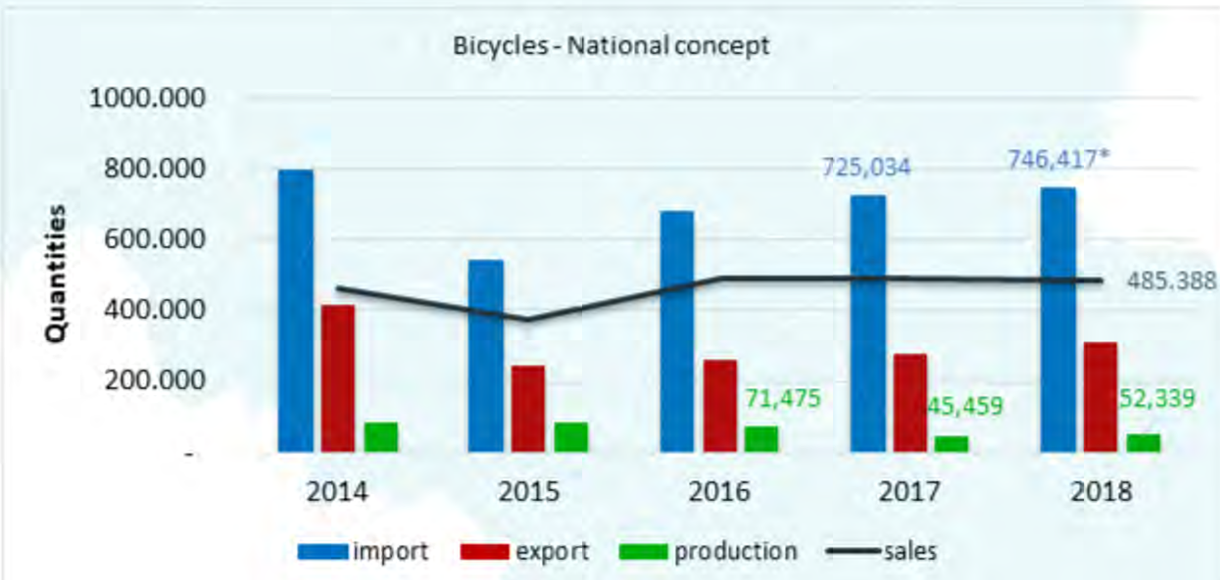
Country	Germany	Portugal	Italy	Czech Republic	France	Romania	The Netherlands	Greece	Hungary	Spain	Poland	Finland	Great Britain	Belgium	Slovakia
Parts & Accessories Employment	6,644	4,248	2,564	1,911	1,895	1,227	1,000	715	580	502	430	312	237	209	161
Ranking	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

Country	Slovenia	Bulgaria	Denmark	Sweden	Lithuania	Latvia	Croatia	Ireland	Estonia	Cyprus	Luxembourg	Malta	EU 28
Parts & Accessories Employment	70	65	40	5	0	0	0	0	0	0	0	0	22,835
Ranking	16	17	18	19	20	20	20	20	20	20	20	20	

National Market Summaries

BELGIUM

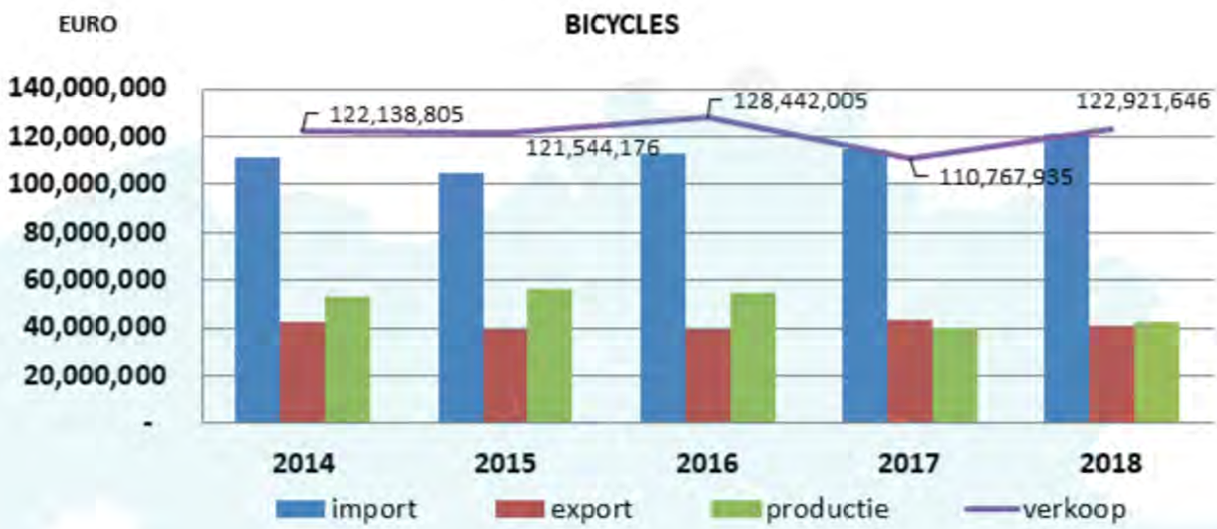
In 2018, the total sales figures of bicycles in Belgium have slightly dropped compared to last year and are estimated at a value of about 485,400 bicycles. Estimated production figures of bicycles in Belgium have increased again since last year.



*Correction based on values and average price

The import figures for bicycles have slowed down compared to the past years but were still around +3% higher compared to 2017. Looking at the corresponding turnover of the total sales, this figure has increased with about 11% compared to last year. The average sale price of bicycles produced in Belgium was increasing year after year but now decreased compared with last year's figures.

BELGIUM



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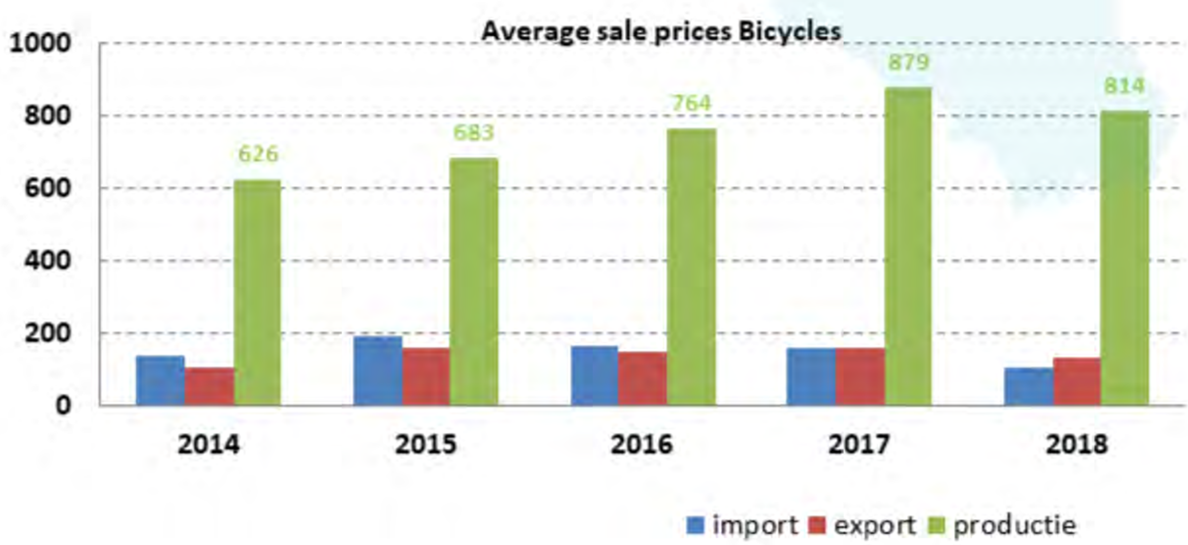
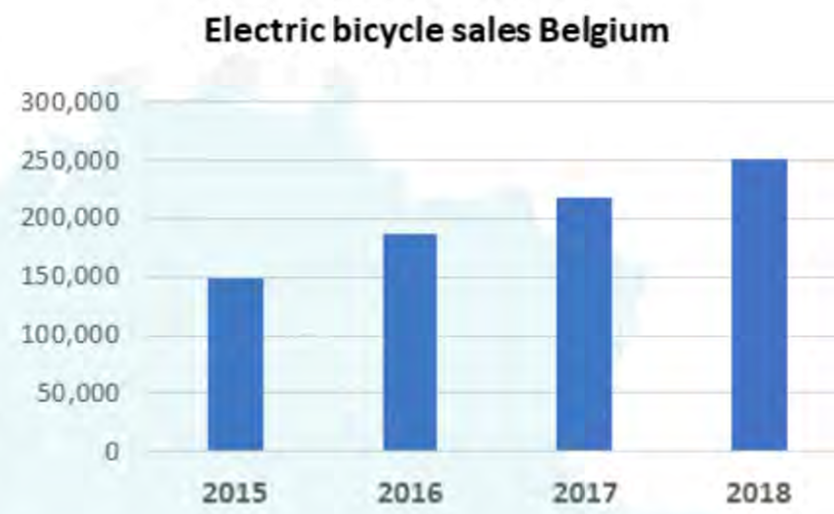


BELGIUM

Looking at the segment of electric bicycles, this market is increasing year after year and is around 250 000 electric bicycles in 2018, which is an increase of 14,6% compared to 2017 (source: Velofollies). The new speed pedelecs category is also growing in Belgium with a total fleet of around 16 000 speed pedelecs at the end of 2018, with about 8750 new registrations in 2018. This new kind of electric two-wheeler with a speed up to 45 km/h is becoming more and more popular in the Flanders Region in particular. This is certainly an interesting new segment to be followed up.



Source: Velofolies

Region	New Registrations (2018)	Total Fleet
Flanders	8520	15615
Brussels	83	165
Wallonia	156	303
Belgium (total)	**8759**	**16083**

Registrations speed pedelecs Belgium (source: *Vlaamse overheid – Departement Omgeving & FOD Mobility and Transport)* Source: Velofolies

Further, the trends in the Belgian bicycle industry are: a strong focus on high end quality products in order to differentiate from cheaper imported bicycles; customization of bicycles with local assembly that allows for shorter lead times at lower volumes; Belgian bicycle industry is also becoming more specialized in a certain segment of the bicycle market; clearly an important increase of electric bicycles also targeting a younger public than before; increasing importance of the business-to-business market with professional bicycle fleets and bicycle leasing models. The latter one allowing new recurrent business models also for the local dealer networks. Although absolute numbers are still low, the category of speed-pedelecs is gaining more and more attention as well.

FRANCE

USC is the main professional organization in the French sports goods area. It brings together 1400 companies, more than 500 brands, 3000 retailers, generating €11 billion in cumulative turnover and over 80 000 employment.

The French cycle market continue its growth in 2018, with more than 2 billion euros in sales (+ 2.3%) and more than 2.7 million bikes sold. This growth is increasingly driven by EPACs. In 2018, France is 3rd on the European bicycles sales ranking with 2 706 673 units (-3,6%).

While the cycle market is characterized by steady growth in recent years, this apparent regularity is in fact marked by strong and promising trends. After 2017 marked a huge increase of 90% of EPACs, 2018 has shown that this trend was anything but a fad: with an increase of 21% and 338 000 units sold , the E-bike market is consolidating its growth, now reaching 40% of total bicycles turnover.

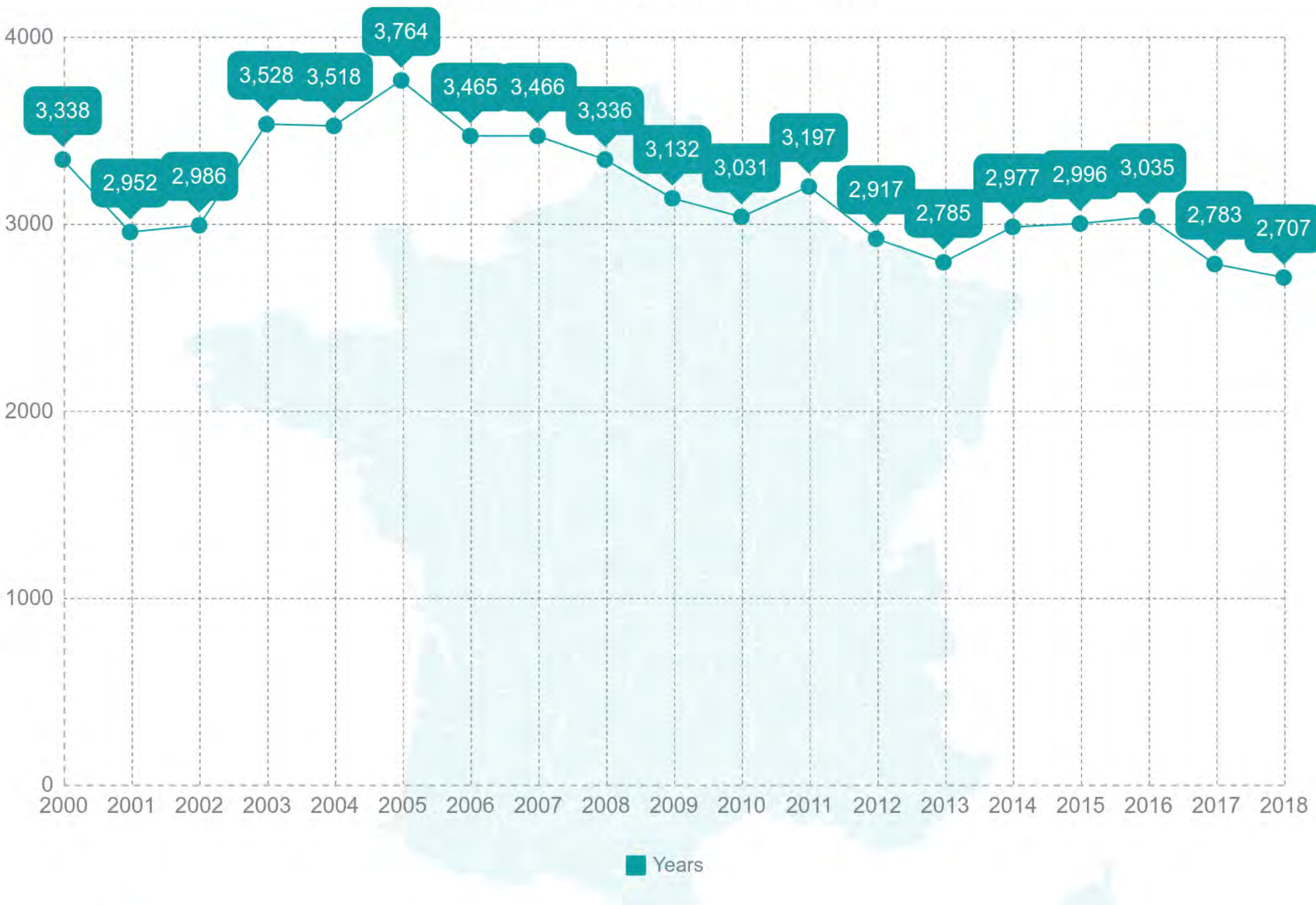
In addition, the use of such bikes is also evolving, with an increase in leisure and sports practices: 70,000 mountain and road EPACs have been sold, representing 20% of total e-bikes sales. Average EPAC retail price is 1585€, whereas the average bicycle retail price (excluding EPACS) sold in France was 337€.

Moreover, the sale of kids bikes is increased while all other regular categories are going down.

Evolution of distribution channels: This boom in EPACs is reflected in the evolution of distribution, with a multichannel distribution that is developing among all manufacturers. While, in terms of volume, multi-sport stores remain dominant (64%), retailers retain a major share (55%) in terms of turnover. New players are added to the traditional channels in recent years, such as specialized supermarkets, banks, or insurance companies. 64% of the bicycles were sold in multisport stores, 19% by specialist bicycle retailers, 13% by hypermarkets and 3% through the internet.

FRANCE

BICYCLE AND EPAC SALES
(x1,000 units) 2000 – 2018



Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Bicycle and EPAC Sales (x1000)	3,338	2,952	2,986	3,528	3,518	3,764	3,465	3,466	3,336	3,132
Evolution year/year -1 (%)		-11.56	1.15	18.15	-0.28	6.99	-7.94	0.03	-3.75	-6.12

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Bicycle and EPAC Sales (x1000)	3,031	3,197	2,917	2,785	2,977	2,996	3,035	2,783	2,707
Evolution year/year -1 (%)	-3.22	5.48	-8.76	-4.53	6.89	0.64	1.29	-8.29	-2.74

GERMANY

The bicycle is the solution to many challenges of today's society, like the reduction of congestion, emissions and noise, and thus contributes to the improvement of quality of life in our cities. It is, besides walking, the most cost-efficient mode of transport, reduces infrastructure costs and promotes healthy and active mobility. Bicycles and e-bikes are the ideal mode of transport in everyday's life for short and medium distances. Bicycle highways may increase the radius even more. Within a modern eco-mobility cycling has a key role in connexion to busses and trains. Studies found that cargobikes are capable to substitute about 50 percent of all motorized transportation of goods in cities.

Cycling's increasing meaning to the mobility of today and the future shows a relevant impact on the market data in Germany. In the year 2018, excellent weather conditions enabled unlimited cycling joy. This was one of the reasons for an economically successful year of the German bicycle, e-bike and components industries.

In 2018, sales revenues of bicycles and e-bikes raised to 3.16 billion Euro which means an increase of about 16.3 percent. In total, the bicycle, e-bike, components and accessories industries gained total sales revenues of app. 6 billion Euro.

In 2018, the sales volume of bicycles and e-bikes was 4.18 million units which was 8.6 percent higher compared to the previous year. Thus, it could eventually exceed the threshold of 4 million units. Not only is it very positive that the sales volume of e-bikes increased once more significantly, but also the category of bicycles could gain by 2 percent.

The reasons for the considerable increase of sales revenues are, on the hand, the higher number of units sold and, on the other hand, the average selling price per bike (including e-Bikes), which increased again in comparison to the previous year. The average selling price was 756,00 Euro (all distribution channels) and thus about 7.1 percent higher than in 2017.

GERMANY

Customers still choose products with high-quality components. Characteristics like comfort and a long operating life get more and more important for the consumers – a trend that could have been observed for a few years now. It is particularly pleasing that also the category "bicycles" (without electric assistance) increased after having stagnated or even decreased in the years before. One has to keep in mind that the bicycle still represents more than 75 percent of all sales. However, it is mainly thanks to the e-bike that sales revenues have been raising for the last years. With 980.000 units sold, this category scratches the threshold of one million – an increase of 36 percent of units sold. The market share of e-bikes of the whole bicycle market raised to 23.5 percent. Thus, the German Two-Wheeler Association revised its forecast to 30 percent for the e-bike share of the total bicycle market in the medium term. On the long run, a market share of 35 percent seems more than realistic.

Once more, the following reasons have been responsible for the continuous e-bike boom: High variety of models in all product categories, outstanding design, innovative developments in terms of drive and battery technology (integration) as well as attractive business models in connection to the e-bike, such as leasing or bike sharing. However, above all the e-bike is a perfect partner for mobility. And also, the diverse opportunities in the digital realm make it a highly attractive product for the customers.

These features are eventually responsible that the products of the German bicycles industry are highly demanded not only in Germany, but also in export markets abroad. The export of bicycles and e-bikes combined increased by 8.8 percent to 1,27 million units, in 2018. The export of e-bikes raised to 440.000 units which is 51 percent above the previous year.

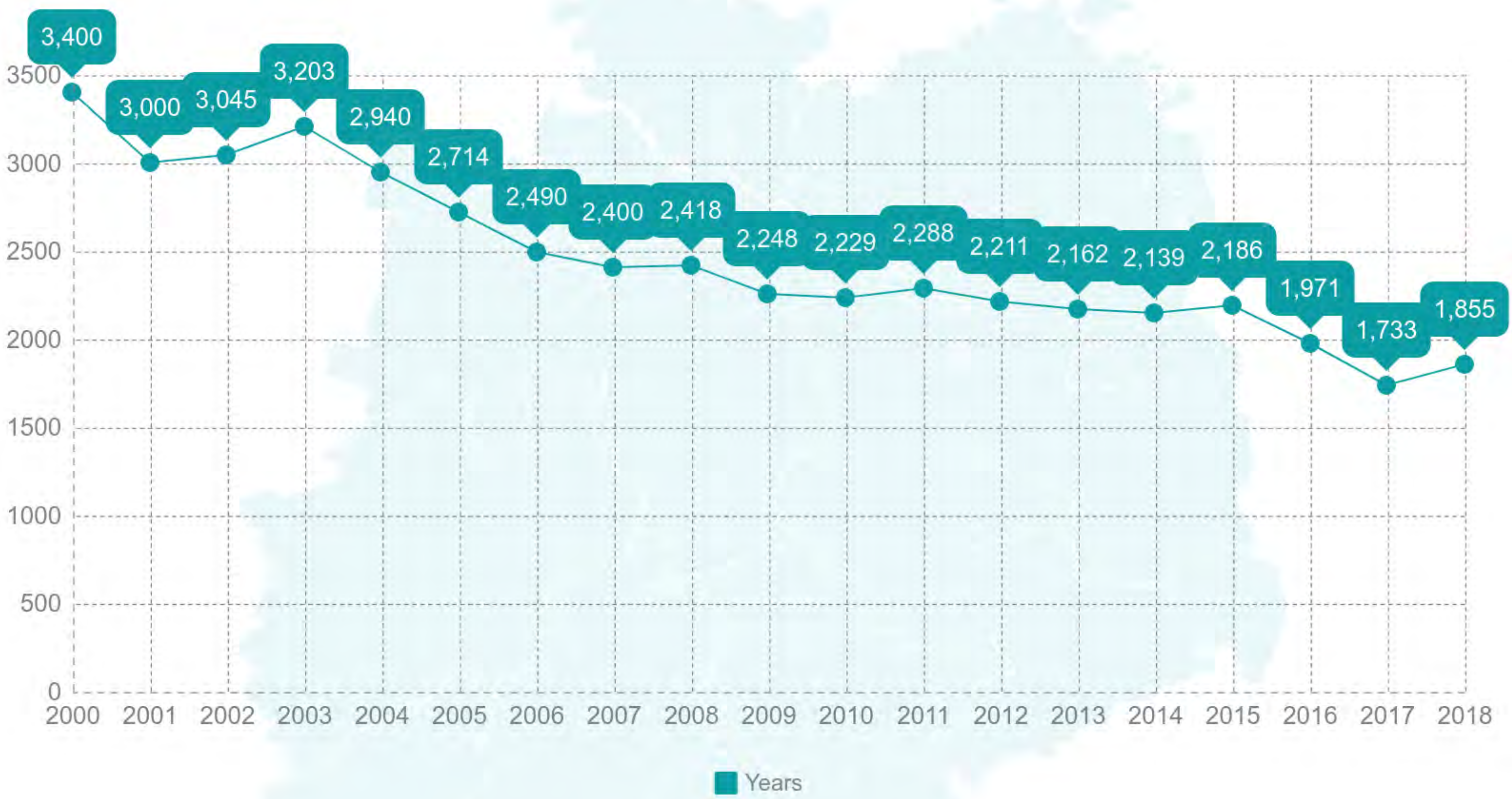
According to our estimation, the current stock of bicycles including e-bikes in Germany grew to 75.5 million pieces in 2018. The share of e-bikes is estimated 4.5 million.

Regarding the share of the various categories of the total market, one could record a slight decrease of city / urban, trekking, ATB, MTB, road / cross bikes, Dutch and touring bikes, as well as children's bikes. As already mentioned above, the category e-bike has grown steadily. The category „miscellaneous" remained constant (recumbent bikes, tandems, cargobikes etc.)

The shares of the categories within the e-bike segment amount to the following (in units): e-trekking 36.5 percent; e-city/urban 33 percent, e-MTB 25 percent, e-cargobikes 4 percent. Speed pedelecs 0.5 percent and all others 1 percent. Once more, the segment e-MTB increased significantly.

GERMANY

BICYLE AND EPAC PRODUCTION
(x1,000 units) 2000 – 2018



Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Bicycle and EPAC Production (x1000)	3,400	3,000	3,045	3,203	2,940	2,714	2,490	2,400	2,418	2,248
Evolution year/year -1 (%)		-11.76	1.5	5.19	-8.21	-7.69	-8.25	-3.61	0.75	-7.03

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Bicycle and EPAC Production (x1000)	2,229	2,288	2,211	2,162	2,139	2,186	1,971	1,733	1,855
Evolution year/year -1 (%)	-0.85	1.78	-0.81	-5.51	-3.26	2.2	-9.84	-12.08	7.04

GERMANY

PARTS & ACCESSORIES PRODUCTION*
(M€) 2000 - 2018

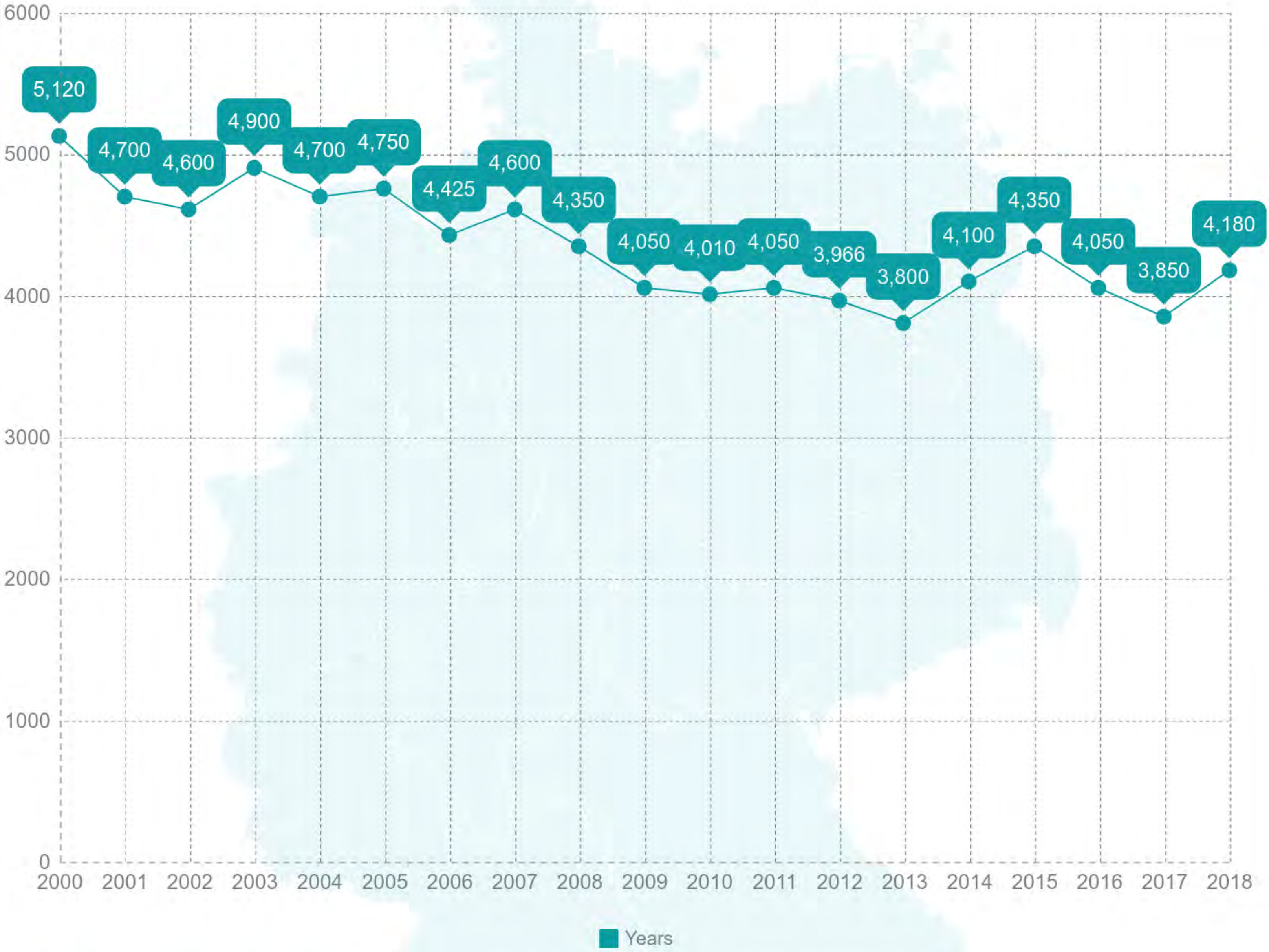
Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
P & A Production (M€)	199	179	171	165	163	152	161	186	191	180
Evolution year/year -1 (%)		-10.05	-4.47	-3.51	-1.21	-6.75	5.92	15.53	2.69	-5.76

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
P & A Production (M€)	183	210	260	265	286	298	298	305	306
Evolution year/year -1 (%)	1.67	14.75	23.81	1.91	7.92	4.27	-0.07	2.35	0.33

*Values excluding VAT

GERMANY

BICYCLE AND EPAC SALES*
(x1,000 units) 2000 - 2018



Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Bicycle and EPAC Sales (x1000)	5,120	4,700	4,600	4,900	4,700	4,750	4,425	4,600	4,350	4,050
Evolution year/year -1 (%)		-8.2	-2.13	6.52	-4.08	1.06	-6.84	3.95	-5.43	-6.9

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Bicycle and EPAC Sales (x1000)	4,010	4,050	3,966	3,800	4,100	4,350	4,050	3,850	4,180
Evolution year/year -1 (%)	-0.99	1	-2.07	-4.19	7.89	6.1	-6.9	-4.94	8.57

*Sales = Sales to consumers

GREAT BRITAIN

PRODUCTION

The UK manufactured around 117 000 units of conventional bikes in 2018. The rise from last year's figure of around 90k units reflects some organic growth and new market entrants but also, we have been told by some producers, an element of brought-forward production ahead of possible Brexit disruption.

UK EPAC production, although still at a very low level, rose considerably in 2018 to around 2500 units. This was due both to new market entrants and, we were told, a number of importers temporarily relocating assembly to the UK in anticipation of anti-dumping duties on e-bike imports from China.

It is also notable that HMRC reports that imports of frames to the UK have increased significantly in recent years (from around 200 000 in 2014), and in 2018 approx 620 000 frames were imported (similar to the 2017 total). On this basis it may be that some UK assembly of complete cycles is occurring which is not accounted for in the production figures which we have been able to compile.

The UK market is otherwise principally supplied with bicycles imported from the Far East.

SALES

Currently, the UK still has no quantified source of data on annual retail sales of bikes, parts, accessories or clothing, either in terms of units or value. The unit sales figures in this report are therefore estimates, based on the official import statistics published by Her Majesty's Revenue and Customs (HMRC). The HMRC data gives the total number of units and their Pound Sterling value at the port of entry. It is not broken down by type of bicycle, except for EPACs.

For 2018, total imports of (non-electric) bicycles were around 2.21m units, as opposed to 2.85m units in 2017. This represents a significant decline compared to previous years' figures, which for the 5 years prior to 2016 stood at between 3.4m and 3.9m units per year.

The decline points to a substantial contraction in the UK market, but the reasons for this are not clear. This also highlights the limitations of relying only on import data for market intelligence.

To address this and to provide better support for industry decision-making, in early 2019 the Bicycle Association launched a new **Market Data Service***. This will collect sales data from UK retailers to provide detailed and accurate figures, with the aim of including 70%+ of the total market by the end of 2019. We expect this initiative to provide more accurate and detailed annual sales figures for the UK in future years.

*https://www.bicycle-association.org.uk/market-data

GREAT BRITAIN

For EPACs, we also still rely currently on HMRC figures. The new tariff coding implemented in 2017 is agreed to have produced more accurate import data than previous years, so correction was made for this when we provided the 2017 figures, and previous data should be regarded as unreliable. We now estimate the true figures to be closer to 40 000 in 2016 and 63 000 in 2017.
For 2018, total ebike units imported (around 61 000) were slightly down on 2017 (-4%). The drop in value as compared to 2017 (-14%) is somewhat larger. Growth over the longer term remains modest compared to the boom seen in many EU countries.

VALUES

For retail values, we have again applied consumer research commissioned in 2016 by the Bicycle Association, updated with 2018 import data. However, these figures can still only be estimates.
· It is estimated that bicycle sales account for only about 50% of the total retail value of the U.K. cycle market. A further 50% is derived from sales of parts & accessories including tyres, clothing, and from repairs and maintenance.
· Informal industry estimates of the split between types of bicycle are:
Childrens': 30%, MTB: 30%, Road: 10%, Classic/Hybrid:26%, Folding/ Other: 4%
· About 150,000 bikes for commuting are sold annually under a Government scheme which allows employees to obtain a bicycle with about 40% discount, through the "Cycle to Work" programme.
The retail sector for bicycles is estimated, by volume, to be approximately:
· Halfords (over 400 retail outlets): 33%
· Evans (specialist retailer, with c.65 outlets): 8-10%
- Independent Retailers (c. 1400 small outlets):c. 35-40%

The balance is made up by online (dominated by Wiggle/Chain Reaction), mail order, and supermarkets. Decathlon also has an increasing presence in the UK market.

GREAT BRITAIN

ECONOMIC CONTRIBUTION

In 2018 the Bicycle Association commissioned a report on the economic value of the cycling sector to the British Economy. This is available for download*. The summary includes this: "Drawing on the existing literature, and making some broad provisional calculations from this data, we estimate that **cycling contributes around £5.4 billion a year to the [UK] economy**, with the larger share of this, £4.1b, coming from wider impacts, particularly reductions in loss of life, and reduced pollution and congestion. Products associated with the cycling industry contribute £0.7b, while tourism attributable to cycling contributes, at least, a further £0.5b. **Cycling generates around 64,000 FTE jobs in the UK** including jobs in tourism, sales and repair, cycle delivery, manufacturing, and cycle infrastructure."

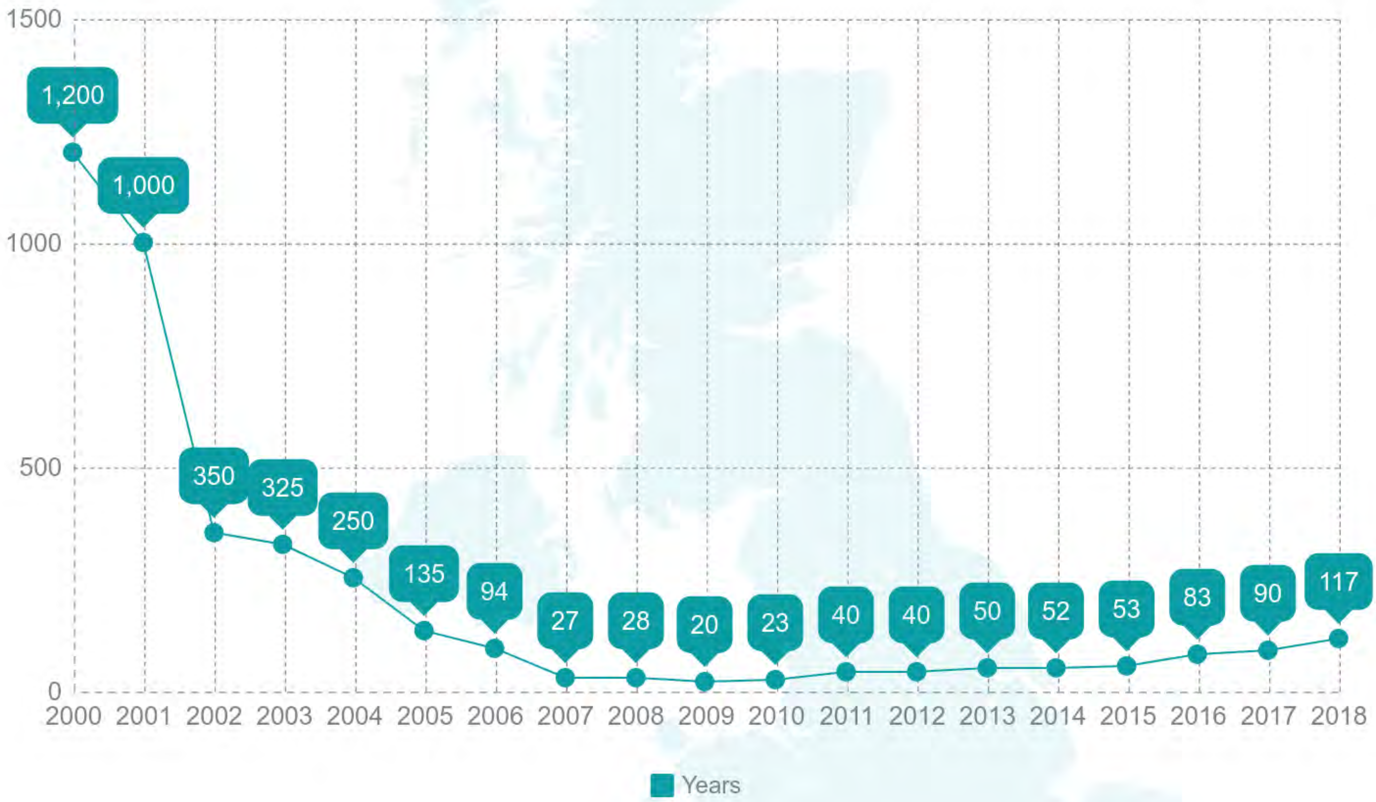
TERRITORIAL SCOPE

Please note that the figures compiled for this report apply to the United Kingdom as a whole (including Northern Ireland), notwithstanding any report headings or titles which may refer to “Great Britain”.

*http://www.bicycleassociation.org.uk/wp-content/uploads/2018/08/The-Value-of-the-Cycling-Sector-to-the-British-Economy-FINAL.pdf

GREAT BRITAIN

BICYCLE AND EPAC PRODUCTION
(x1,000 units) 2000 – 2018

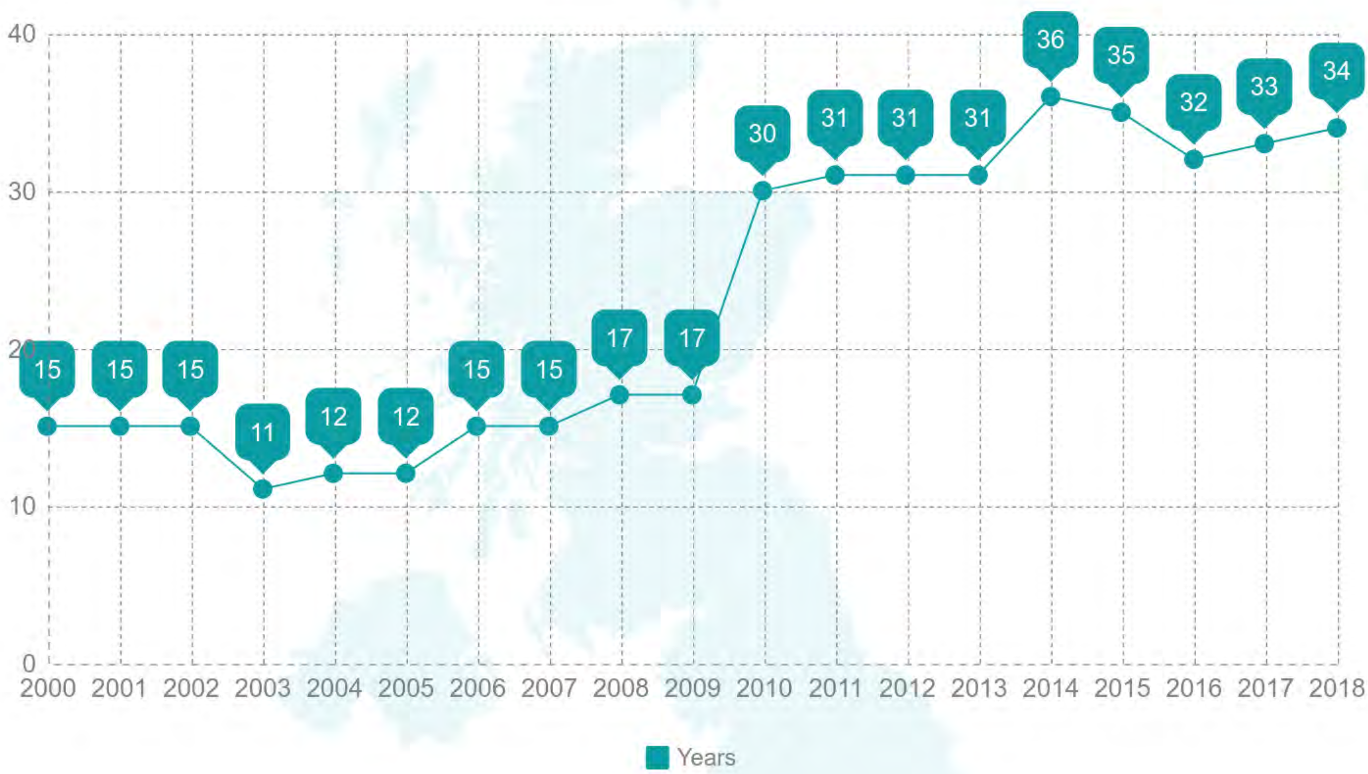


Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Bicycle and EPAC Production (x1000)	1,200	1,000	350	325	250	135	94	27	28	20
Evolution year/year -1 (%)		-16.67	-65.00	-7.14	-23.08	-46.00	-30.37	-71.28	3.70	-28.57

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Bicycle and EPAC Production (x1000)	23	40	40	50	52	53	83	90	117
Evolution year/year -1 (%)	15.00	73.91	0.00	25.00	4.00	0.96	57.56	9.04	29.50

GREAT BRITAIN

PARTS & ACCESSORIES PRODUCTION*
(M€) 2000 – 2018



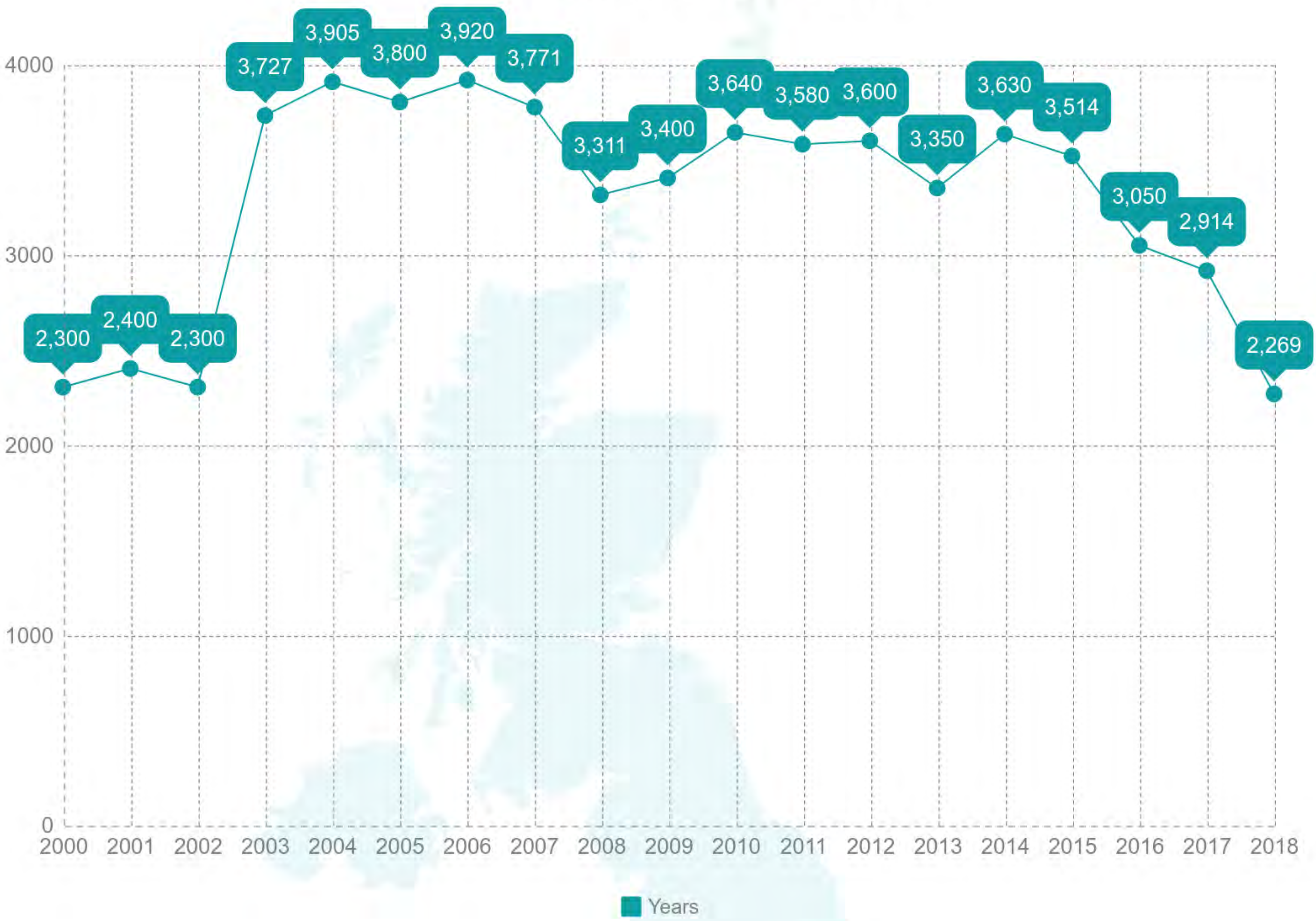
Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
P & A Production (M€)	15	15	15	11	12	12	15	15	17	17
Evolution year/year -1 (%)		0	0	-26.7	9.1	0	25	0	13.3	0

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
P & A Production (M€)	30	31	31	31	36	35	32	33	34
Evolution year/year -1 (%)	76.5	3.3	0	0	16.1	-2.8	-8.6	3.1	3.0

*Values excluding VAT

GREAT BRITAIN

BICYCLE AND EPAC SALES*
(x1,000 units) 2000 - 2018



Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Bicycle and EPAC Sales (x 1,000)	2,300	2,400	2,300	3,727	3,905	3,800	3,920	3,771	3,311	3,400
Evolution year/year-1 (%)		4.35	-4.17	62.04	4.78	-2.69	3.16	-3.80	-12.20	2.69

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Bicycle and EPAC Sales (x 1,000)	3,640	3,580	3,600	3,350	3,630	3,514	3,050	2,914	2,269
Evolution year/year-1 (%)	7.06	-1.65	0.56	-6.94	8.36	-3.20	-13.20	-4.47	-21.20

*Sales: Sales to consumers

ITALY

BIKE MARKET 2018. CONFINDUSTRIA ANCMA: SECTOR CONFIRMS ITS VALUE
"More than 1.5 million bicycles sold: great success for E-Bikes with additional + 16.8%"

Milan, 7 May - In the era of the sharing economy, with an extraordinary growth of fixed-seat and free-floating bike sharing (+ 147% only in 2017 and a fleet of about 40,000 vehicles in the area), the domestic bicycle market continues to hold. The success of these new Italian mobility solutions doesn't stop the interest of Italians to buy bicycles. There were in fact 1.595.000 bicycles sold in 2018 and, despite a 5.5% decrease in the total sales volume over the previous year, the Italian industry continues to grow.
Confindustria ANCMA, the National Association of Motorcycle Accessories, describes an unchanged production, which stands at over 2,445,000 pieces, and a trade balance that marks more than 43 million euros over 2017.

In terms of the domestic market, the minus sign mainly concerns the traditional bicycle (-7.6%), while the E-Bikes continue to grow significantly, after the double-digit increase of last year, still marking a + 16,8%, with 173,000 pieces sold.
Production, thanks to the introduction of EU anti-dumping duties on unfair competition from electric bicycles from China, also increased to 102,000 units, 290% more than in 2017. Important numbers that are reflected in the export of pedal assisted bicycles, which reached a value of 42 million euros in 2018, an increase of 300% compared to the previous year. Overall exports (traditional bicycles and E-Bikes), despite a decline in volumes (from 1,556,000 in 2017 to 1,363,000) amounted to 183 million euro, confirming the value that the sector continues to produce in terms of quality, recognition in the world, about technical solutions and design.

ITALY

BICYCLE AND EPAC PRODUCTION
(x1,000 units) 2000 – 2018

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Bicycle and EPAC Production (x1000)	3,250	2,650	2,350	2,550	2,600	2,400	2,418	2,520	2,380	2,585
Evolution year/year -1 (%)		-18.5	-11.3	8.5	2.0	-7.7	0.8	4.2	-5.6	8.6

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Bicycle and EPAC Production (x1000)	2,489	2,310	2,195	2,671	2,729	2,344	2,339	2,555	2,492
Evolution year/year -1 (%)	-3.7	-7.2	-5.0	21.7	2.2	-14.1	-0.2	9.3	-2.5

ITALY

PARTS & ACCESSORIES PRODUCTION*
(M€) 2000 – 2018

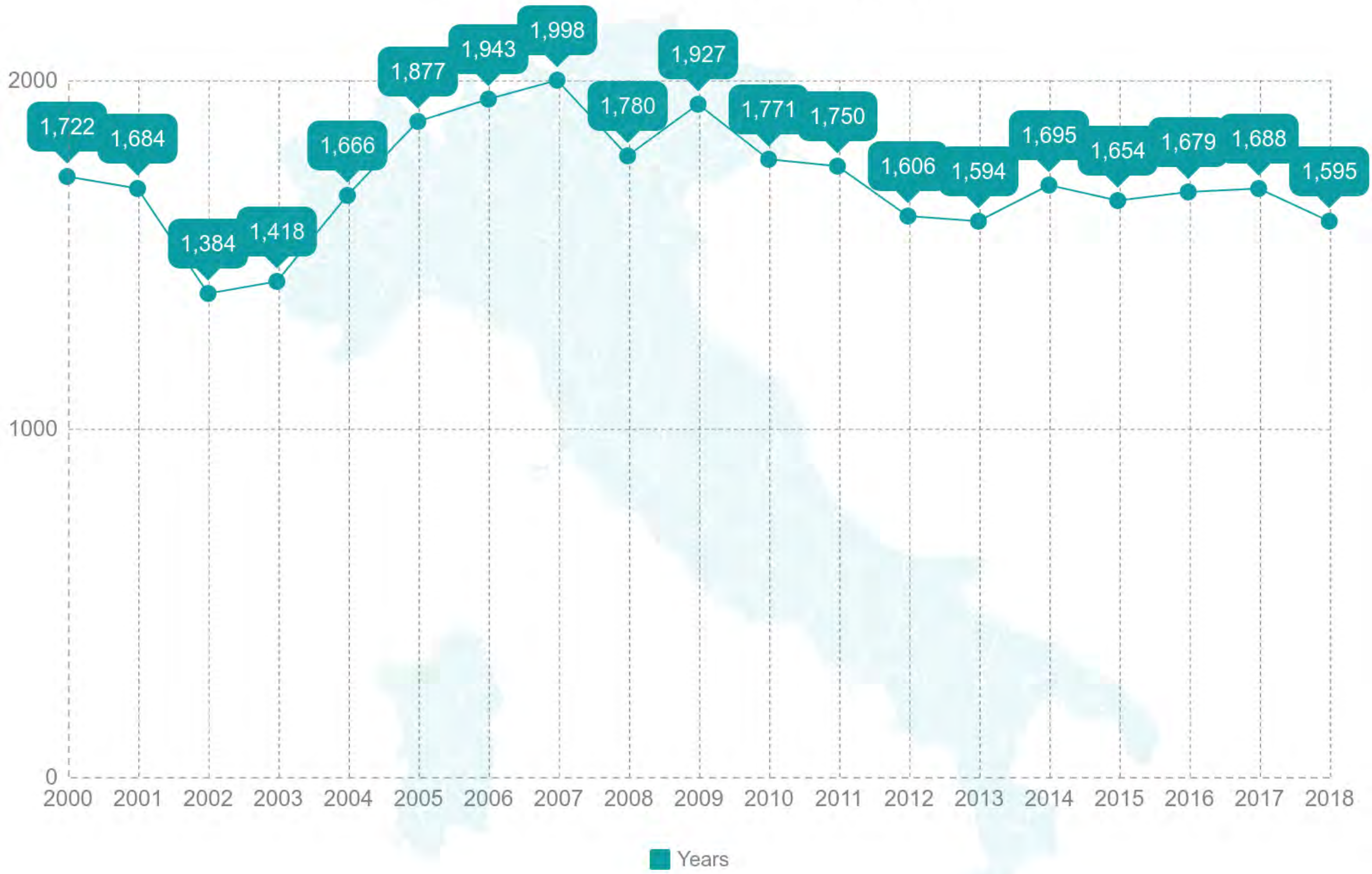
Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
P & A Production (M€)	560	594	575	561	560	555	550	610	559	466
Evolution year/year -1 (%)		6.07	-3.20	-2.43	-0.18	-0.89	-0.90	10.91	-8.36	-16.64

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
P & A Production (M€)	442	420	496	489	373	474	482	460	410
Evolution year/year -1 (%)	-5.12	-4.98	18.10	-1.41	-23.72	27.08	1.69	-4.56	-10.87

*Values excluding VAT

ITALY

BICYCLE AND EPAC SALES*
(x1,000 units) 2000 – 2018



Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Bicycle and EPAC Sales (x1000)	1,722	1,684	1,384	1,418	1,666	1,877	1,943	1,998	1,780	1,927
Evolution year/year -1 (%)		-2.2	-17.8	2.5	17.5	12.7	3.5	2.8	-10.9	8.3

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Bicycle and EPAC Sales (x1000)	1,771	1,750	1,606	1,594	1,695	1,654	1,679	1,688	1,595
Evolution year/year -1 (%)	-8.1	-1.2	-8.2	-0.7	6.3	-2.4	1.6	0.5	-5.5

*Sales: Sales to consumers

THE NETHERLANDS

Sunny 2018 leads to record turnover for bike industry

The favorable economy, the long summer period and the increased interest in EPACs have been very positive for the bike industry in 2018. Sales of new bikes increased by 25 percent compared to 2017 and amounted to more than €1 billion for the first time. In addition, for the first time in four years more than 1 million bicycles were sold, as shown by the figures of RAI Vereniging, BOVAG and the research firm GfK.

The summer lasted in 2018 from early spring until late autumn and that has obviously sparked the consumer's interest in a new bike, especially the interest for EPACs. The industry sold 1.01 million bicycles (increase of 5.7%) and achieved an absolute record turnover of 1.22€ billion, of which 823€ million, or more than two-thirds, by the sale of EPACs. Both the turnover from EPACs and units sold increased by about 40 percent. 409,400 new EPACs left the showrooms, in comparison to 294,000 in 2017. Four out of ten new two-wheelers were electrically powered in 2018, 2017 it was less than a third. The popularity of EPACs increased the average purchase price of a new bike in 2018 to 1,207€ and that is an increase of more than 18% in comparison to the year before. In 2011, the average purchase amount was still at 734€.

City Bike

BOVAG and RAI Association observe that EPACs are starting to become ' the new normal '. The bikes can nowadays be found in all shapes and sizes, for many target groups, from young to old, as well as with many applications; as a mountain bike, as a transport bicycle for business use and as a cargo bike for parents and children, for example, but also increasingly replacing the old steel bikes for students. The popularity of the EPAC also means that this category of bikes has now thrown the traditional city bike off the throne. In 2017, 42% of the sales were city bikes, last year it was 34%.

THE NETHERLANDS

Sustainable Mobility

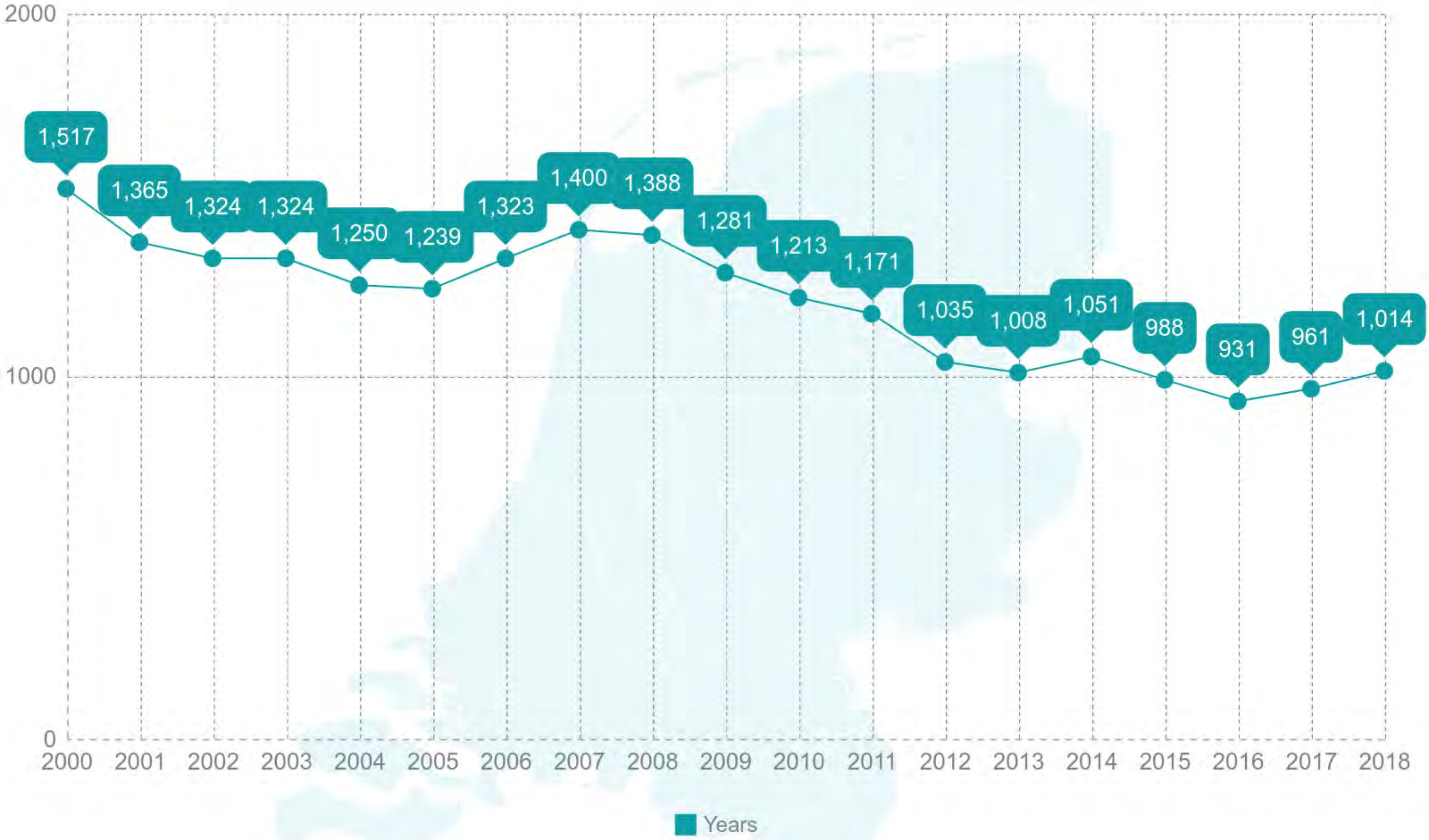
The RAI Association and BOVAG see the increase in sales as a key indicator towards a more sustainable mobility system and healthier society. Previous research by TNO shows that people in possession of a new bike average about 10% more business and 27% more private kilometers on the bike. With the simplification of the tax rules for the business use of bicycles as of 1 January 2020, RAI Vereniging and BOVAG expect that also the business purchase of bicycles will grow, up to about 150,000 extra bikes per year. The prerequisite for this is that villages and towns can be easily reached by bike. Here, according to the organizations, there is an important role for the new forthcoming provincial administrations to make room for investments in bicycle infrastructure in their policy plans.

Bike MOTION Benelux and E-bike Xperience

The presentation of the sales figures took place during the opening of the Bike MOTION and E-bike Xperience in the Jaarbeurs Utrecht. On that morning the bike Awards 2019 were also awarded.

THE NETHERLANDS

BICYCLE AND EPAC SALES*
(x1,000 units) 2000 – 2018



Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Bicycle and EPAC Sales (x1000)	1,517	1,365	1,324	1,324	1,250	1,239	1,323	1,400	1,388	1,281
Evolution year/year -1 (%)		-10.02	-3.00	0.00	-5.59	-0.88	6.78	5.82	-0.86	-7.71

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Bicycle and EPAC Sales (x1000)	1,213	1,171	1,035	1,008	1,051	988	931	961	1,014
Evolution year/year -1 (%)	-5.31	-3.46	-11.61	-2.61	4.27	-6.00	-5.76	3.27	5.49

*Sales: Sales to consumers

SPAIN

Spanish bicycle market resists thanks to ebikes

Despite a decrease in mountain as well as regular bicycle (11% less than 2017) and dramatic loss in kids bicycle sales (15%) which have lead to a total units loss of 6%, the market value has grown by 5.45% thanks to the 54.5% e-bike sales expansion.

After a steady growth of sales for four years in the Spanish Market, 2018 was the first one in which the total units sold have decreased by 6%, generating some tensions in the retail sector with price and discount war and with a decrease of dealers by 2.39% as a result of these tensions. Historically Spain is a market more based on sporting and leisure cycling rather than a market based on the bicycle as a way of transport and always focused on two main categories, mountain bicycling and child bike sales, indeed the two categories where we have seen reduced sales.

Obviously there is a change from regular mountain bikes to e-mtb but considering that from the total e-bikes sales growth (39,272 more units sold) approximately 75% belongs to e-mtb (29,454 e-mtb units) it doesn't balance the regular mtb sales loss (52,075 units) so it could be concluded that mountain bicycling is declining in Spain even though it is the second most mountainoius country in Europe. But it could be due to some new political trends which try to establish prohibitionists measures to preserve natural habitats.

Moreover, the second biggest bicycle sales category, children bikes, have decreased by 15% which is worrisome, and it might be the reason why multi sport chains and hypermarkets have lost almost a 2% market share.But there are good news for e-bike and for road bike sales (1.49% of growth). Also, urban bikes (2.75% more) are maintaining positive trend.

Moreover the average price of e-bikes (€ 2,165) has pushed up the total average market price to €706 which is the reason why the market turnover has grown to € 1,712 millions.

This market picture shows warning signs in the mid and long term while e-bikes are maintaining company turnovers in the short term. So it can be concluded that the market needs promotional and advocacy effort to spread the use of bicycles among children in addition to bicycle usage in the urban environment, also promoting the e-bike benefits for daily journeys.

And last but not least, the market needs a united action plan to preserve mountain bicycling convincing politicians and technical officials about their economical benefits for rural areas and the most careful respect to environment from the cyclists' side.

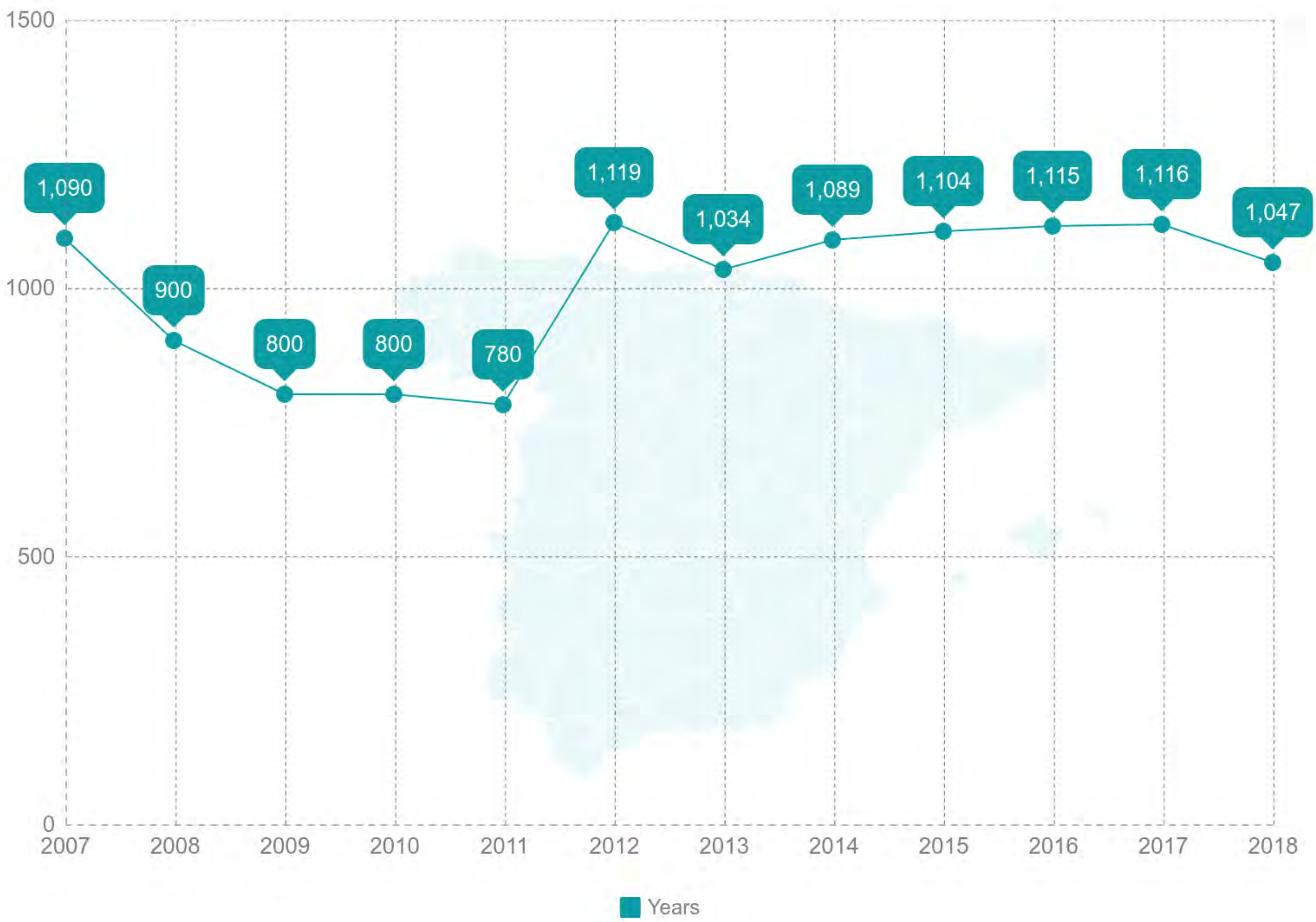
SPAIN

BICYCLE AND EPAC PRODUCTION
(x1,000 units) 2007 – 2018

Year	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Bicycle and EPAC Production (x1000)	378	312	380	333	398	404	373	375	356	355	351	370	270
Evolution year/year -1 (%)		-17.5	21.8	-12.4	19.5	1.5	-7.7	0.5	-5.1	-0.4	-1.0	5.4	-27.1

SPAIN

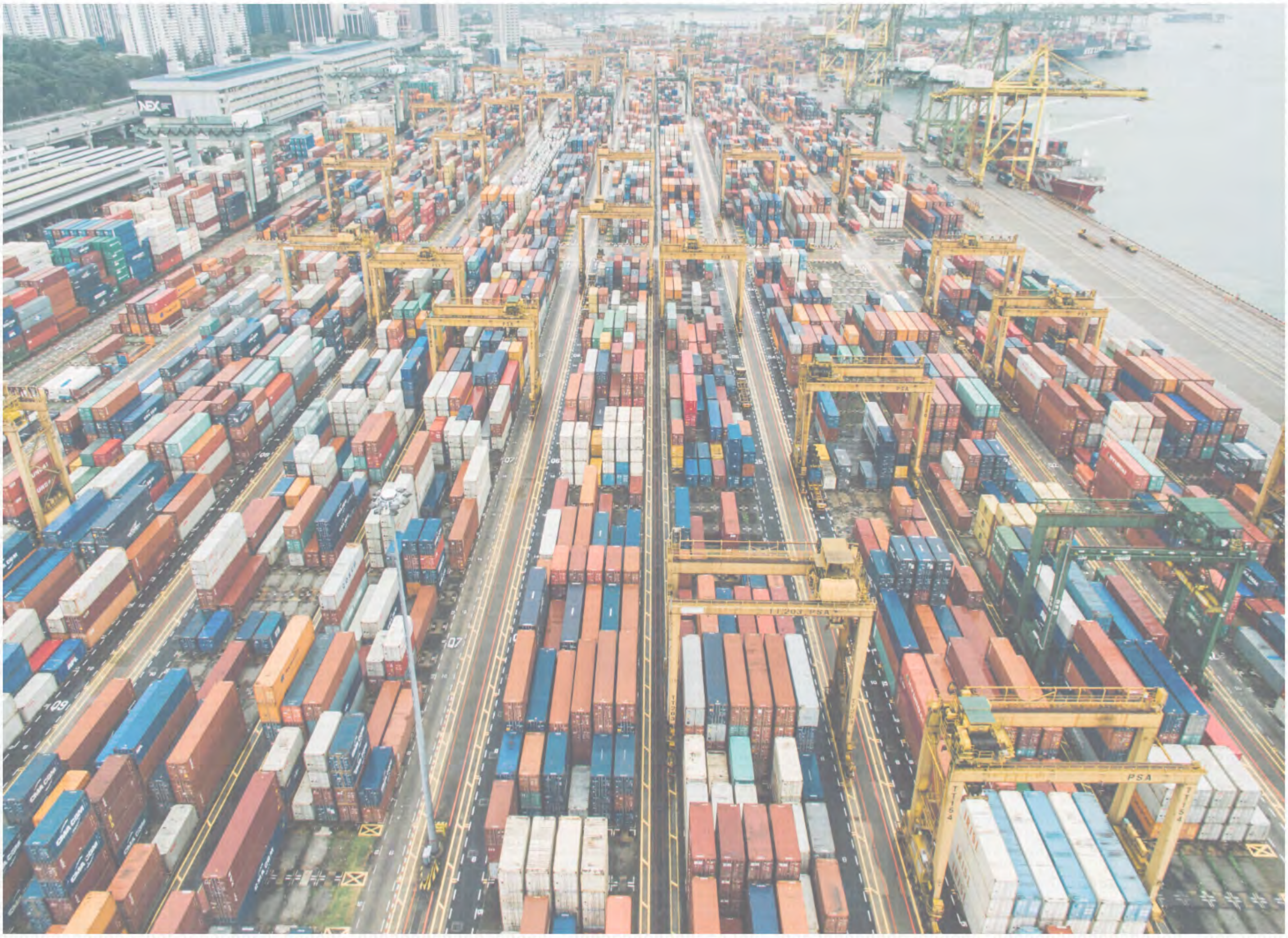
BICYCLE AND EPAC SALES*
(x1,000 units) 2007 – 2018



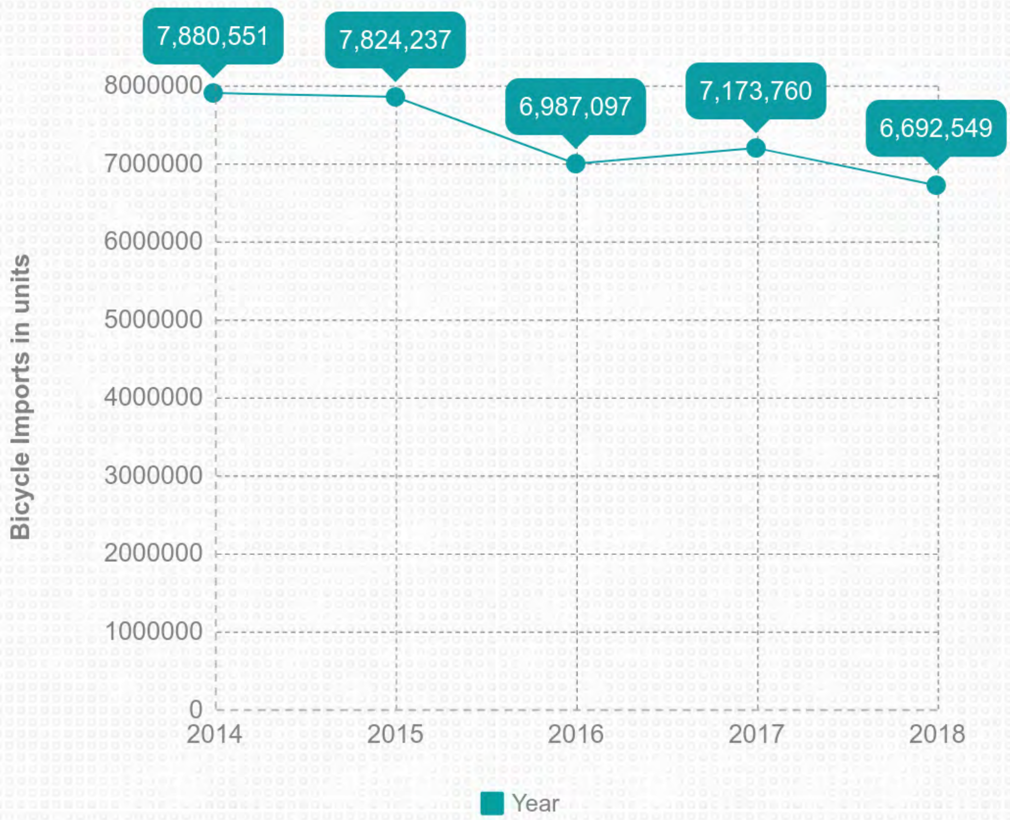
Year	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Bicycle and EPAC Sales (x 1,000)	1,090	900	800	800	780	1,119	1,034	1,089	1,104	1,115	1,116	1,047

*Sales: Sales to consumers

IMPORTS BICYCLES AND EPACS TO EU28 2014-2018



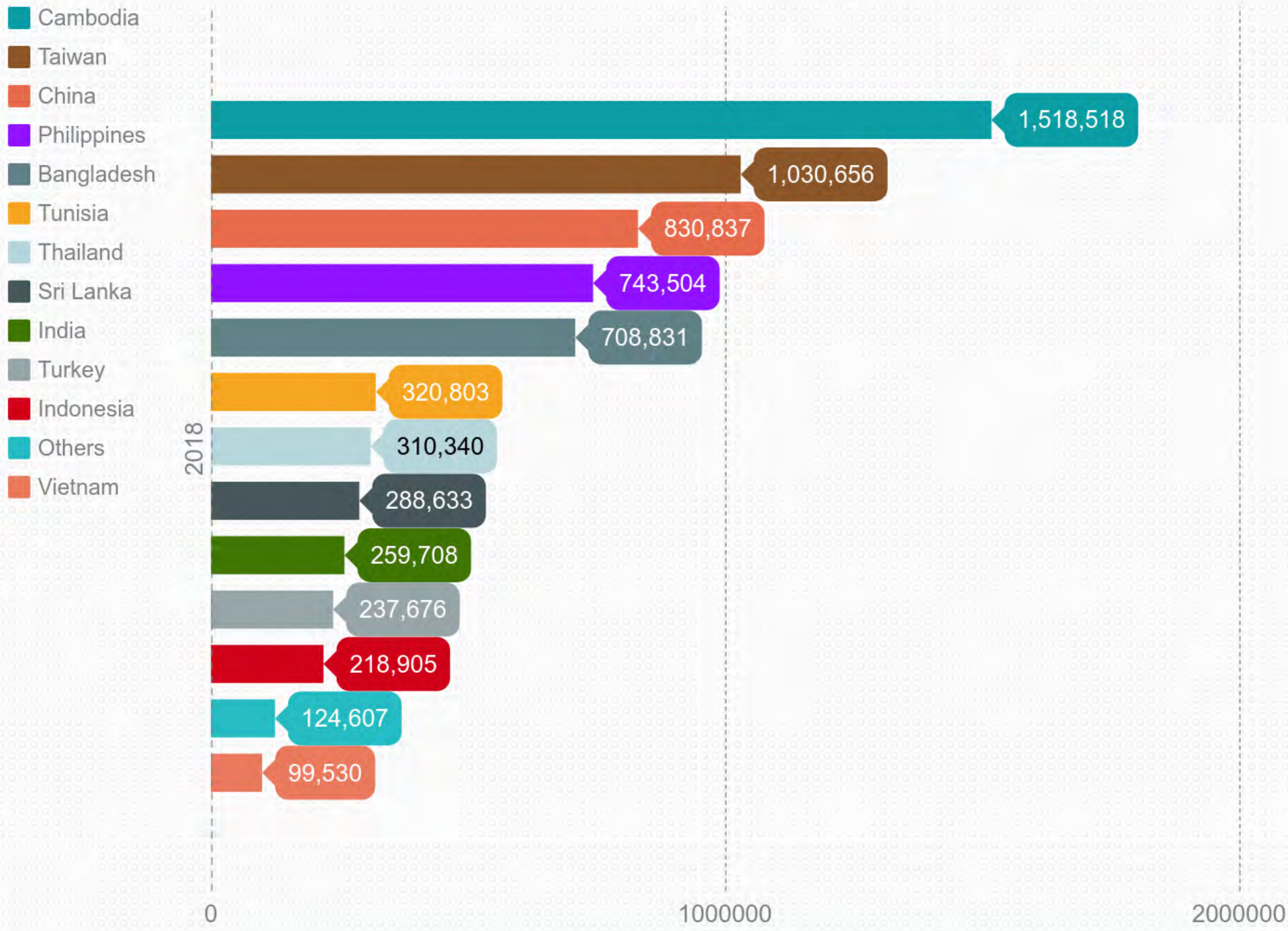
BICYCLE IMPORTS TO EU28
2014-2018



	Imports Bicycles* to EU28 in units**
2014	7,880,551
2015	7,824,237
2016	6,987,097
2017	7,173,760
2018	6,692,549

*Source: Eurostat, code 87120030 and code 87120070
**Bicycles imported from all countries exporting bicycles to the EU

BICYCLE IMPORTS TO EU28*
BY COUNTRY OF ORIGIN
2014 – 2018

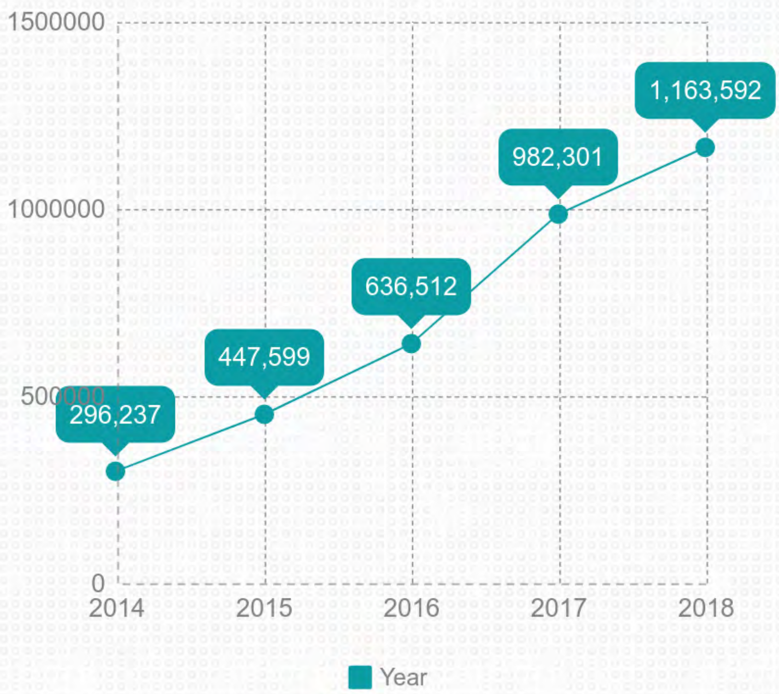


	Cambodia	Taiwan	China	Philippines	Bangladesh	Tunisia	Thailand	Sri Lanka
2014	1,213,478	1,935,896	518,662	914,961	668,508	426,975	691,763	397,975
2015	1,387,435	1,977,789	623,744	860,523	747,881	427,862	471,669	383,506
2016	1,316,421	1,656,670	490,718	684,210	734,400	431,543	419,216	327,966
2017	1,416,640	1,509,987	715,183	835,862	816,149	401,003	341,605	285,774
2018	1,518,518	1,030,656	830,837	743,504	708,831	320,803	310,340	288,633

	India	Turkey	Indonesia	Vietnam	Pakistan	Others	Total
2014	204,182	350,636	171,717	120,843	189,205	75,750	7,880,551
2015	201,141	349,986	164,696	99,513	48,187	80,305	7,824,237
2016	288,147	265,607	213,153	86,837	302	71,907	6,987,097
2017	309,686	180,641	183,168	75,634	1	102,427	7,173,760
2018	259,708	237,676	218,905	99,530	1	124,607	6,692,549

*Source: Eurostat, code 87120030 and code 87120070

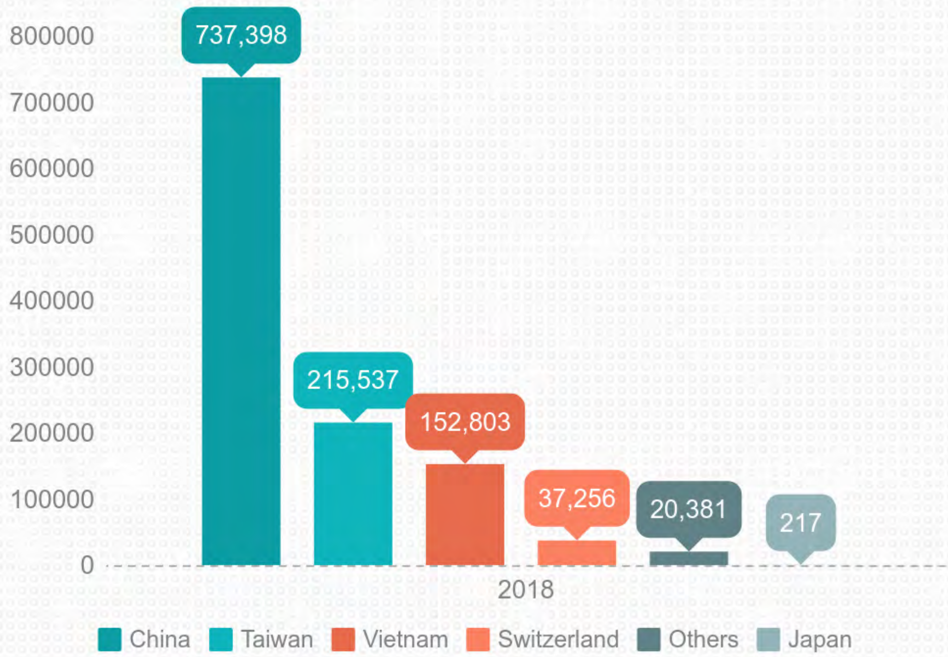
EPAC IMPORTS INTO EU28
2014 – 2018



	Imports EPACs* to EU28 in units**
2014	296,237
2015	447,599
2016	636,512
2017	982,301
2018	1,163,592

*Source: Eurostat, code 87119010 for Vietnam, Taiwan, Japan and Switzerland for 2014-2016, Chinese export data for PRC 2014-2016, code 87116010 for 2017-2018
**EPACs imported from all countries exporting EPACs to the EU

EPAC IMPORTS INTO EU28*
BY COUNTRY OF ORIGIN
2018



	China	Taiwan	Vietnam	Switzerland	Japan	Others	Total
2014	219,133	21,335	37,892	883	16,994	no data	296,237
2015	311,718	43,095	74,259	14,310	4,217	no data	447,599
2016	433,642	79,312	91,468	30,477	1,613	no data	636,512
2017	711,907	126,130	105,742	26,516	1,136	10,870	982,301
2018	737,398	215,537	152,803	37,256	217	20,381	1,163,592

*Source: Eurostat, code 87119010 for Vietnam, Taiwan, Japan and Switzerland for 2014-2018, except Chinese export data for PRC 2014-2016

Confederation of the European Bicycle Industry

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EUROPEAN BICYCLE INDUSTRY AND MARKET PROFILE

Thank you note

We wish to warmly thank our member associations for their support and cooperation throughout the process of gathering all the information and writing this report and for providing us with market specific summaries with a useful insight in their market realities.

Furthermore, we would like to thank the various industry representatives in markets where there is no member association; without whose support we would not have been able to cover those markets.

Last but not least, we would like to thank our Board of Directors for their continious support and guidance.

CONEBI Secretariat