2021 Edition (2020 Statistics)

Confederation of the European Bicycle Industry

Colibi-Coliped

Since 1960 Representing the European Bicycle Industry

2021 EUROPEAN BICYCLE INDUSTRY AND MARKET PROFILE

CONEBI

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www.conebi.eu

List of Abbreviations

EPAC: Electric Pedal Assist Cycle, max. 25 km/h assistance

Speed EPAC: Electric Pedal Assist Cycle, max. 45 km/h assistance, falling within EU Reg. 168/2013

P&A Industries: Parts and Accessories Industries

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CONTENT

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CONTENT

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FOREWORD

This document is the fifteenth edition of the European Bicycle Industry & Market Profile (BIMP), the 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 as well as by non-member associations and experts. The dat import figures are retrieved from statistical databases including Eurostat, the statistical office of the European Union. Data is regularly updated.

The BIMP 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/E-Bikes/Parts & Accessories sales.

We wish to extend our sincere thanks to our member associations and everybody else that has supported such an important work.

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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 represents its members' interests at European level: the association maintains regular contacts with European policy makers and authorities, the United Nations and the World Health Organization, other international organizations that pursue common objectives, industry and mobility experts as well as the international press.

CONEBI advocates for:
- The proper recognition of Bicycles, E-Bikes and Parts & Accessories Industries in European policies;
- A clear EU Internal Market and Industrial framework from a legislative standpoint, favourable to further industrial development and sectoral investments in Europe;
- Fair Trade;
- 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;
- An increased cycle usage throughout the EU, with a special focus on Road Safety and protection of Vulnerable Road Users

CONEBI fully supports the European (EN) safety standards for bicycles and EPACs and it takes part officially in the consultations of the following platforms organised by the European Commission:
- Working Group on Motorcycles,
- Expert Group on Machinery,
- Cooperative, Connected and Autonomous Mobility Single Platform

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BACKGROUND

CONEBI is also involved in the stakeholder consultations related to the EU Sustainable and Smart Mobility Strategy with other EU cycling associations as well as in the revisions of the EU Battery, Machinery, Type Approval, Motor Insurance and Intelligent Transport Systems legislations – which will have an important impact on both the industry and cyclists in the long-term.

CONEBI is Founding Member of the World Bicycle Industry Association (WBIA) and through it CONEBI attends the meetings of 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, all organized by the UNECE – United Nations Economic Commission for Europe.

Moreover, CONEBI – via the WBIA – has become a stakeholder within the Transport, Health and Environment Pan-European Programme organised by the United Nations and the World Health Organization and contributed to the first ever Pan-European Masterplan for Cycling Promotion, linked to the recently adopted Vienna Declaration.

The activities promoted by the Confederation of the European Bicycle Industry go also beyond the European borders: for the past 28 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 you can visit the **CONEBI** website at www.conebi.eu

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THE EUROPEAN BICYCLE INDUSTRY

The Bicycle, E-Bike, Parts & Accessories Industries, with over 1,000 sustainable manufacturing SMEs distributed all around Europe, generated directly/indirectly more than 155,000 green jobs and 1.5 billion Euro of investments in 2020.

On average, European citizens own more bicycles than any other means of transport.

Bicycles and EPACs are:

- the most environmentally friendly, energy efficient and sustainable means of mobility;
- the most affordable 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.

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E-Mobility

"The global shift towards low-carbon circular economy has started and its pace is accelerating. To ensure Europe stays competitive and 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.

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.

In line with the EU Green Deal, which CONEBI fully supports as advocate of mobility decarbonization, our companies are a major contributor to the EU Circular Economy. Moreover, accelerating the shift to sustainable and smart mobility is now needed more than ever and the EU Bicycle Industry is committed to be a champion of the EU Mobility Revolution.

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

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OUR BOARD OF DIRECTORS

CONEBI President Erhard Büchel

"CONEBI represents the European bicycle industry with over 155,000 employees, which is characterized by sustainability, innovation and highest quality.

Cycling is not only 100 percent CO2-free, but also an important factor for the health and recreation of the user. Especially in the current global situation, cycling is, according to the WHO, the healthiest way to get around, besides walking. According to a study by the German GfK and Motiontag, even the bicycle has at times replaced the car as the most important means of transport.

The massive boom in pedelecs is currently generating double-digit growth rates for the industry. With the pedelec market segment, the bicycle has become the interesting solution to traffic problems in conurbations and cities.

High quality and safety standards of pedelecs, bicycles and bicycle components manufactured in Europe guarantee trouble-free use without any hassle. European research and development in the bicycle sector, especially in the e-bike sector, creates many innovations and jobs. Thanks to the local production, the CO2 balance is also very favourable, as the influence of traffic jams due to long transports of imported parts is very limited."

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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 155.000 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."

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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."

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CONEBI Vice President
Paulo Rodrigues

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

Therefore, it is crucial to work on integrative solutions like MaaS (Mobility as a Service), smart cities and urban mobility with the help of ICT (Information and Communications Technologies) and light electric mobility. This will allow for positive energy, health and environmental impacts."

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OUR BOARD OF DIRECTORS

CONEBI Treasurer Remco Tekstra

"Our already healthy industry has been turned into overdrive during the COVID-pandemic. Our products have drawn the attention of countless consumers and policymakers that it can make a massive contribution to the challenges of the oncoming decades. Air quality, quality of life, commuting, city logistics, or just enjoying a casual ride to your local shop: bicycles and pedelecs are a do-it-all solution.

But in order to stay healthy we have to speak with one voice to the European policymakers. And that is where CONEBI steps in. Their professional and forward-looking attitude makes that they are greatly contributing to the legislative framework set out by the policymakers and ensuring that the goals set by our industry can be met within that framework. A task that we can only achieve working together."

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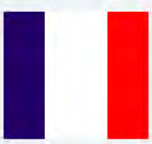
OUR MEMBER ASSOCIATIONS

	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 - 887-736-064	www.abpb.org
	**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.bicycleassociation.org.uk
	**Greece HEL.BI.M.A**	Agios Vassilios 265 04 GRC - Patras Tel. +30-2610-993045	idealman@idealbikes.gr
	**Hungary MKKSZ**	Duna-lejáró utca 7 HU - 1211 Budapest Tel. +36-20-320-7933	www.mkksz.org

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OUR MEMBER ASSOCIATIONS

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	**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**	Klara Norra Kyrkogata 31 / Box 22307 SE - 104 22 Stockholm Tel. +46-8 508 938 21	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

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EUROPEAN INDUSTRY & MARKET DATA

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EUROPEAN PRODUCTION FIGURES

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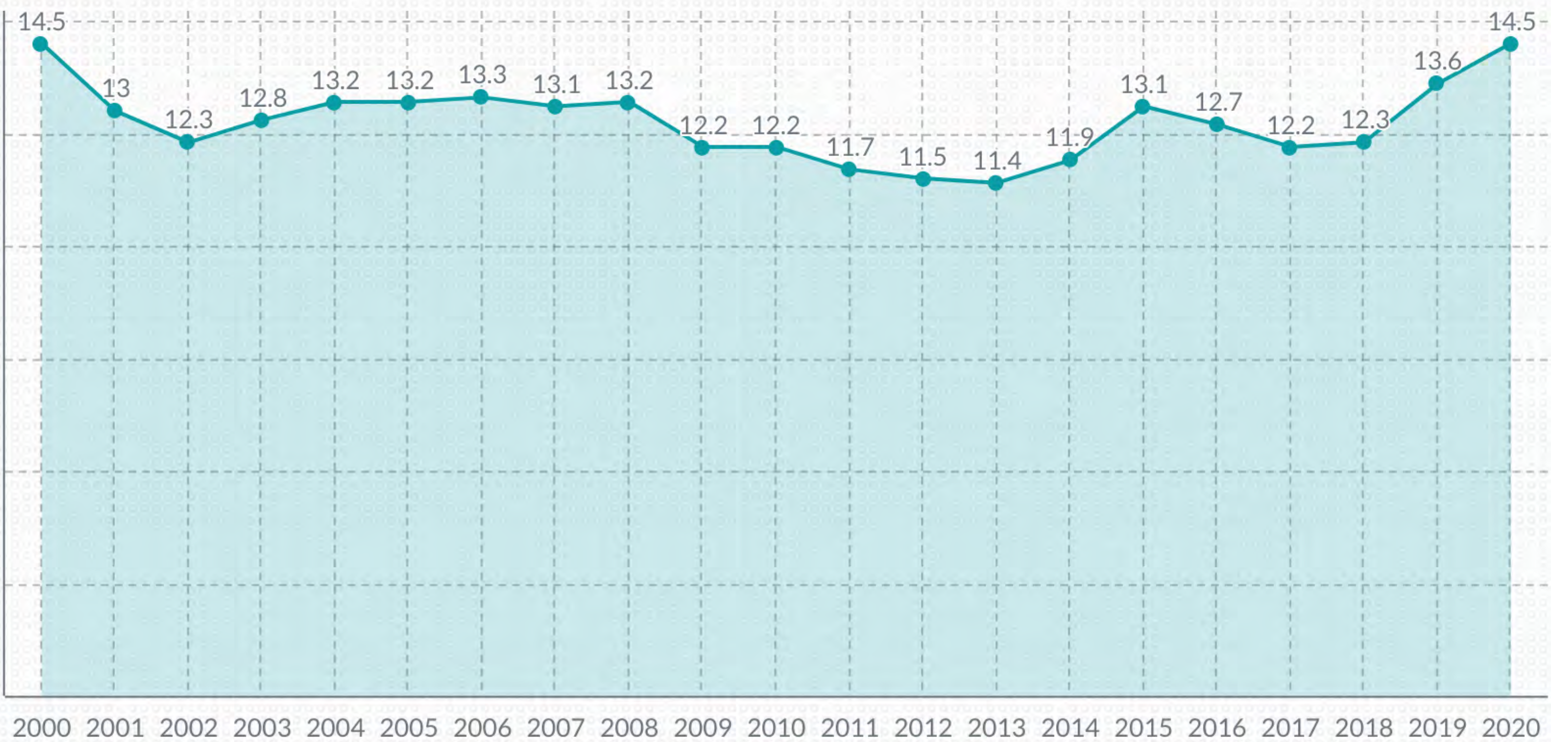
EUROPEAN BICYCLE AND EPAC PRODUCTION (EU 27+UK)
(x million units) 2000 – 2020



Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Bicycle and EPAC Production (x1,000)	14.531	13.009	12.272	12.828	13.232	13.218	13.320	13.086	13.246	12.178	12.241
Evolution (%)		-10,47	-5,67	4,53	3,15	-0,11	0,77	-1,76	1,22	-8,06	0,52

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Bicycle and EPAC Production (x1,000)	11.758	11.537	11.360	11.939	13.152	12.666	12.180	12.266	13.606	14.527
Evolution (%)	-3,95	-1,88	-1,53	5,10	10,16	-3,70	-3,83	0,70	10,93	6,77

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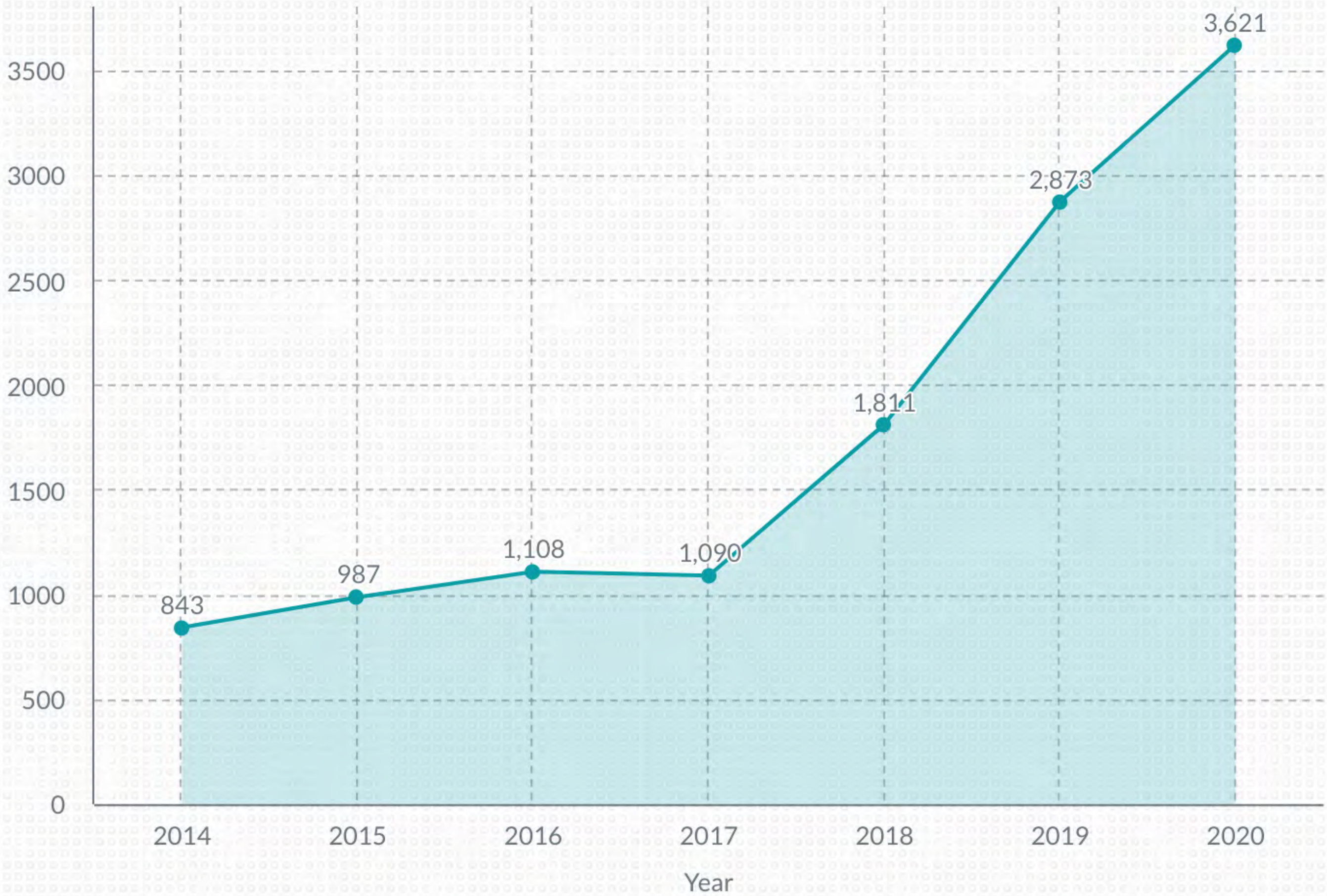
EUROPEAN EPAC PRODUCTION (EU 27+UK)
(x1,000 units) 2014 – 2020



Year	2014	2015	2016	2017	2018	2019	2020
EPAC Production (x1,000)	843	987	1.108	1.090	1.811	2.873	3.621
Evolution (%)		17,10	12,26	-1,67	66,25	58,61	26,05

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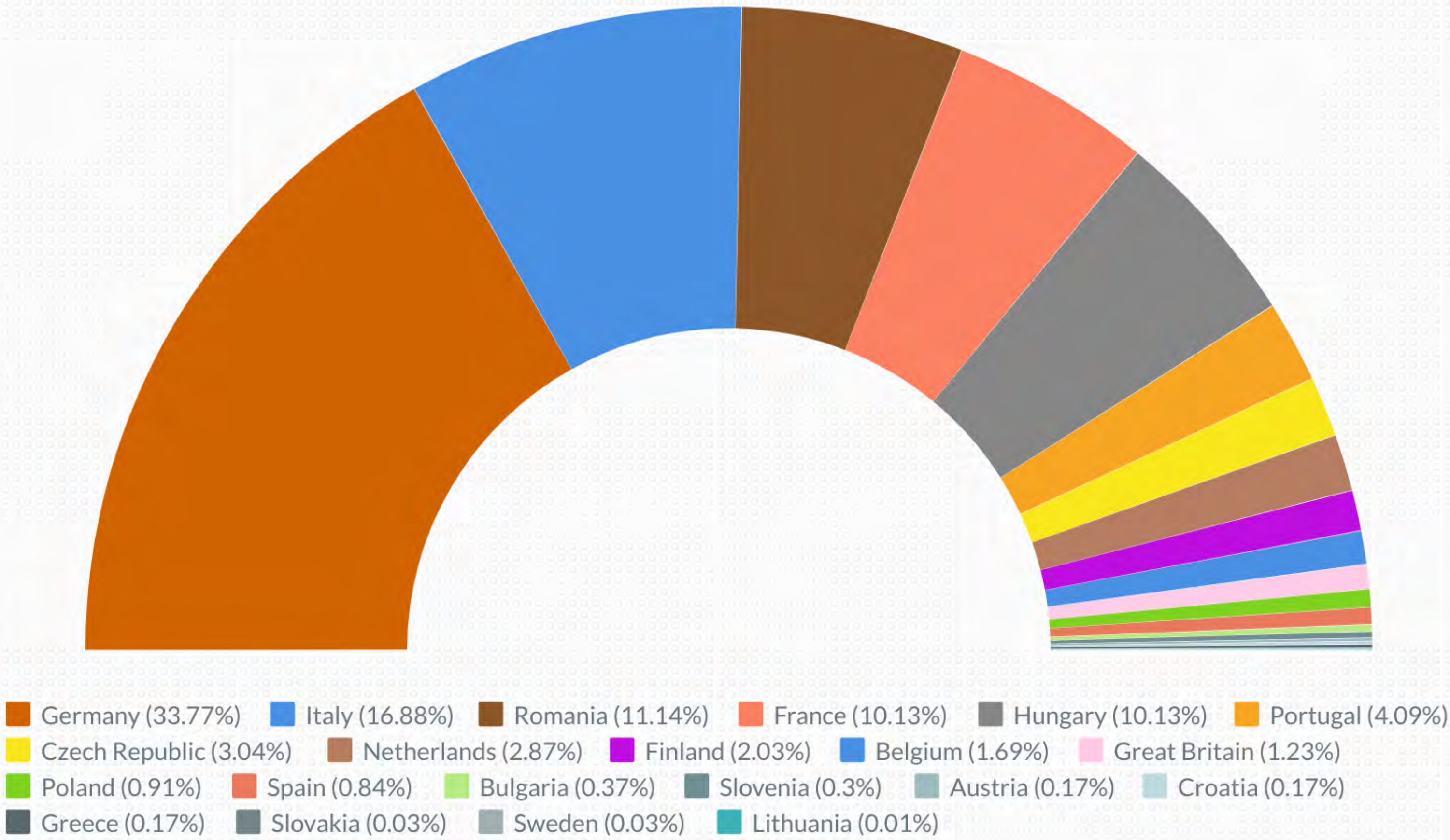
2020 EUROPEAN BICYCLE PARTS AND ACCESSORIES PRODUCTION (EU 27+TR+UK)
COUNTRY SHARE (K€)*



Country	Germany	Italy	Romania	France	Hungary	Portugal	Czech Republic	Netherlands	Finland	Belgium	Great Britain	Poland
P&A Production (K€)	1.000.000	500.000	330.000	300.000	300.000	121.074	90.000	85.000	60.000	50.000	36.324	27.000
Country Share %	33,77%	16,88%	11,14%	10,13%	10,13%	4,09%	3,04%	2,87%	2,03%	1,69%	1,23%	0,91%

Country	Spain	Bulgaria	Slovenia	Austria	Croatia	Greece	Slovakia	Sweden	Lithuania	EU 28	Turkey
P&A Production (K€)	25.000	10.822	9.000	5.000	5.000	5.000	1.000	1.000	153	2.961.373	21.500
Country Share %	0,84%	0,37%	0,30%	0,17%	0,17%	0,17%	0,03%	0,03%	0,01%		

*Values excluding VAT

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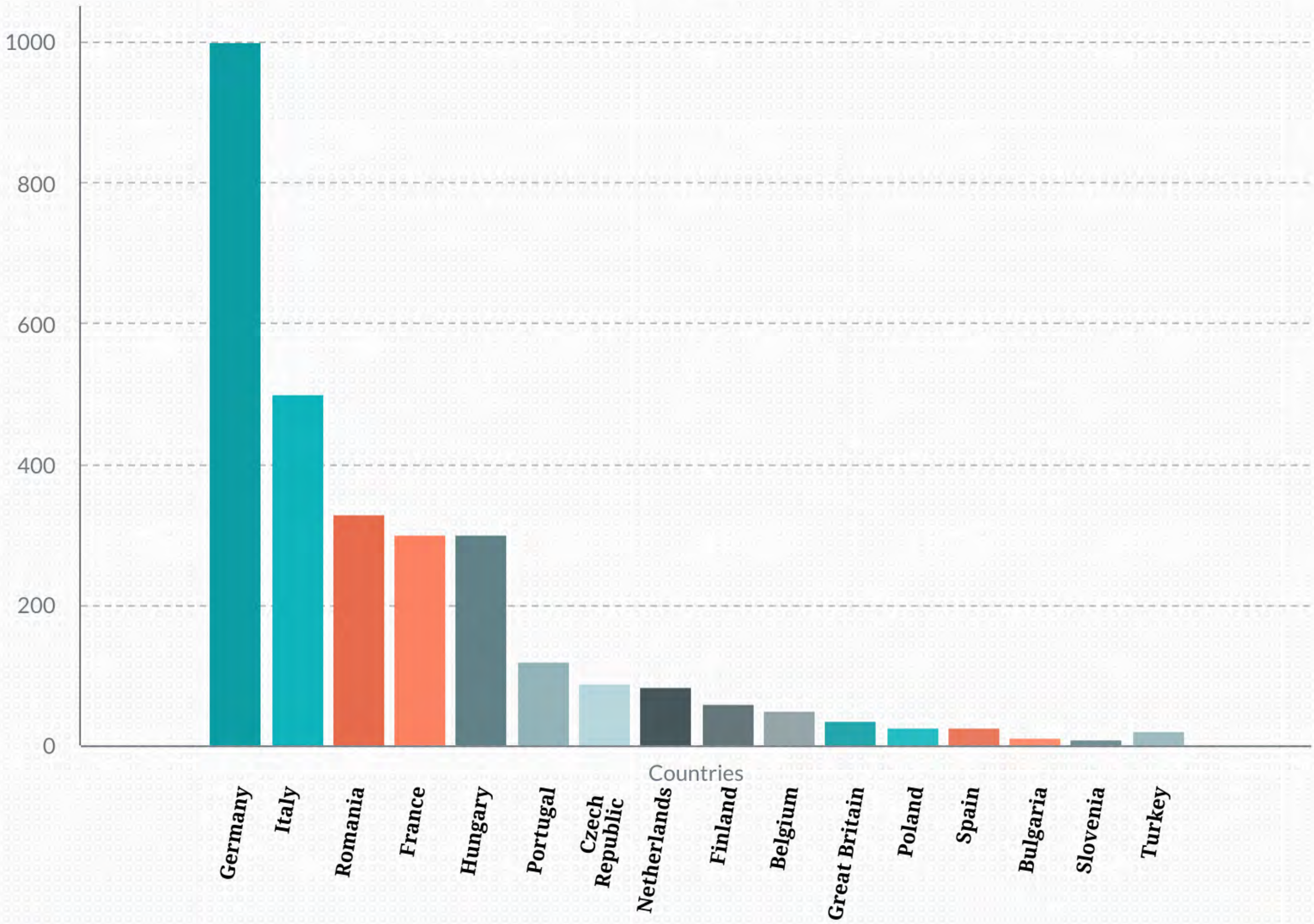
2020 EUROPEAN BICYCLE PARTS & ACCESSORIES PRODUCTION (EU 27+TR+UK)

Country Ranking (K€)*



Country	Germany	Italy	Romania	France	Hungary	Portugal	Czech Republic	Netherlands	Finland	Belgium	Great Britain	Poland
P&A Production (K€)	1.000.000	500.000	330.000	300.000	300.000	121.074	90.000	85.000	60.000	50.000	36.324	27.000
Country Share %	33,77%	16,88%	11,14%	10,13%	10,13%	4,09%	3,04%	2,87%	2,03%	1,69%	1,23%	0,91%

Country	Spain	Bulgaria	Slovenia	Austria	Croatia	Greece	Slovakia	Sweden	Lithuania	EU 28	Turkey
P&A Production (K€)	25.000	10.822	9.000	5.000	5.000	5.000	1.000	1.000	153	2.961.373	21.500
Country Share %	0,84%	0,37%	0,30%	0,17%	0,17%	0,17%	0,03%	0,03%	0,01%		

*Values excluding VAT

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EUROPEAN SALES FIGURES

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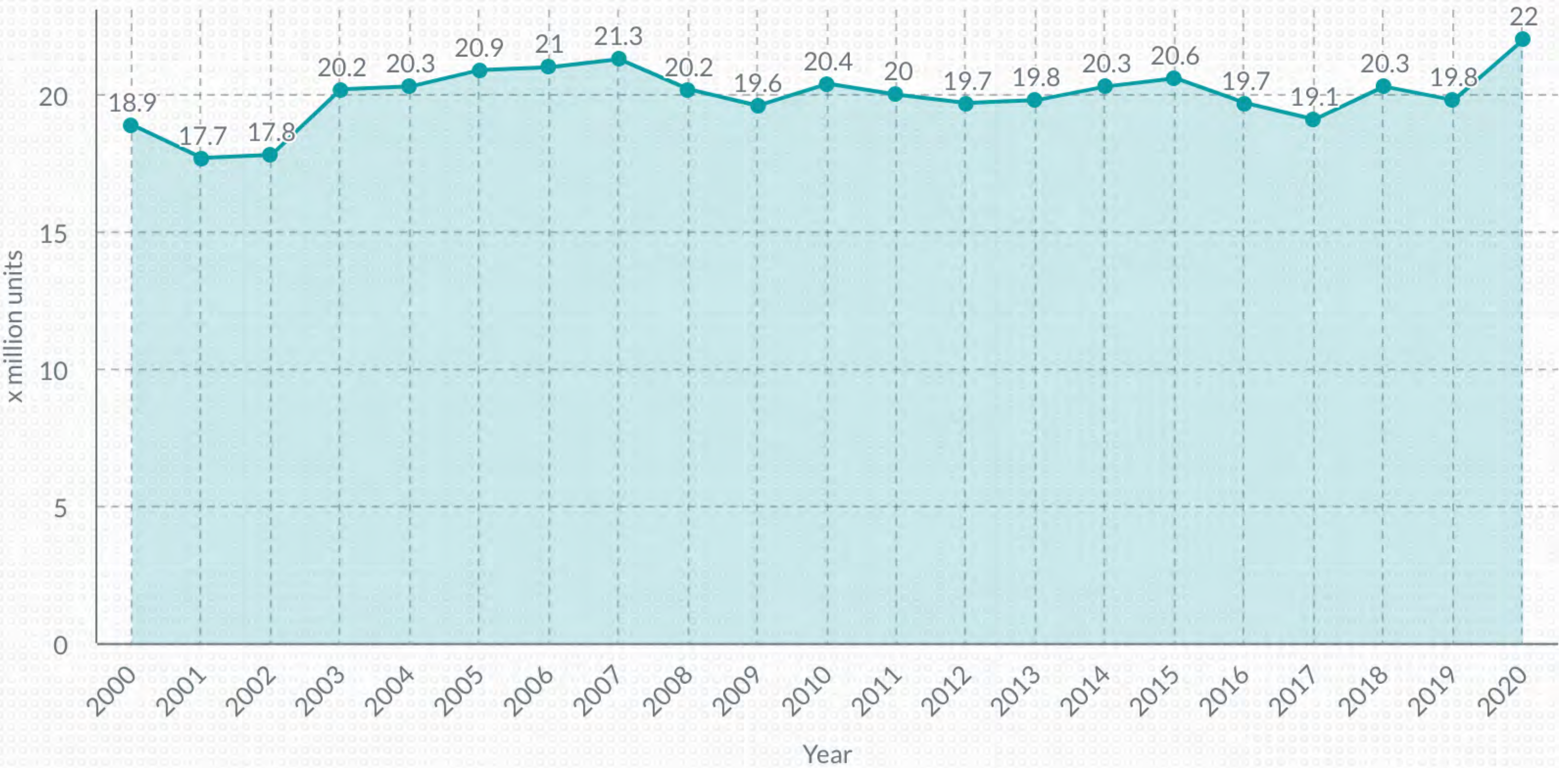
EUROPEAN BICYCLE AND EPAC SALES* (EU 27+UK)
(x million units) 2000 – 2020



Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Bicycle and EPAC Sales (x1,000)	18.945	17.745	17.840	20.206	20.322	20.912	21.033	21.344	20.206	19.582	20.431
Evolution (%)		-6,33	0,54	13,26	0,57	2,90	0,58	1,48	-5,33	-3,09	4,34

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Bicycle and EPAC Sales (x1,000)	20.039	19.719	19.780	20.340	20.633	19.654	19.085	20.269	19.803	21.987
Evolution (%)	-1,92	-1,60	0,31	2,83	1,44	-4,74	-2,90	6,20	-2,30	11,03

* The sold out stock at retailers is not taken into consideration for 2020 so actual sales might be higher than those shown

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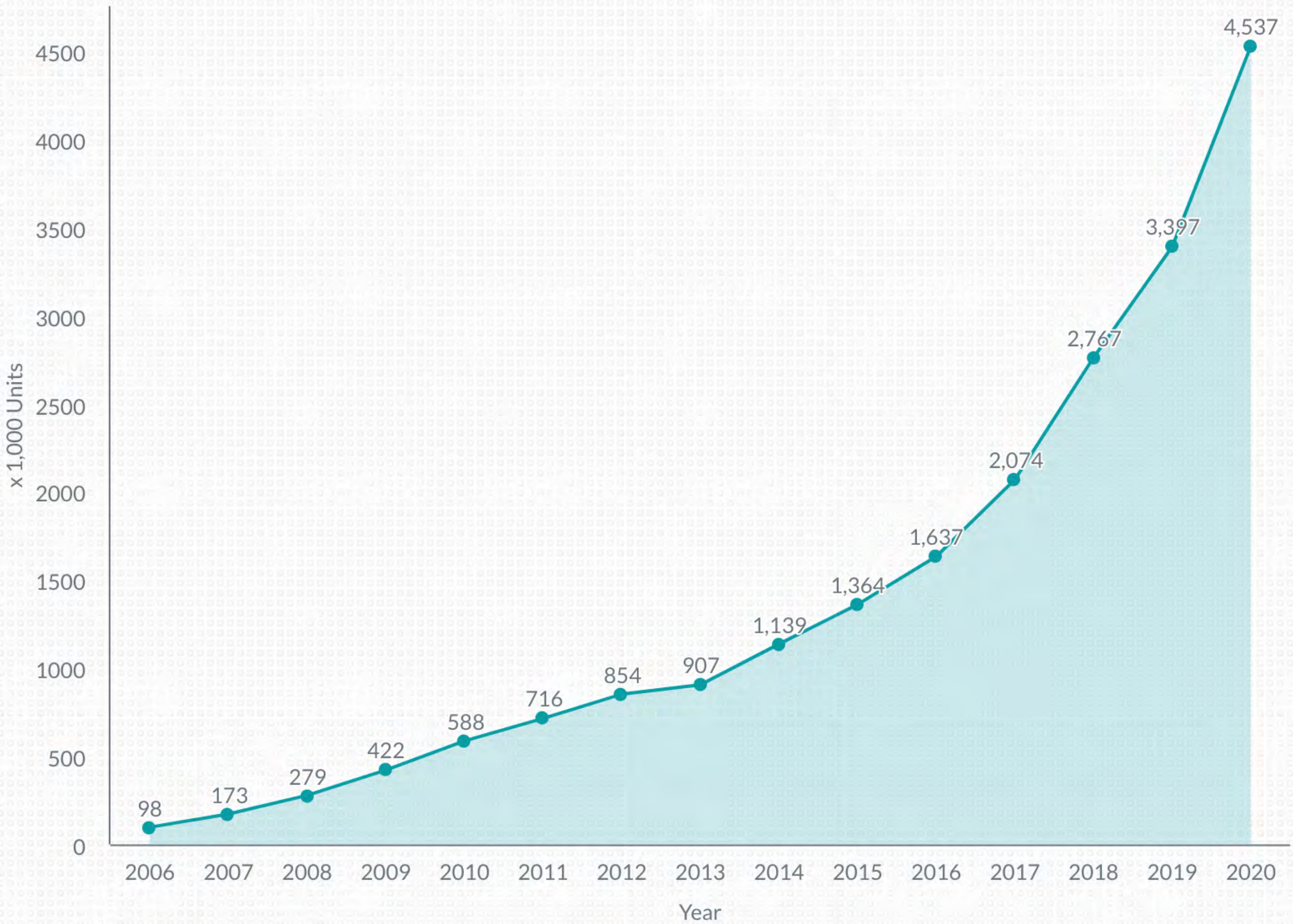
EUROPEAN EPAC SALES* (EU 27+UK)
(x1,000 units) 2006 – 2020



Year	2006	2007	2008	2009	2010	2011	2012	2013
EPAC Sales (x1,000)	98	173	279	422	588	716	854	907
Evolution (%)		76,5	61,3	51,3	39,3	21,8	19,3	6,2

Year	2014	2015	2016	2017	2018	2019	2020
EPAC Sales (x1,000)	1.139	1.364	1.637	2.074	2.767	3.397	4.537
Evolution (%)	25,6	19,8	20,0	26,7	33,4	22,8	33,5

* including Speed EPAC sales

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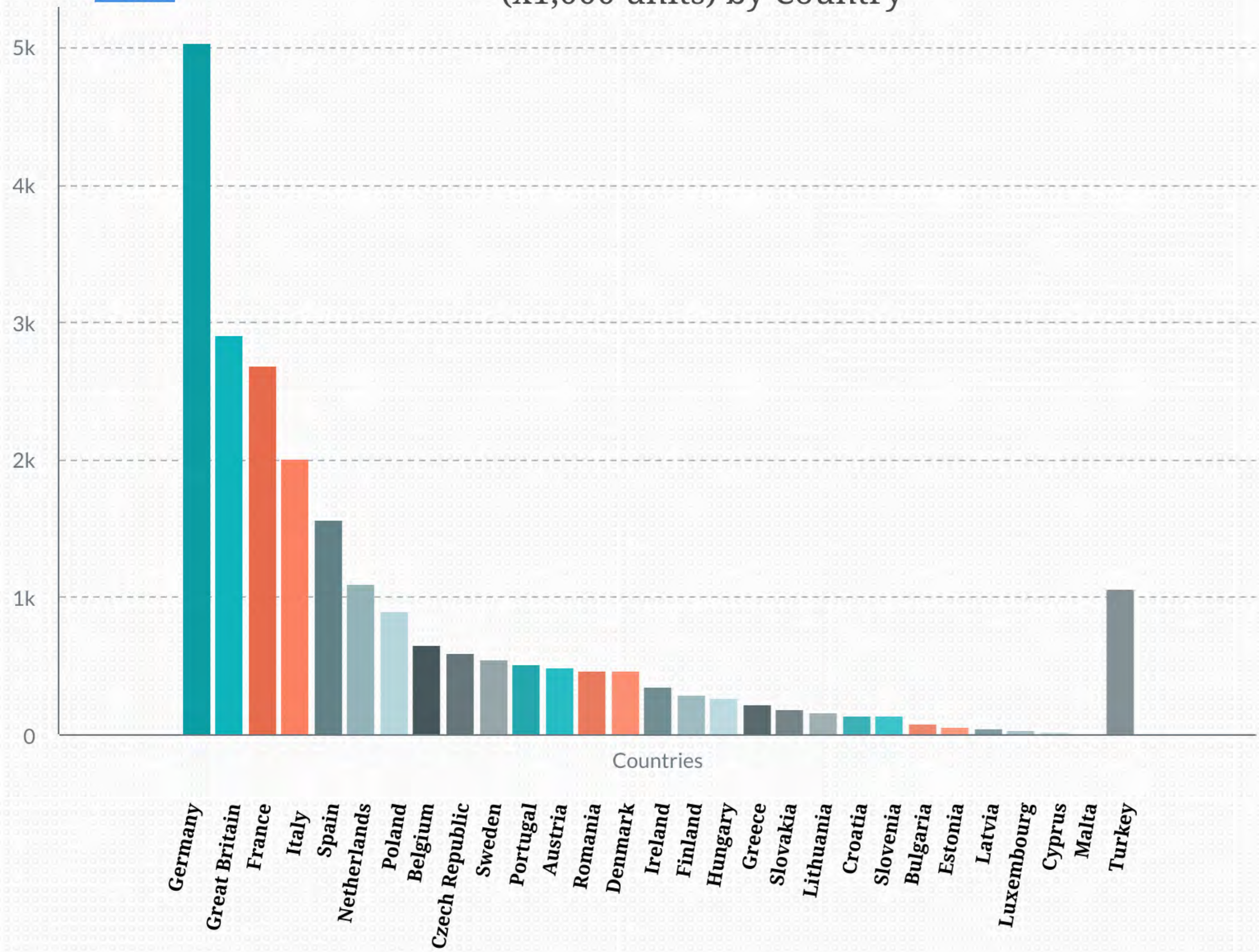
2020 EUROPEAN BICYCLE AND EPAC SALES (EU 27+TR+UK)
(x1,000 units) by Country



	Germany	Great Britain	France	Italy	Spain	Netherlands	Poland	Belgium	Czech Republic	Sweden	Portugal	Austria	Romania	Denmark	Ireland
Bicycle & EPAC Sales (x 1,000)	5.040	2.908	2.685	2.010	1.565	1.103	900	651	590	546	512	496	467	465	356
Country Share (%)	22,92%	13,23%	12,21%	9,14%	7,12%	5,02%	4,09%	2,96%	2,68%	2,48%	2,33%	2,26%	2,12%	2,11%	1,62%

	Finland	Hungary	Greece	Slovakia	Lithuania	Croatia	Slovenia	Bulgaria	Estonia	Latvia	Luxembourg	Cyprus	Malta	EU 28	Turkey
Bicycle & EPAC Sales (x 1,000)	295	267	221	190	165	145	140	85	62	52	40	22	11	**21.987**	1.063
Country Share (%)	1,34%	1,21%	1,01%	0,86%	0,75%	0,66%	0,64%	0,39%	0,28%	0,23%	0,18%	0,10%	0,05%	**100%**	

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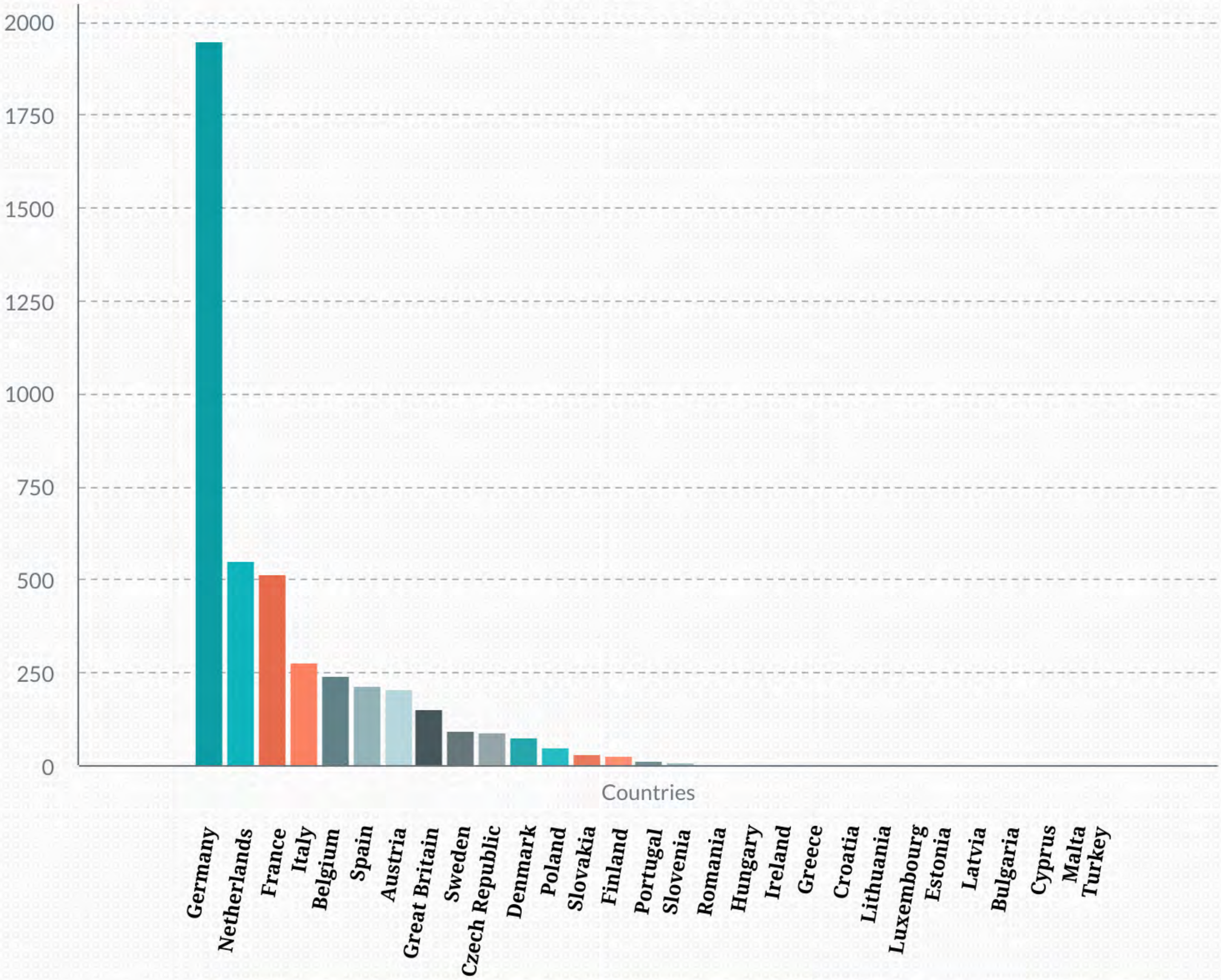
2020 EUROPEAN EPAC SALES* (EU 27+TR+UK)
(x1,000 units) by Country



	Germany	Netherlands	France	Italy	Belgium	Spain	Austria	Great Britain	Sweden	Czech Republic	Denmark	Poland	Slovakia	Finland	Portugal
EPAC Sales (x 1,000)	1.950	551	515	280	241	213	204	153	96	90	75	50	30	25	12
Country Share (%)	42,98%	12,15%	11,34%	6,17%	5,30%	4,69%	4,49%	3,38%	2,12%	1,98%	1,65%	1,10%	0,66%	0,55%	0,27%

	Slovenia	Romania	Hungary	Ireland	Greece	Croatia	Lithuania	Luxembourg	Estonia	Latvia	Bulgaria	Cyprus	Malta	EU 28	Turkey
EPAC Sales (x 1,000)	10	6,5	5,9	5,5	5,1	5,0	5,0	5,0	1,5	1,5	0,6	0,6	0,5	**4.537**	2,5
Country Share (%)	0,22%	0,14%	0,13%	0,12%	0,11%	0,11%	0,11%	0,11%	0,03%	0,03%	0,01%	0,01%	0,01%	**100%**	

* including Speed EPAC sales

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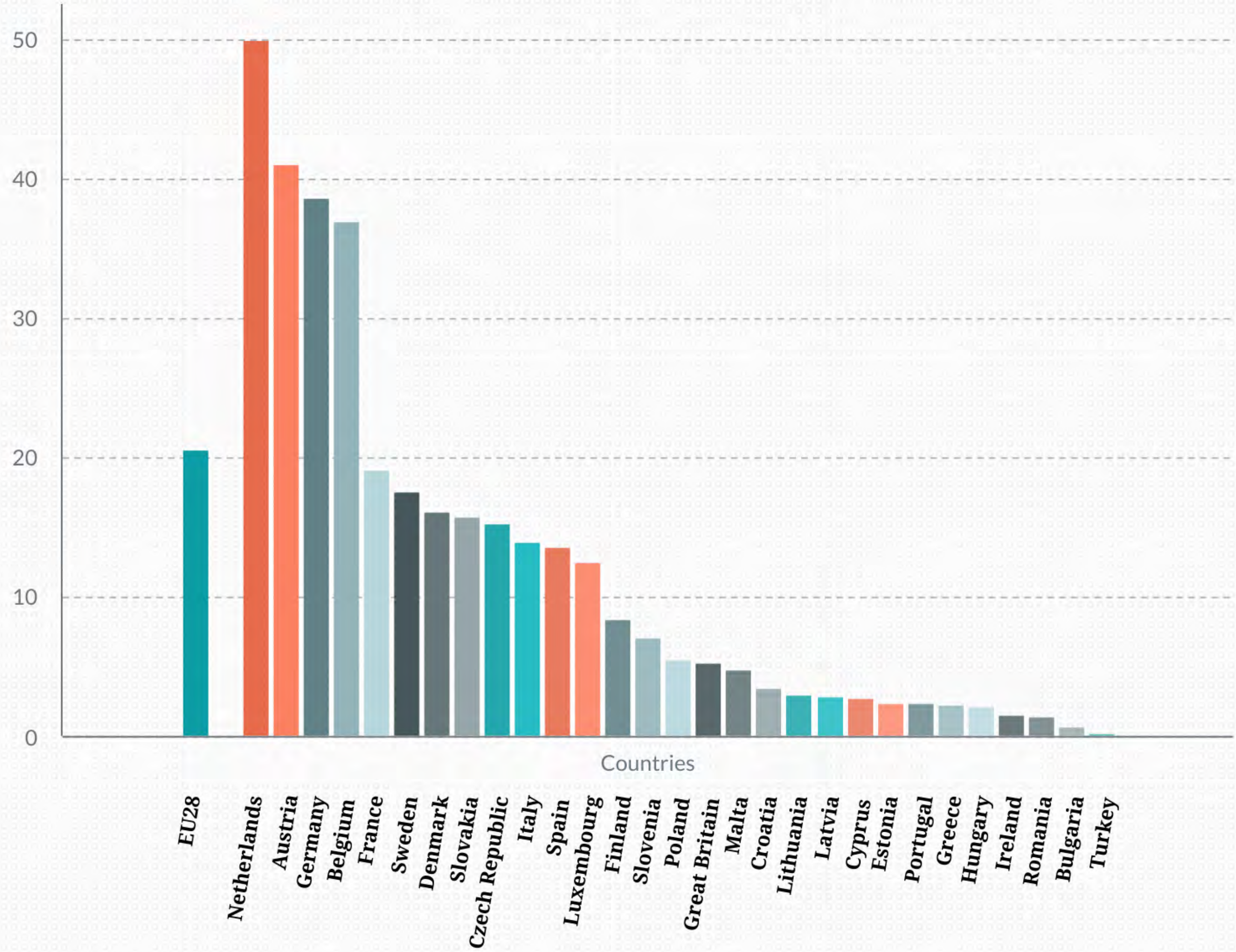
2020 EUROPEAN SHARE OF EPAC SALES* (EU 27+TR+UK)

out of total bikes sold, by Country



	Netherlands	Austria	Germany	Belgium	France	Sweden	Denmark	Slovakia	Czech Republic	Italy	Spain	Luxembourg	Finland	Slovenia	Poland
EPAC Sales (x 1,000)	551	204	1.950	241	515	96	75	30	90	280	213	5	25	10	50
Share of EPACs (out of all bikes sold)	50,00%	41,03%	38,69%	36,97%	19,17%	17,58%	16,13%	15,79%	15,25%	13,93%	13,58%	12,50%	8,47%	7,14%	5,56%

	Great Britain	Malta	Croatia	Lithuania	Latvia	Cyprus	Estonia	Portugal	Greece	Hungary	Ireland	Romania	Bulgaria	EU 28	Turkey
EPAC Sales (x 1,000)	153	1	5	5	2	1	2	12	5	6	6	7	1	4.537	3
Share of EPACs (out of all bikes sold)	5,27%	4,76%	3,45%	3,03%	2,91%	2,77%	2,44%	2,35%	2,28%	2,22%	1,55%	1,39%	0,70%	**20,63%**	0,24%

* including Speed EPAC sales

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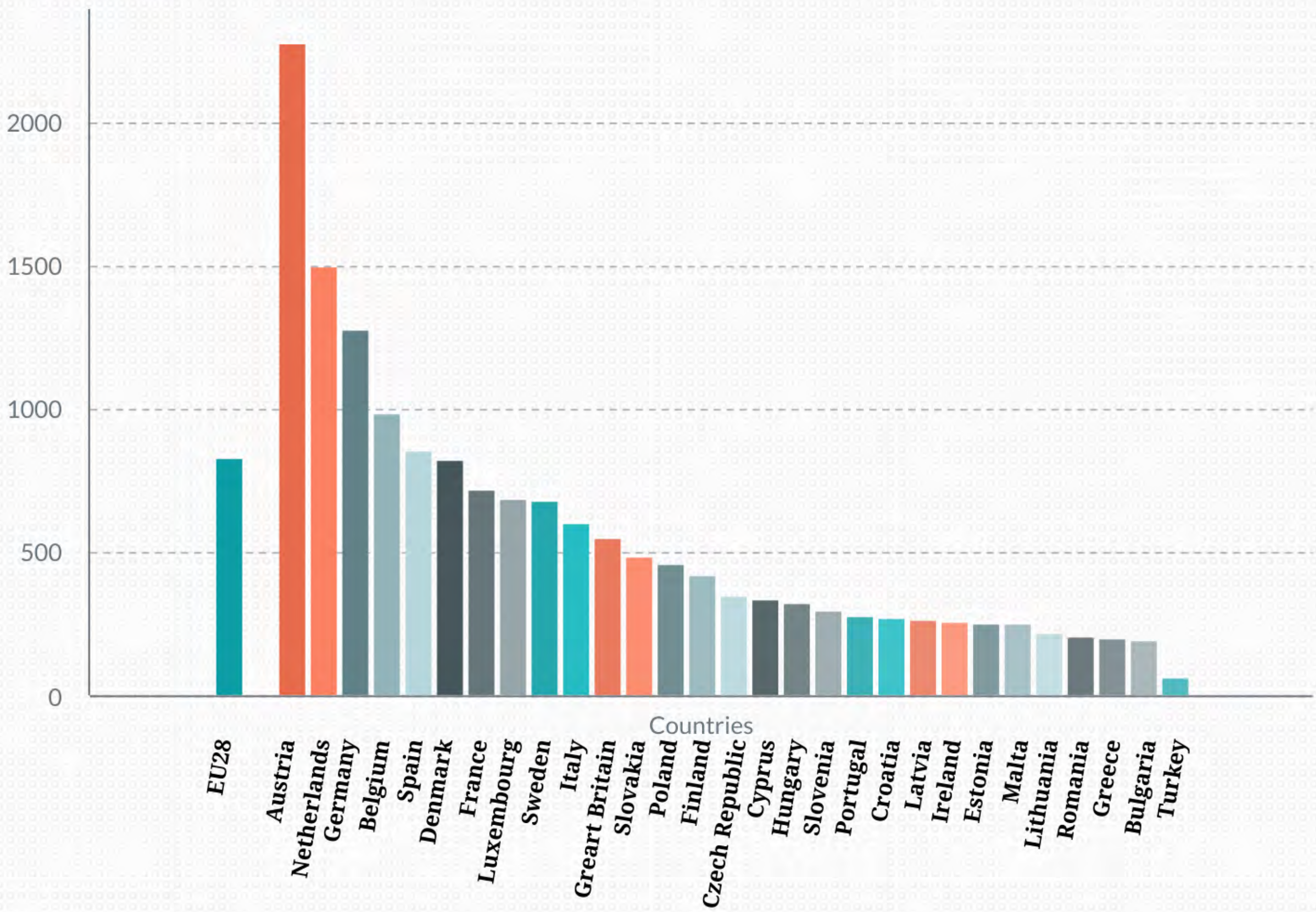
2020 EUROPEAN BICYCLE & EPAC AVERAGE PRICE
by Country* (€)



	Austria	Netherlands	Germany	Belgium	Spain	Denmark	France	Luxembourg	Sweden	Italy	Great Britain	Slovakia	Poland	Finland	Czech Republic
Average Price (€) Bike & EPAC	€ 2.279	€ 1.499	€ 1.279	€ 985	€ 856	€ 825	€ 717	€ 688	€ 682	€ 605	€ 553	€ 487	€ 461	€ 424	€ 353

	Cyprus	Hungary	Slovenia	Portugal	Croatia	Latvia	Ireland	Estonia	Malta	Lithuania	Romania	Greece	Bulgaria	EU 28	Turkey
Average Price (€) Bike & EPAC	€ 334	€ 323	€ 300	€ 278	€ 272	€ 263	€ 262	€ 255	€ 250	€ 221	€ 206	€ 201	€ 196	**€ 830**	€ 63

*Average prices include VAT; Data including EPAC sales

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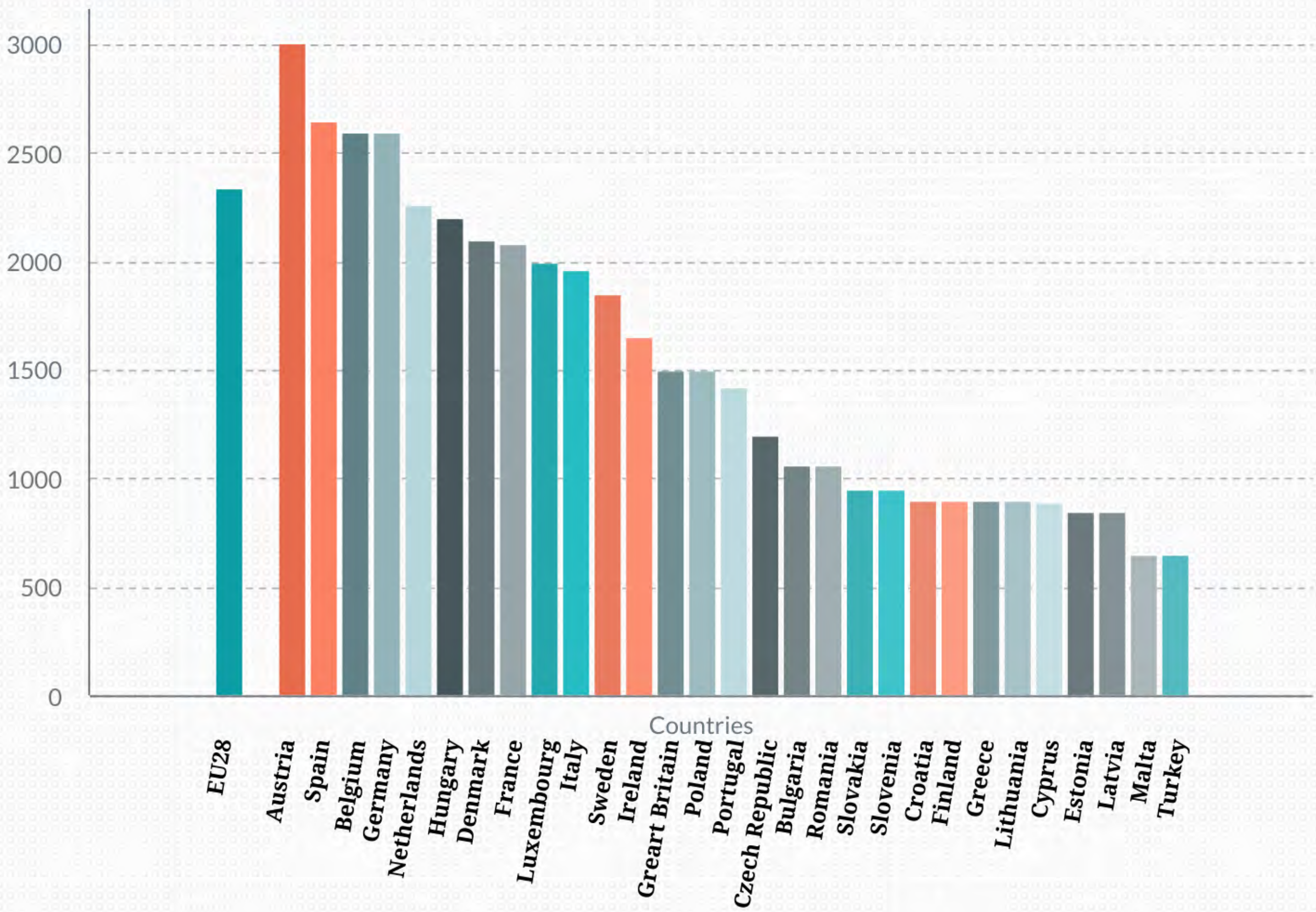
2020 EUROPEAN EPAC AVERAGE PRICE
by Country* (€)



	Austria	Spain	Belgium	Germany	Netherlands	Hungary	Denmark	France	Luxembourg	Italy	Sweden	Ireland	Great Britain	Poland	Portugal
Average Price (€) EPAC	€ 3.012	€ 2.648	€ 2.600	€ 2.600	€ 2.259	€ 2.200	€ 2.100	€ 2.079	€ 2.000	€ 1.965	€ 1.850	€ 1.650	€ 1.500	€ 1.500	€ 1.420

	Czech Republic	Bulgaria	Romania	Slovakia	Slovenia	Croatia	Finland	Greece	Lithuania	Cyprus	Estonia	Latvia	Malta	EU 28	Turkey
Average Price (€) EPAC	€ 1.200	€ 1.067	€ 1.066	€ 950	€ 950	€ 900	€ 900	€ 900	€ 900	€ 888	€ 850	€ 850	€ 650	**€ 2.340**	€ 650

*Average prices include VAT, incl. Speed EPAC sales

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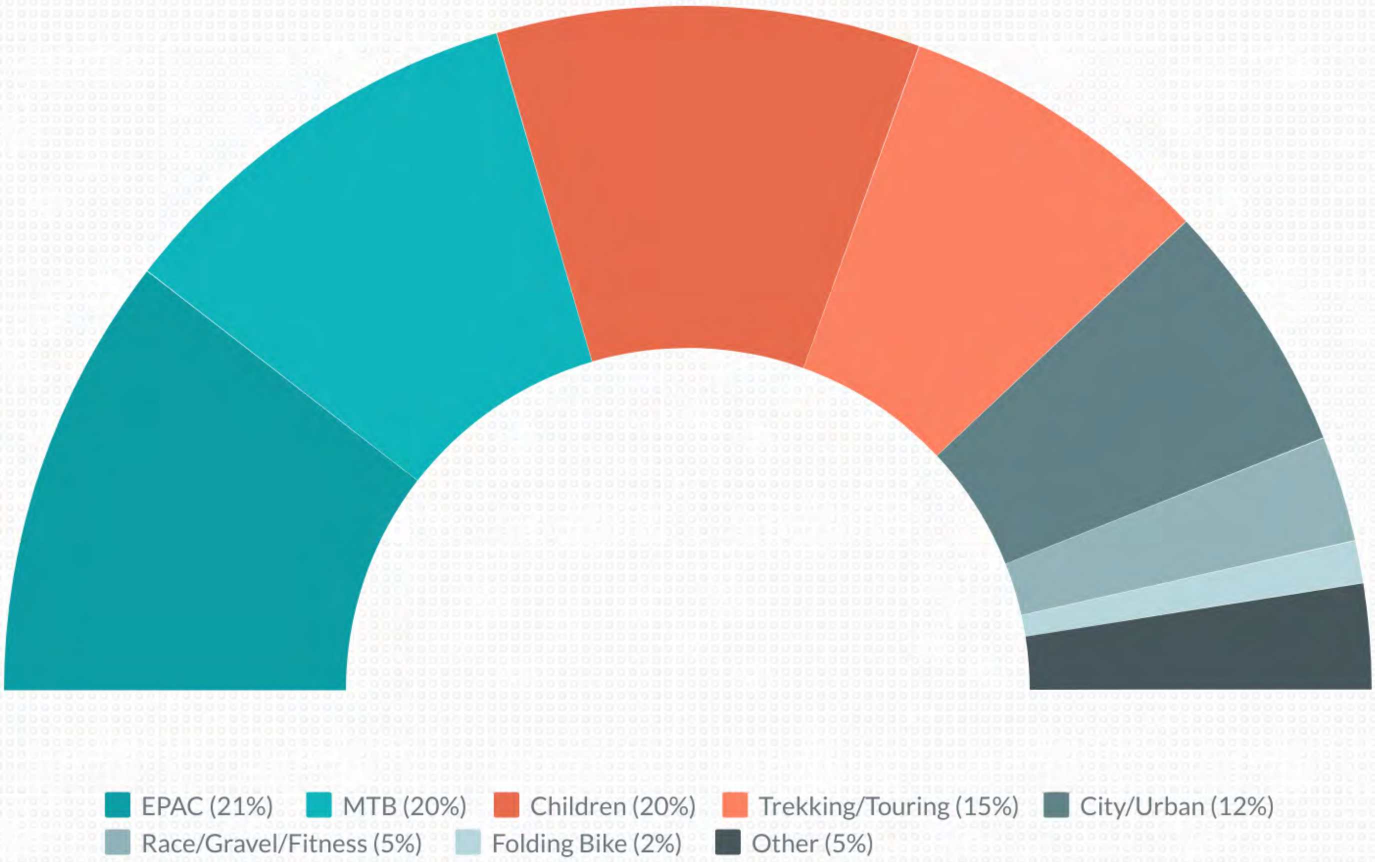
2020 EUROPEAN OVERVIEW OF BICYCLE SEGMENTS
by units



EPAC	MTB	Children (from 16" to 24")	Trekking / Touring	City / Urban	Race / Gravel / Fitness	Folding bike	Other (incl. cargo bikes
21%	20%	20%	15%	12%	5%	2%	5%

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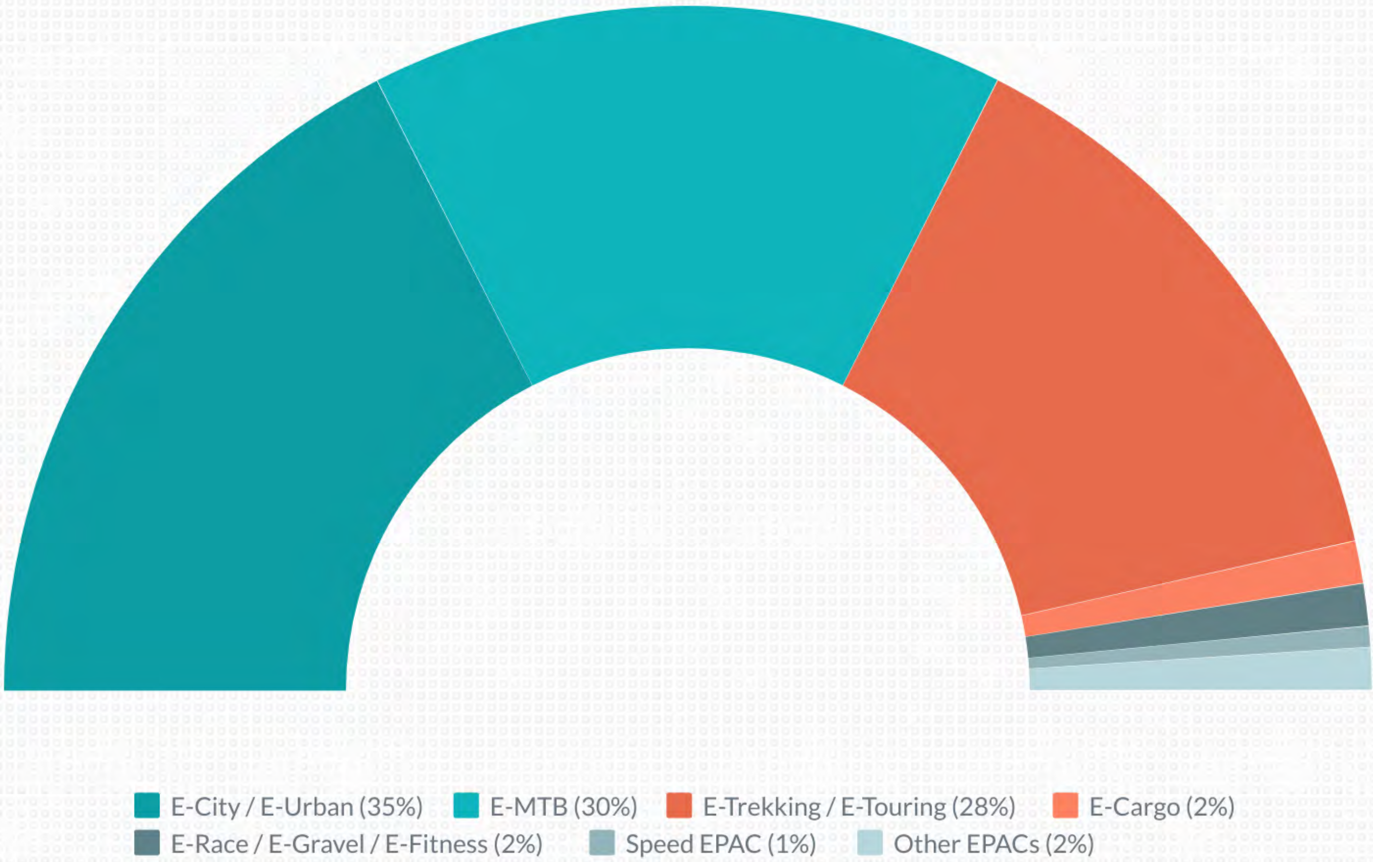
2020 EUROPEAN OVERVIEW OF EPAC SEGMENTS
by units



E-City / E-Urban	E-MTB	E-Trekking / E-Touring	E-Cargo	E-Race / E-Gravel / E-Fitness	Speed EPAC	Other (incl. e-folding bikes
35%	30%	28%	2%	2%	1%	2%

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2020 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 1.100 SMEs). Before 2016, the figures represent data provided by the national CONEBI member associations, which include only data from their members (i.e. not all EU bicycle, e-bike and bicycle parts producers).

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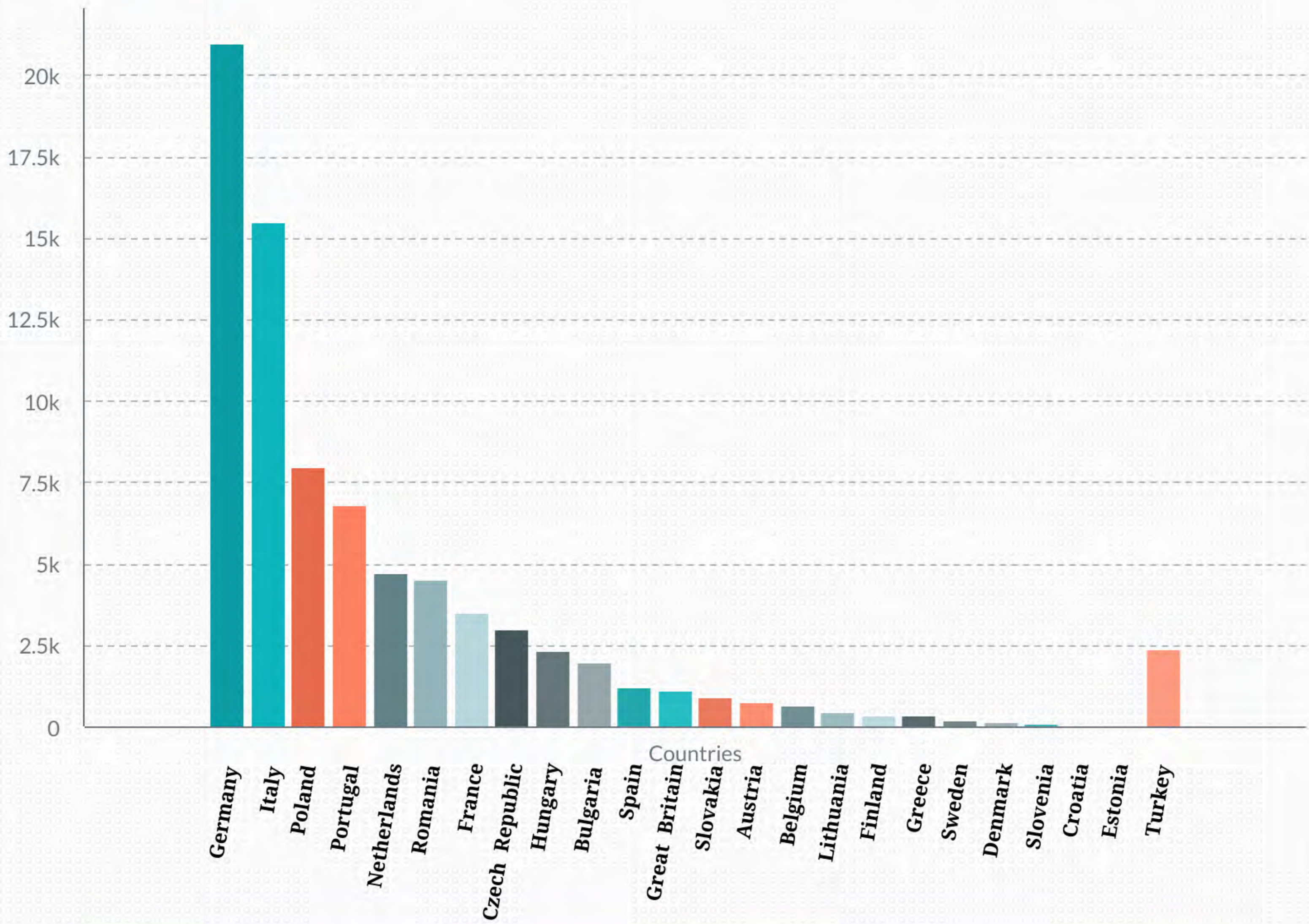
2020 EUROPEAN BICYCLE AND BICYCLE PARTS & ACCESSORIES INDUSTRIES EMPLOYMENT (EU27+TR+UK)



Country	Germany	Italy	Poland	Portugal	Netherlands	Romania	France	Czech Republic	Hungary	Bulgaria	Spain	Great Britain	Slovakia
Bicycle Employment	6.700	11.600	6.000	1.810	3.500	3.000	1.600	1.200	1.800	1.808	850	800	700
P&A Employment	14.300	3.900	2.000	5.001	1.200	1.500	1.900	1.800	550	95	350	300	200
Total	**21.000**	**15.500**	**8.000**	**6.811**	**4.700**	**4.500**	**3.500**	**3.000**	**2.350**	**1.960**	**1.200**	**1.100**	**900**
Ranking	1	2	3	4	5	6	7	8	9	10	11	12	13

Country	Austria	Belgium	Lithuania	Finland	Greece	Sweden	Denmark	Slovenia	Croatia	Estonia	EU 28	Turkey
Bicycle Employment	700	440	471	50	303	190	120	30	40	20	**43.732**	1.775
P&A Employment	50	210	-	315	58	10	40	70	20	-	**33.869**	600
Total	**750**	**650**	**471**	**365**	**361**	**200**	**160**	**100**	**60**	**20**	**77.658**	**2.375**
Ranking	14	15	16	17	18	19	20	21	22	23		

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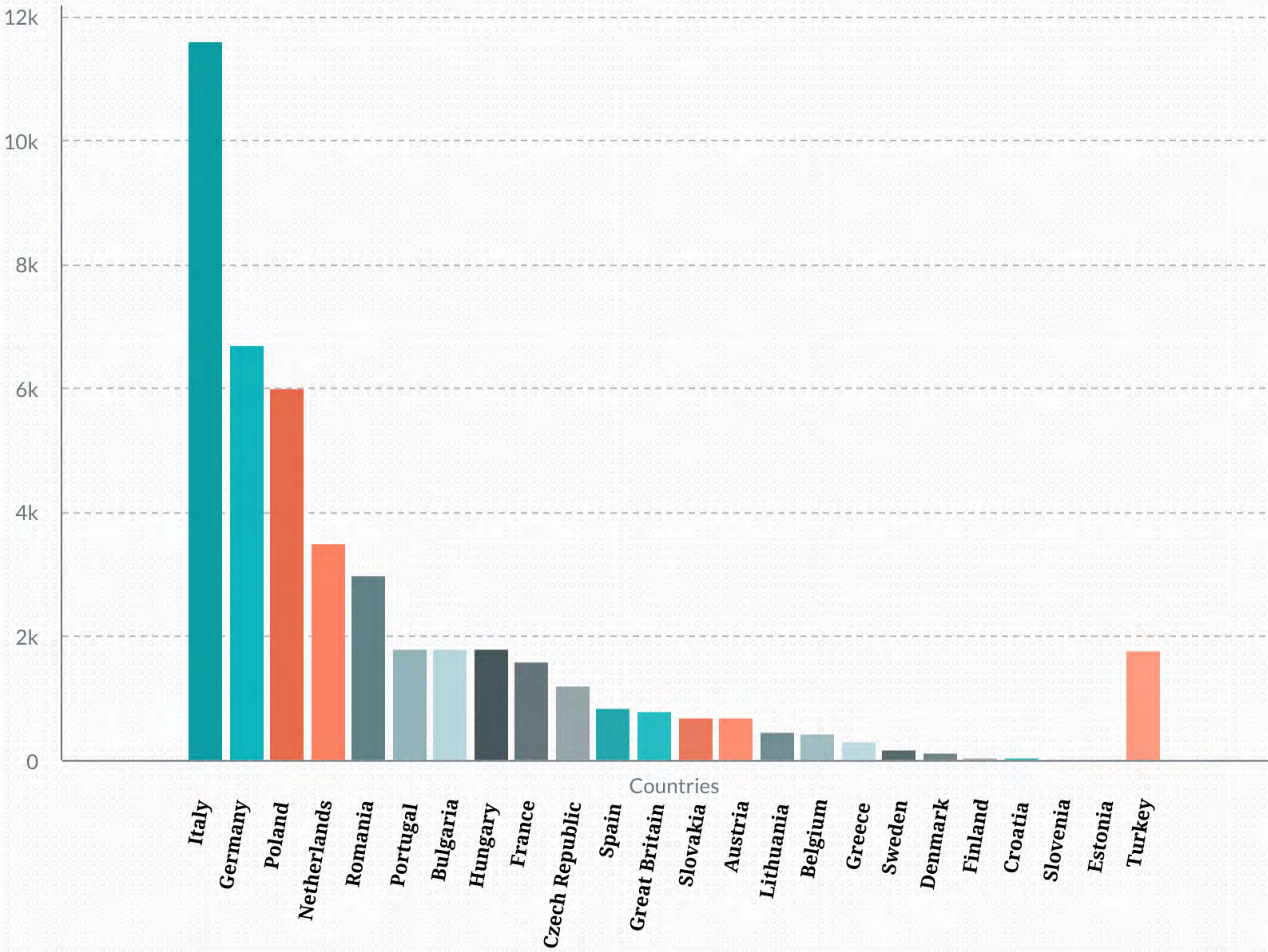
2020 EUROPEAN BICYCLE INDUSTRY EMPLOYMENT (EU 27+TR+UK)



Country	Italy	Germany	Poland	Netherlands	Romania	Portugal	Bulgaria	Hungary	France	Czech Republic	Spain	Great Britain	Slovakia
Bicycle Employment	11.600	6.700	6.000	3.500	3.000	1.810	1.808	1.800	1.600	1.200	850	800	700
Ranking	1	2	3	4	5	6	7	8	9	10	11	12	13

Country	Austria	Lithuania	Belgium	Greece	Sweden	Denmark	Finland	Croatia	Slovenia	Estonia	EU 28	Turkey
Bicycle Employment	700	471	440	303	190	120	50	40	30	20	**43.732**	1.775
Ranking	14	15	16	17	18	19	20	21	22	23		

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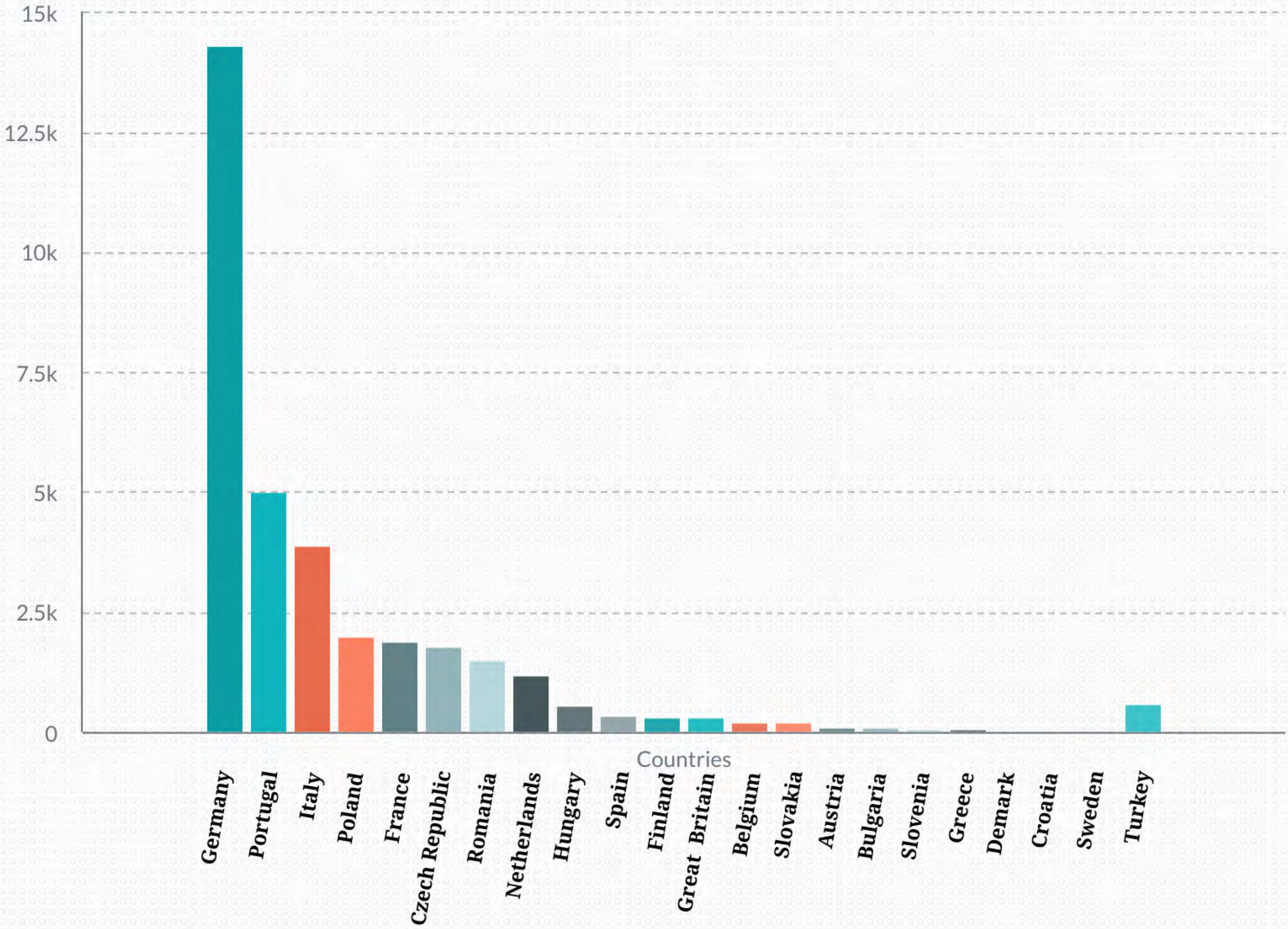
2020 EUROPEAN BICYCLE PARTS AND ACCESSORIES INDUSTRY EMPLOYMENT (EU 27+TR+UK)



Country	Germany	Portugal	Italy	Poland	France	Czech Republic	Romania	Netherlands	Hungary	Spain	Finland	Great Britain
P&A Employment	14.300	5.001	3.900	2.000	1.900	1.800	1.500	1.200	550	350	315	300
Ranking	1	2	3	4	5	6	7	8	9	10	11	12

Country	Belgium	Slovakia	Austria	Bulgaria	Slovenia	Greece	Denmark	Croatia	Sweden	EU 28	Turkey
P&A Employment	210	200	95	95	70	58	40	20	10	**33.869**	600
Ranking	13	14	15	16	17	18	19	20	21		

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National Market Summaries

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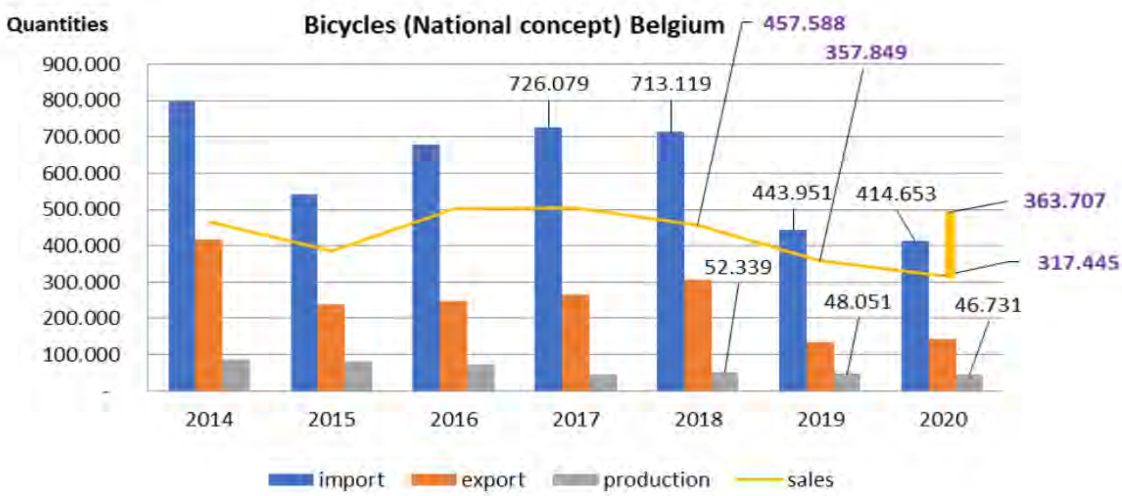
BELGIUM

In 2020, total (non-electric) bicycle sales in Belgium are estimated at between 317,400 and 365,000 units, depending on the source. Sales figures for electric bikes (up to 25km/h) continue to rise compared to 2019. Sales of speed pedelecs seems to stabilise in 2020.



Figures for 2014-2020, quantities of conventional bicycles (source: National Bank of Belgium). Import figures have been revised downwards from 601,025 units to 443,951 units. As a result, estimated sales have fallen from 509,872 to 357,849 bikes in 2019.

In 2020, the total sales of (non-electric) bicycles in Belgium decreased by 11% compared to the previous year, according to figures from the National Bank of Belgium, to a level of **317,445 units** (2019: 357,800 bikes; 2018: 457,600 bikes). Please note that the figures for 2019 have been significantly corrected since last year. Therefore, we give a second figure for 2020: according to Shimano and Traxio estimates, sales of non-electric bikes amount to **363,707 units**.

Belgian production of (non-electric) bicycles has fallen very slightly compared to 2019, according to NBB figures. However, the feedback we received from our members regarding the production of ordinary and electric bicycles shows an increase. This is due to the increased demand for bicycles during the 2020 containment period. Due to depleted stocks of bicycle parts, it was difficult for many Belgian and European bicycle manufacturers to keep up with this growing demand.

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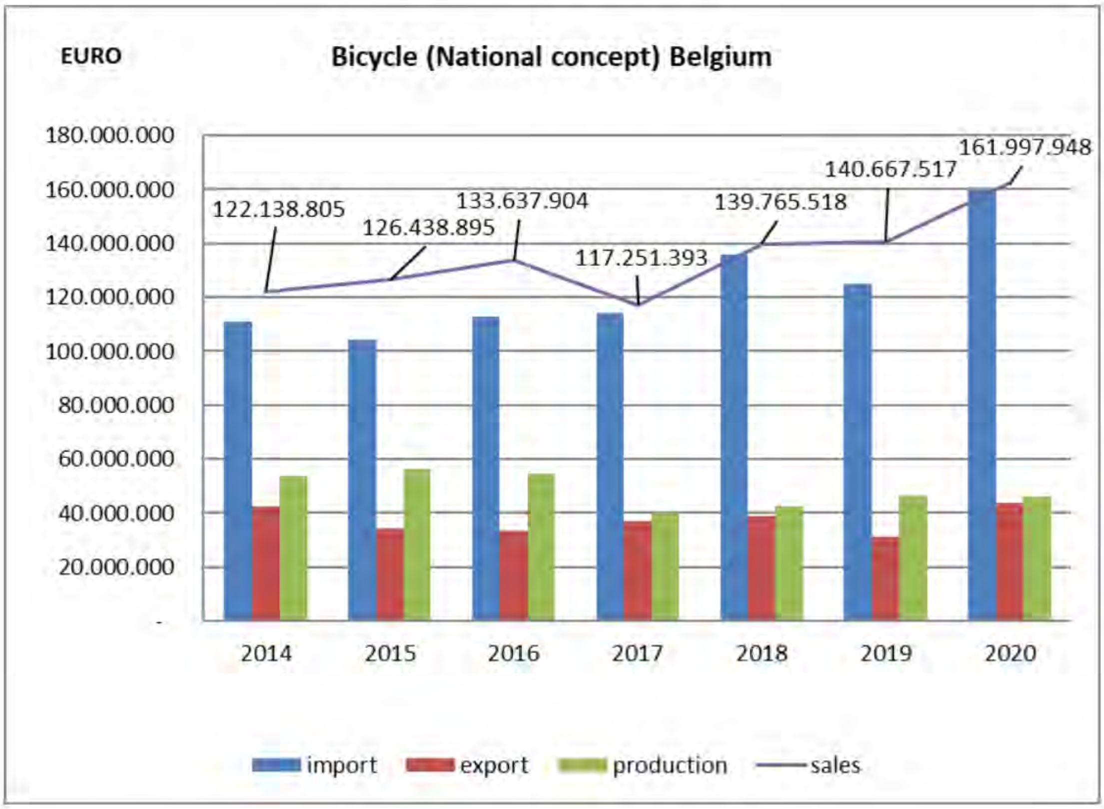
BELGIUM



Figures for 2014-2020, amounts in euro (source: NBB)

The volume of ***imports of bicycles*** decreased again in 2020 (-7%), but less strongly than between 2018 and 2019. The sharp decline in 2019 was due to the introduction of anti-dumping measures at that time.

In 2020, ***bicycle sales in Belgium*** continued the decline in volume that began in 2017. The number of new bicycles sold in Belgium fell by 11% between 2019 and 2020. This decline in the number of (conventional) bicycles is linked to the growing success of electric bicycles. On the other hand, turnover continued to grow and increased by 15% between 2019 and 2020 to a level of almost 162 million euro.

Finally, the ***average selling price of bicycles produced in Belgium*** continues to rise, with an average price of €988/piece for bicycles manufactured in Belgium.

According to Shimano/Traxio figures, ***sales of electric bikes*** will reach 193,600 units in 2019 and 228,400 in 2020, an increase of +18%.

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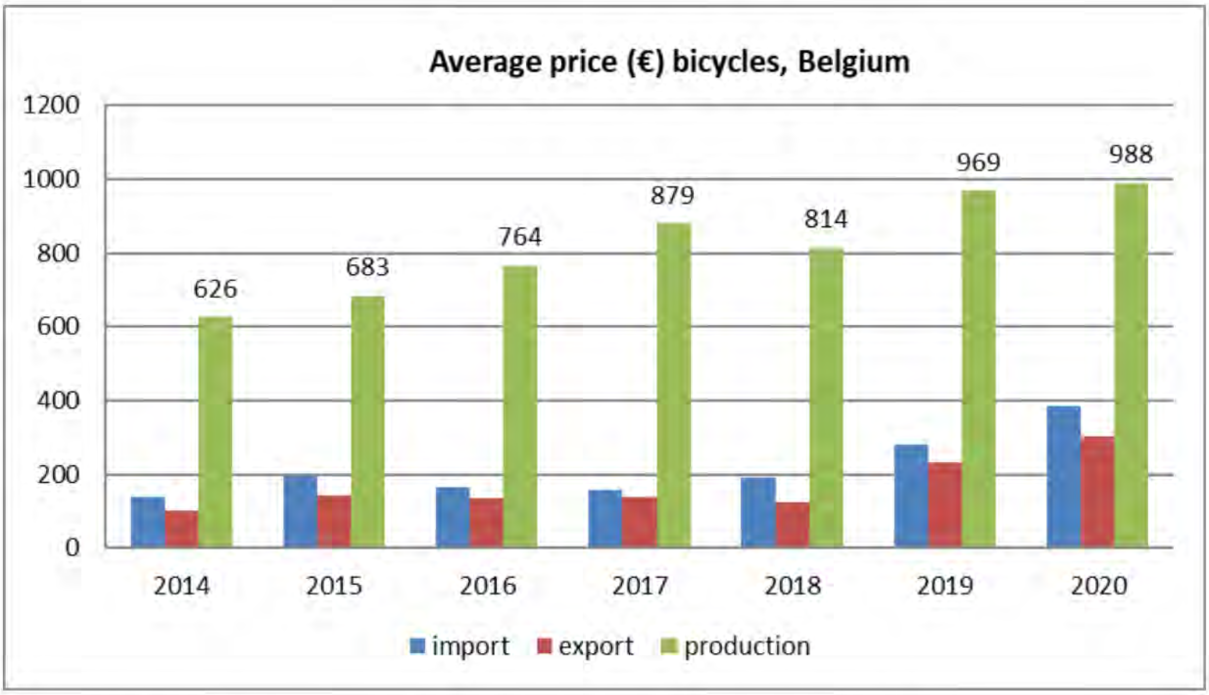
BELGIUM



Figures 2014-2020, average price per unit, in euro (source BNB)

Secondly, the ***speed pedelecs*** category continues to grow in Belgium. The number of new registrations was almost identical to 2019 (more than 12,000), bringing the total fleet to more than 41,000 units. There is still a strong disparity between the regions, with 96% of speed pedelecs registered in Flanders.

Finally, the number of new speed pedelecs registered for leasing dropped by 18%. This is probably due to the reduction in commuting during the health crisis, and the reduced need to offer mobility solutions to staff.

New registrations	2019	2020
VLA	12132	11737
WAL	207	271
BRU	350	260
Total	**12689**	**12268 (-3%)**

New registrations of speed pedelecs in Belgium (source: FPS Mobility and Transport)

Total fleet	2019	2020
VLA	28216	39634
WAL	526	788
BRU	512	748
N.A	0	18
Total	**29254**	**41188 (+41%)**

Total speed pedelecs in Belgium (source: FPS Mobility and Transport)

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BELGIUM

Trends

Our members observe the following trends in the Belgian cycle industry:

- The health crisis has forced temporary factory closures and thus the interruption of production. This caused considerable disruptions in the supply chains, both of complete bikes and of spare parts.
- The health crisis has also encouraged a growing interest in cycling in general. However, the number of units sold in 2020 remains limited. The reason for this is the supply disruption mentioned above.
- Demand is high, there are delays in almost all deliveries. Professional customers have placed many orders, the gap in production is difficult to close.
- Now (05/2021) it is not only private individuals but also bicycle dealers who are looking for used bikes and parts.
- The greatest growth is seen in the "electric trekking" and "electric urban" categories. Electric mountain bikes (e-MTB) are also making surprising progress, with growth of more than a quarter.
- The growth is mainly in electric bikes, but children's bikes, mountain bikes and road bikes are still in high demand, to the extent that some suppliers are no longer taking orders (05/2021).

Cycling infrastructure

- The health crisis has also given a boost to investment in cycling infrastructure. The state and the regions are devoting ever larger budgets to this.
- For example, in Brussels, a large network of "corona" cycle paths was set up in a hurry. These were separate cycle track projects that were implemented faster than planned, with temporary facilities, because of the crisis, to offer an alternative to public transport and prevent users from turning to the car. Gradually, the temporary facilities will be made permanent.
- The extension of the cycling infrastructure is also visible in the Belgian recovery plan submitted to the European Commission as part of its Recovery and Resilience Facility. The Belgian plan devotes €411 million to cycling infrastructure projects. This represents only 55% of the total investment in the various Belgian recovery plans!
- This improvement and extension of the cycling infrastructure is also contributing to an increase in cycling and the demand for bicycles and bicycle parts..

Rising costs

The costs of raw materials and transport are rising sharply, partly due to the health crisis. In the near future, a higher increase in retail prices is to be expected.

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BULGARIA

General information

Recent developments in Bulgaria regarding the bike market, production, investments, etc. during 2020 are positive. In a separate table the exact figures for production and sales with corresponding breakdowns are shown.

The Bulgarian internal market for bikes during 2020 was almost 160 000 bicycles of which almost 600 EPAC units. It increases with more than 35 % in units in comparison to 2019. The import share is 50 % of the units and the other 50 % are Bulgarian made bikes. The structure of the demand in 2020 remains unchanged – higher demand for MTBs compared to lower for CTB/Trekking. The average price of the sold bikes has increased as well. A positive change is the new demand for EPACs, although still limited mainly for eMTBs.

ABPB member- Leader 96 Ltd invested about EUR 700 thousands in a new powder painting shop from Gamma, which led to higher efficiency through the semi-automatized process and to increased painting quality. Their second investment of about EUR 1 million is in a new warehouse to optimize the flow of finished goods. The third investment of EUR 50 thousands is in new production lines for efficiency improvement and capacity enhancement. Thus the annual production capacity of Leader 96 Ltd reached 230 000 EPACs.

ABPB member - Cycle Gets started regular production of aluminum frames for mid and high end EPACs.

Some key events took place. Some of them are: **The International Cycling Tour of Bulgaria** was reborn after a break of almost 3 years. The start of the competition was on July 27, 2020 in Sofia at 18:00. It is one of the oldest cycling competitions in the world after the Tour de France, the Giro d'Italia and the Tour of Belgium. Its first edition was held in 1924. A total of 20 teams competed in the Tour of Bulgaria. The competition passed through the cities of Pazardzhik, Plovdiv, Sliven and finished on July 31 in the sea capital of Bulgaria – Burgas on the Black Sea coast.

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BULGARIA

"Together with the management board of the newly formed Bulgarian Cycling Federation, we organized this competition, which is really prestigious and a key for the country as a whole, and not only for the Bulgarian cycling. We gave the Bulgarian athletes a chance to perform and compete with the best European cyclists and we returned the tour to the calendar of the World Cycling Federation", commented the President of the Bulgarian Cycling Federation – Mr. Dragomir Kouzov (member of ABPB). One Bulgarian (DRAG Cycling Club) and 2 foreign teams (the best Spanish amateur team - Filial Caja Rural Seguros RGA and the French Martigues Sport Cyclisme) participated with bicycles of the Bulgarian manufacturer DRAG.

European Track Cycling Championship – Elite- for the first time Bulgaria hosted it from 11 to 15 November 2020 in the second biggest Bulgarian city of Plovdiv. More than 200 cyclists from more than 20 countries competed, including Olympians, world and European champions and medalists. Bulgaria was represented by a national team of 7 competitors. A total of 22 sets of medals in 11 disciplines for men and women were awarded at the European Championships - sprint, team sprint, individual pursuit, team pursuit, keirin, omnium, madison, individual time trial race 500 m (women) / 1000 m (men), race points, scratch and elimination.

"I am proud of this well-deserved high level recognition of Bulgaria and the Bulgarian cycling. In a year when the whole world is facing many difficulties due to the coronavirus pandemic, organizing an international competition is an exceptional challenge and responsibility. The Bulgarian Cycling Federation, the city of Plovdiv and "Kolodruma" Sport hall met the high expectations and proved that we are excellent hosts who know how to hold events of the highest level, despite the difficulties caused by the crisis with Covid-19," said Krasen Kralev, Bulgarian minister of Youth and Sports.

"Apart from gathering the European elite in this sport, it also gave us the opportunity to show Europe and the world the racetrack in Plovdiv, which is the only inside one in Southeast Europe. After the championship, many athletes showed interest in our country and a desire to train the cycling sport in Bulgaria. I would like to thank the Vice President of the European Cycling Federation Mr. Alexander Gusyatnikov, who gave the idea for our country to apply and host this championship", Kralev added. The opening ceremony was also attended by the Vice President of the European Cycling Federation – Mr. Alexander Gusyatnikov, the President of the Bulgarian Cycling Federation – Mr. Dragomir Kuzov and the Deputy Mayor of Plovdiv – Mr. Georgi Tityukov.

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BULGARIA

Kids competition

DRAG Bicycles organized a competition for children from 2 to 10 years old in South Park, Sofia on June 28, 2020. The competition was part of the sports event „Cycling 2020 - Sofia rides a bike and runs for a healthier air" of the Foundation Sofia - European Capital of Sport. The event was organized for a second consecutive year and more than 50 kids took part in it. The children's competition aims to promote cycling among adolescents and encourage them to a more active and healthier lifestyle.

UEC - Last but not least is the election of the President of the Bulgarian Cycling Federation (BCF) – Mr. Dragomir Kouzov at the European Cycling Union (UEC). He received the confidence of delegates from 50 affiliated Federations and was elected as a member of the Management Board. Thus, for the first time there is a Bulgarian member in the structure of the UEC.

"*My election is a huge recognition for the Bulgarian cycling. In a short time, only for a few months, the efforts of BCF to revive the image of this sport in our country were noticed. In July 2020 we managed to organize the International Cycling Tour of Bulgaria, and in November we hosted the European Track Cycling Championship – Elite in Plovdiv, where we received a high rating from Europe. The dynamics in our sport is great and we made an effort to be on a high level. This also shows that the UEC recognize us as a loyal partner for the future development of cycling*", said Dragomir Kouzov about his election.

The success for the Bulgarian cycling comes just four months after the BCF was approved as an equal-rights member of the International Cycling Union (UCI) – on November 5th, 2020. After the collapse of the Bulgarian Cycling Union in 2018, the BCF team worked hard for the return of the Bulgarian cycling to the European and international scene.

In the 6-member Governing Body of the European Cycling Union (UEC), the Bulgarian is next to Alexander Gusyatnikov (Russia), Henrik Jess Jensen (Denmark), Delmino Albano Magalhães Pereira (Portugal), Katarina Jakubova (Slovakia) and Natallia Tsylinskaya (Belarus).

At the congress on March 6th this year, which was held virtually and was attended by official delegates from 50 affiliated Federations, the current secretary of the UEC Enrico Della Casa was elected as President for the four-year period 2021-2025.

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BULGARIA

BICYLE AND EPAC PRODUCTION
(x1,000 units) 2007 – 2020

Year	2007	2008	2009	2010	2011	2012	2013
Bicycle and EPAC Production (x 1,000)	516	562	458	532	642	837	749
Evolution year/year-1 (%)	-	8,91	-11,24	16,16	20,68	30,37	-10,51

Year	2014	2015	2016	2017	2018	2019	2020
Bicycle and EPAC Production (x 1,000)	950	940	948	794	823	820	703
Evolution year/year-1 (%)	26,84	-1,02	0,81	-16,28	3,65	-0,26	-14,31

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BULGARIA

PARTS & ACCESSORIES PRODUCTION
(K€) 2012 – 2020

Year	2012	2013	2014	2015	2016	2017	2018	2019	2020
P & A Production (K€)	8.250	10.755	8.600	12.914	9.612	13.374	8.918	11.531	10.822
Evolution year/year-1 (%)		30,36	-20,04	50,16	-25,57	39,14	-33,32	29,31	-6,15

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BULGARIA

BIKE AND EPAC SALES
(X1,000 units) 2007 – 2020

Year	2007	2008	2009	2010	2011	2012	2013
Bicycle and EPAC Sales (x 1,000)	70	71	60	86	103	62	65
Evolution year/year-1 (%)		1,43	-15,49	43,33	19,77	-39,81	4,84

Year	2014	2015	2016	2017	2018	2019	2020
Bicycle and EPAC Sales (x 1,000)	82	62	79	77	94	74	85
Evolution year/year-1 (%)	26,15	-24,90	28,19	-2,35	21,45	-21,13	15,72

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FRANCE

2020 an exceptional year for the bicycle market

With more than €3 billion in sales, the French cycle market has jumped by 25% compared to 2019. Nearly 515,000 EPACs were sold, a record while the first few months were chaotic. 2020 has considerably accelerated the momentum that the bicycle market has been experiencing in recent years. 3 billion (+25%), or 2,684,800 bicycles sold (+1.7%).

<u>EPACs increasingly popular</u>
With 514,672 EPACs sold (+29%) and an average price that has increased by 21% (€2,079), EPACs now represent 56% of the market in value.
While city bikes are still widely favoured by the French (40% of all bikes sold), sport bikes are booming (+46% increase in volume for eMTB.

<u>An increase in the range of bikes purchased by the French</u>
Quality bicycles (more comfortable for long-term use), at a higher price, are increasingly popular, including classic bicycles: the average price of bicycles (classic and mountain bikes) sold in 2020 is now €717, an increase of 25% compared to 2019.

<u>A proactive approach by the public authorities</u>
Support for bicycle repairs ("Coup de pouce vélo") has made a significant contribution to getting French people back on their bikes after their confinement (1,9 million repairs). In this respect, the market for parts and accessories will be worth more than one billion euros in 2020, i.e. a 20% increase compared to 2019.
The development of cycle paths (temporary or otherwise) by local authorities has also contributed to this craze, by making cycle routes safer.

<u>The momentum around cycling must be sustained</u>
2021 opens up new prospects for the development of bicycle use:

- To combat theft and fencing, bicycle registration is now mandatory
- All over the country the bicycle will be in the spotlight throughout the month of May
- The added value of cycling in France is growing and has a bright future ahead of it, particularly with the rise of new French EPAC brands, but also the development of training for cycle repairers, a sector that creates jobs.

The development of bicycle use is a challenge for the future that must continue to be supported by all public authorities.

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FRANCE

BICYCLE AND EPAC SALES
(x1,000 units) 2000 – 2020

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Bicycle and EPAC Sales (x 1,000)	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	2019	2020
Bicycle and EPAC Sales (x 1,000)	3.031	3.197	2.917	2.785	2.977	2.996	3.035	2.807	2.707	2.652	2.685
Evolution year/year-1 (%)	-3,22	5,48	-8,76	-4,53	6,89	0,64	1,29	-8,29	-2,74	-2,02	1,23

*Sales = Sales to consumers

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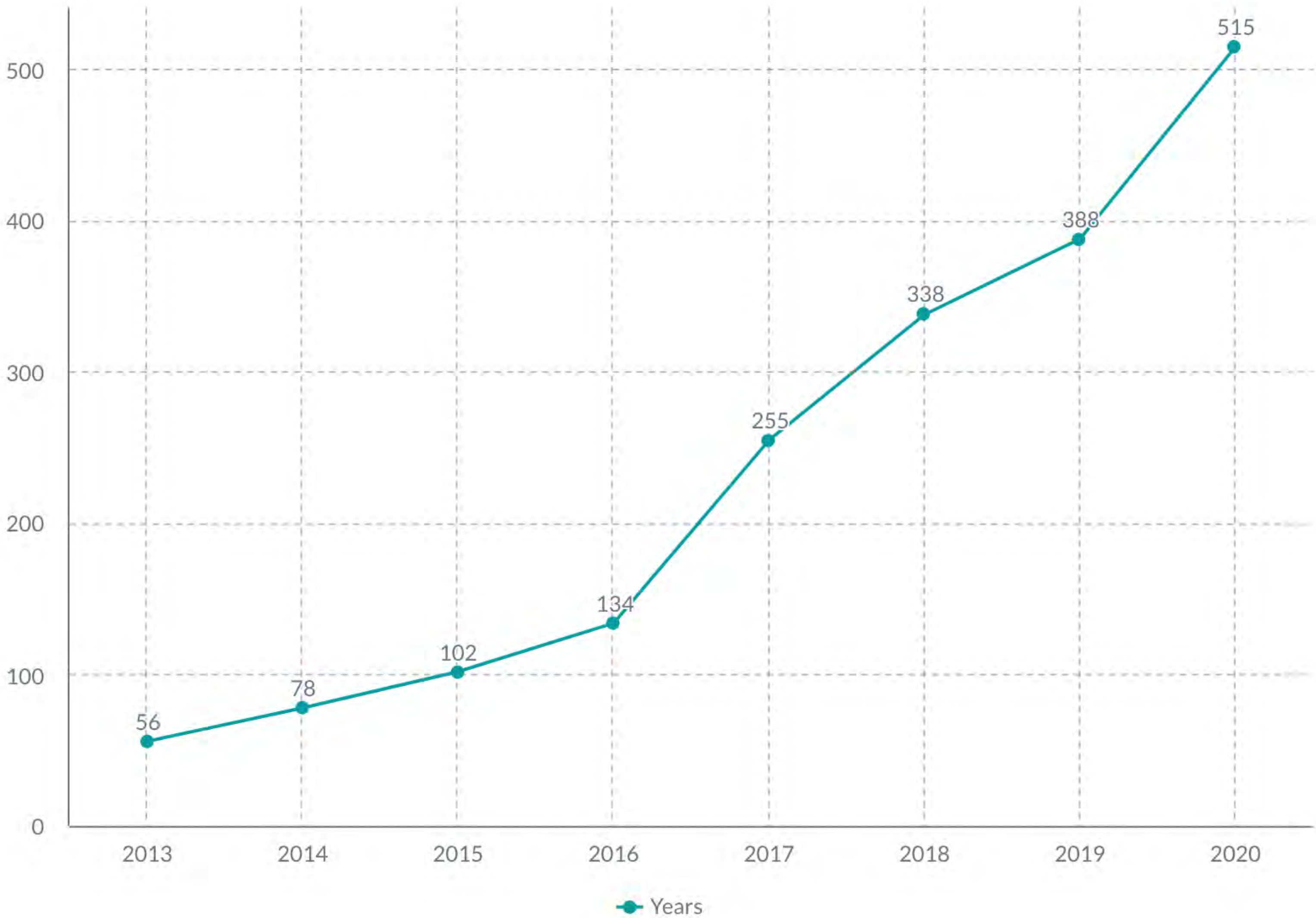
FRANCE

EPAC SALES
(x1,000 units) 2013 – 2020



Year	2013	2014	2015	2016	2017	2018	2019	2020
EPAC Sales (x 1,000)	56	78	102	134	255	338	388	515
Evolution year/year-1 (%)		39,29	30,77	31,37	90,20	32,62	14,82	32,61

*Sales = Sales to consumers, incl. Speed EPAC sales

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GERMANY

Tail wind for the German Bicycle Industry – Huge increase in Sales and Turnover

As for the whole social and economic life, the Covid-19 pandemic obviously had a huge impact on the German bicycle and EPAC industry in 2020, too. The manufacturers and dealers were facing immense challenges with regard to shutdowns, disrupted supply chains, closed shops, hygiene requirements and an unprecedented demand.

The bicycle branch has already been very satisfied with the dynamic growth in the previous years. However, in 2020, it was impressively proven that bicycles and EPACs are not only very popular in Germany, but that they can also be considered as a guarantor for an infection-proof daily mobility and thus can be described as systemically relevant.
Bicycles, with or without electric propulsion, are currently a very popular and attractive means of transport and could benefit considerably from the special situation in the last year.

<u>The market data of the German bicycle industry of 2020 at a glance:</u>

- **Sales of bicycles and EPACs: 5.04 million units which means an increase of 16.9% in comparison to the previous year**
- **Sales of EPACs: 1.95 million units representing 38.7% of total sales**
- **In 2020, 43.4% more EPACs were sold in comparison to 2019**
- **Turnover of bicycles and EPACs: 6.44 billion € which is an increase of 60.9% compared to the previous year**
- **About 10 billion € turnover together with components and accessories**
- **Average sales price per bike (including EPACs): 1.279 €, mainly driven by the big share of EPACs**

Customers show an increasing awareness for quality and safety aspects. Thus, more and more bicycles and EPACs with high quality and better equipment are sold.

Some essential reasons for the EPAC boom probably are a large variety in models in all product categories, excellent design as well as innovative developments in drive and battery technology.

Moreover, business models based on bike leasing or bike sharing are getting more and more popular. Fiscal incentives and subsidies for the purchase of EPACs for commercial as well as private use (e.g. cargobikes) have positive impacts on the market, too.

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GERMANY

In 2020, the export of bicycles and EPACs increased by 7.9% up to 1.57 million units.
The export of EPACs alone increased to 0.61 million units which is 15% above the previous year.

The whole bike stock, including EPACs, grew to 79.1 million units in Germany in 2020. This includes about 7.1 million EPACs.
The numbers of units rose within all model groups except from conventional MTBs, Dutch and touring bikes. The numbers of children's bikes remained constant. Especially the group of e-MTB grew again significantly.

The proportion of model groups within the EPAC category is as follows:

- e-trekking bikes 35.5%
- e-MTB 30%
- e-city / urban bikes 28%
- e-cargobikes 4%
- e-racing machines 0.5%
- S-EPACs 0.5%

In 2020, the ZIV together with two other bicycle associations (BVZF and VSF) commissioned a study[1] on the economic effects of the bicycle sector. It figured out that the bicycle branch is a serious driving force for jobs and revenues in Germany. The main findings of the study include:

- In 2019, the bicycle sector created about **281.000 jobs** in Germany of which **204.000 jobs** were generated in the **bicycle tourism**.
- The bicycle sector generated **overall revenues of 37.7 billion €.**
- 47% of the 26 million existing household insurances in Germany include a clause for bicycle insurance. According to a survey, 38% of German bike owners have insured their bikes via a household insurance; **only 4% have a special bike insurance**. **EPACs are insured more often: about 50% are included in the household insurance and about 20% of EPAC owners have a several EPAC insurance.**
- **Bike leasing** is getting more and more popular. **In 2019, about 200.000** bikes and EPACs were leased in Germany.

[1] Frederic Rudolph, Alessio Giustolisi, Anna Butzin, Eva Amon: „Branchenstudie Fahrradwirtschaft in Deutschland: Unternehmen, Erwerbstätige, Umsatz"; 12/2020; Commissioned by ZIV, BVZF and VSF

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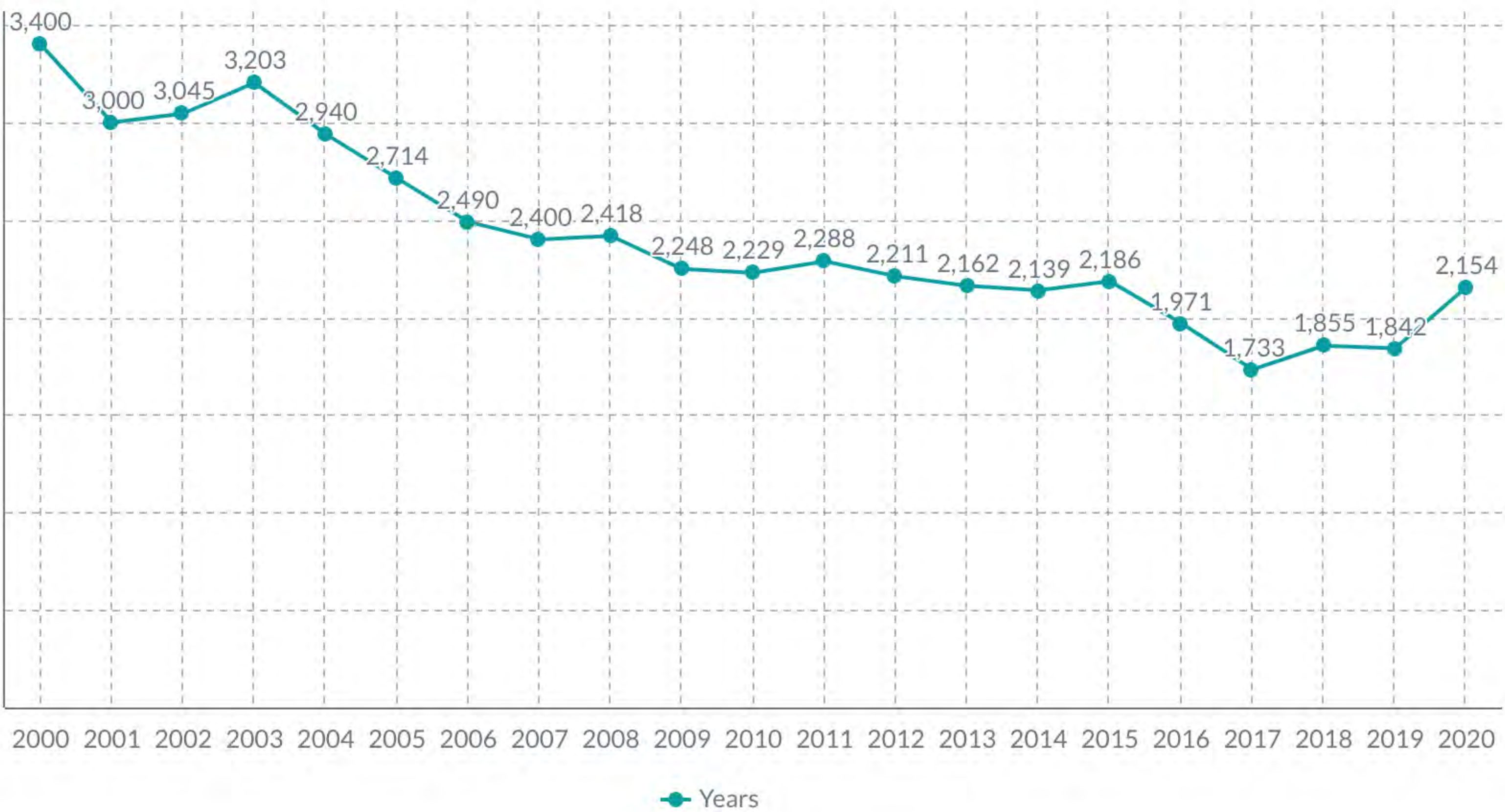
GERMANY

BICYLE AND EPAC PRODUCTION
(x1,000 units) 2000 – 2020



Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Bicycle and EPAC Production (x 1,000)	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	1,50	5,19	-8,21	-7,69	-8,25	-3,61	0,75	-7,03

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Bicycle and EPAC Production (x 1,000)	2.229	2.288	2.211	2.162	2.139	2.186	1.971	1.733	1.855	1.842	2.154
Evolution year/year-1 (%)	-0,85	1,78	-0,81	-5,51	-3,26	2,20	-9,84	-12,08	7,04	-0,70	16,94

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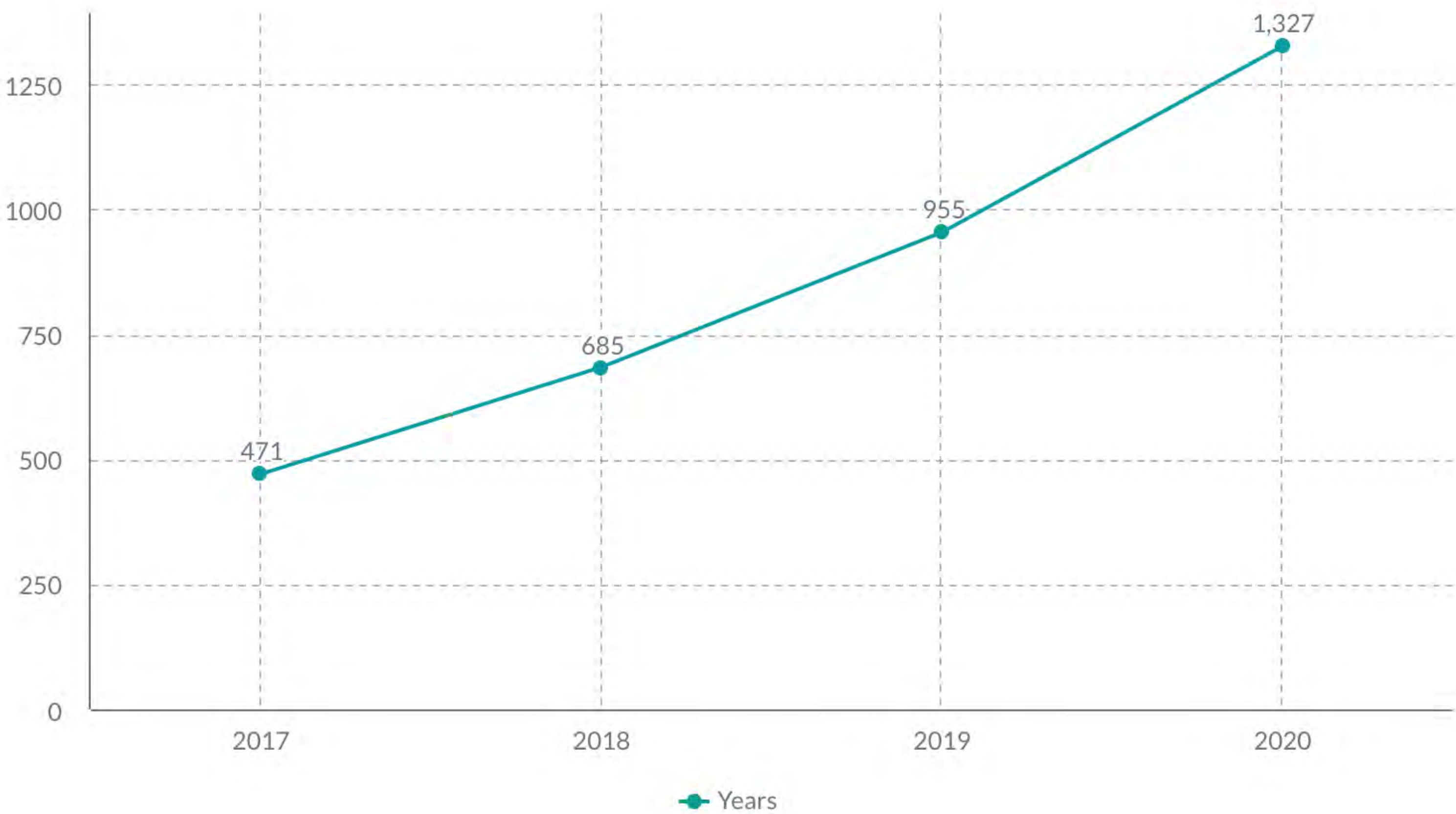
GERMANY

EPAC PRODUCTION
(x1,000 units) 2017 – 2020



Year	2017	2018	2019	2020
EPAC Production (x 1,000)	471	685	955	1.327
Evolution year/year-1 (%)		45,44	39,42	38,95

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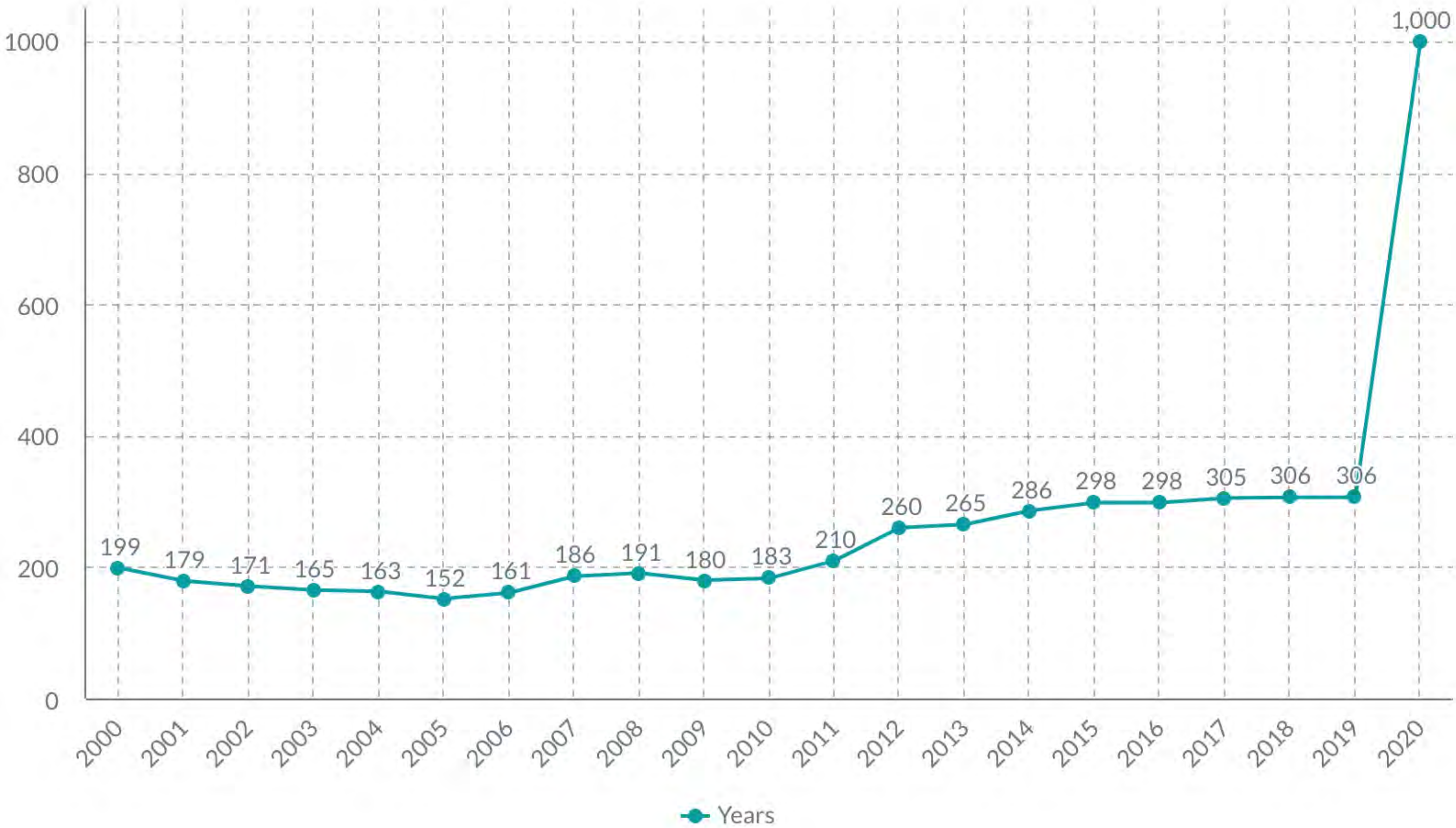
GERMANY

PARTS & ACCESSORIES PRODUCTION*
(M€) 2000 - 2020



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	2019	2020
P & A Production (M€)	183	210	260	265	286	298	298	305	306	306	1.000
Evolution year/year-1 (%)	1,67	14,75	23,81	1,92	7,92	4,27	-0,07	2,35	0,33	0,00	226,80

*Values excluding VAT

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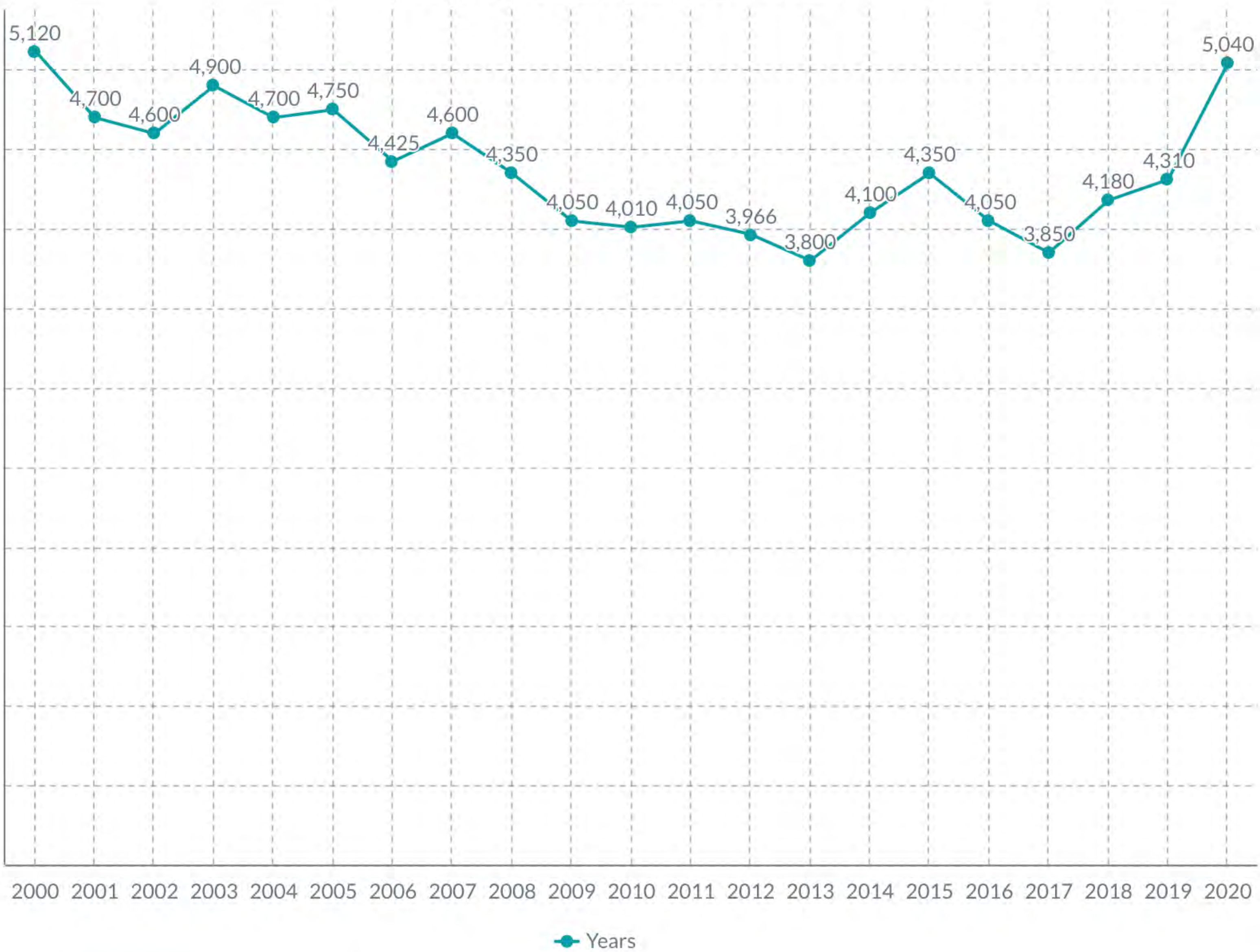
GERMANY

BICYCLE AND EPAC SALES*
(x1,000 units) 2000 - 2020



Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Bicycle and EPAC Sales (x 1,000)	5.120	4.700	4.600	4.900	4.700	4.750	4.425	4.600	4.350	4.050
Evolution year/year-1 (%)		-8,20	-2,13	6,52	-4,08	1,06	-6,84	3,95	-5,43	-6,90

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Bicycle and EPAC Sales (x 1,000)	4.010	4.050	3.966	3.800	4.100	4.350	4.050	3.850	4.180	4.310	5.040
Evolution year/year-1 (%)	-0,99	1,00	-2,07	-4,19	7,89	6,10	-6,90	-4,94	8,57	3,11	16,94

*Sales = Sales to consumers

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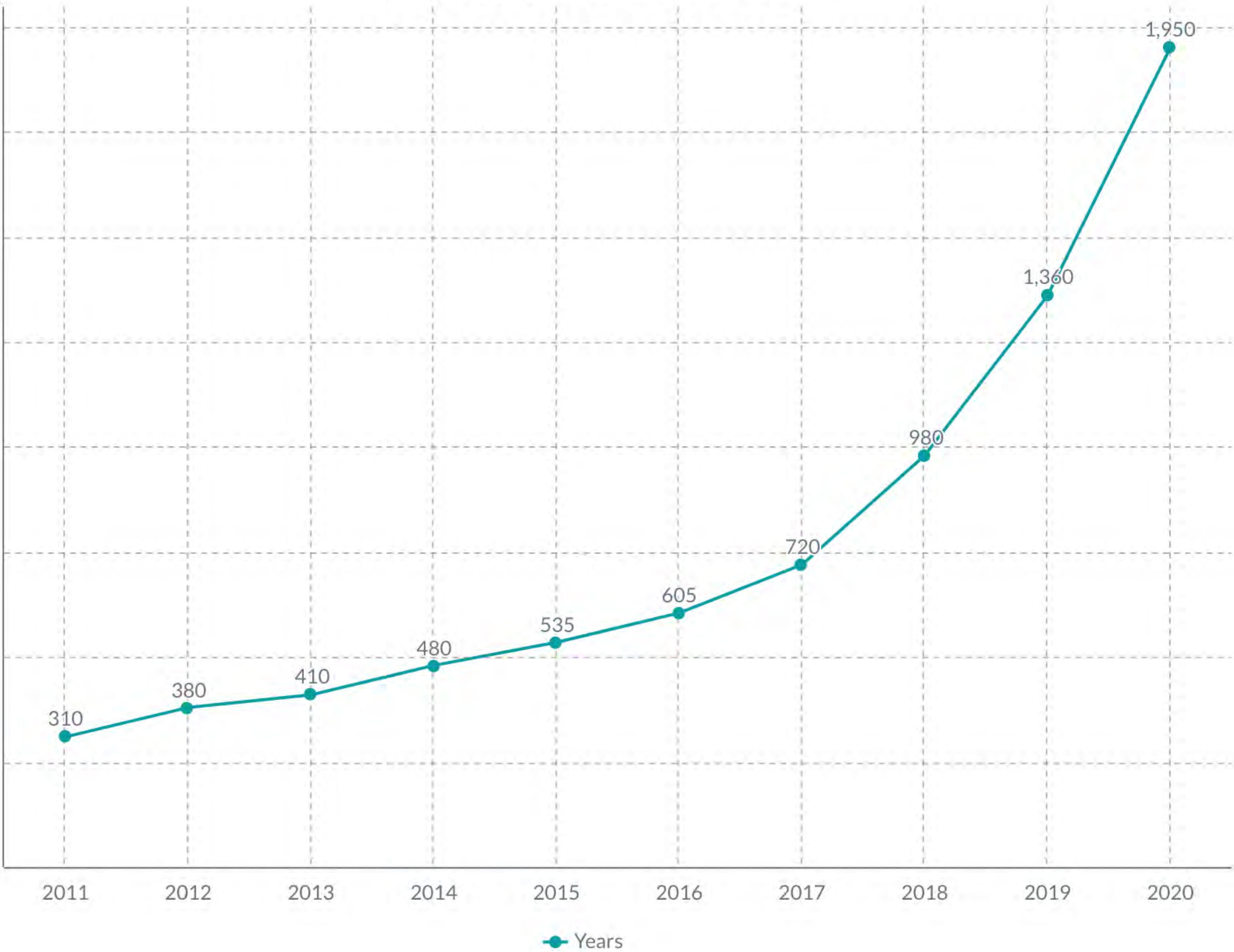
GERMANY

EPAC SALES*
(x1,000 units) 2011 - 2020



Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
EPAC Sales (x 1,000)	310	380	410	480	535	605	720	980	1.360	1.950
Evolution year/year-1 (%)		22,58	7,89	17,07	11,46	13,08	19,01	36,11	38,78	43,38
Market Share (compared to total bikes)	8%	10%	11%	12%	12%	15%	19%	23%	32%	39%

*Sales = Sales to consumers, incl. Speed EPAC sales

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GREAT BRITAIN

PRODUCTION

The UK manufactured around 180 000 units of conventional bikes in 2020. The rise from last year's figure of around 137k units reflects organic growth and new market entrants. As in previous years, this figure is based on a survey of known producers and is likely an underestimate of UK production. It is notable that HMRC figures indicate that import of frames to the UK has increased in recent years. On this basis it seems likely that additional 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.

The figure provided for the value of UK part and accessory production is an estimate based on combining sparse data from some UK producers with a conservative estimate made for non-reporting producers, plus sales trend data for UK-producing brands from the BA's Market Data Service. We consider the reported figure is likely to underestimate the true value of UK production.

EMPLOYMENT

The figures given are for employees directly involved in cycle or P&A manufacture, and are estimates based on surveys of known producers. They are also likely to be underestimates. A 2018 study commissioned by the Bicycle Association suggested that the total of all jobs generated by cycling in the UK is far higher at around 64,000 FTE (full time equivalent) employees.

SALES

The unit sales figures in this report are 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 this CONEBI BIMP report we will principally continue to report sales figures based on HMRC import/export data, for continuity with previous years. Note that on this basis no direct data on UK cycle sales value totals is available, and we are not confident that previous estimates are robust.

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GREAT BRITAIN

MARKET DATA SERVICE

In early 2020 the Bicycle Association launched a new Market Data Service. This collects sales data direct from retailers, both generalist and specialist. With monthly updates, this provides detailed, accurate and timely data to participating BA members via a flexible online dashboard. To find out more, please visit the Bicycle Association website: www.bicycleassociation.org.uk

The Market Data Service does also make available detailed reports for analysts, and these may also be purchased by companies who are not BA members.

"*Building On The Boom: The UK Cycling Market in 2020 and Beyond*" was released as a 40-page report in April 2021 and covers the full year Jan-Dec 2020, with projections to 2024. Published findings include:

- Major online shift in cycling sales, from 60:40 (retail:online) to 40:60 (retail:online)
- E-bike sales value increase, predicting a tripling by 2024
- 45% increase in total value of UK cycling market, as COVID-19 triggered a surge in consumer demand for bikes and other products.
- UK cycling market is estimated at a total of GBP 2.31 billion (at December 2020)
- High growth rates for gravel bikes
- Rising participation in cycling among adults and children

An earlier 89-page report "*The Impact of COVID-19 on the UK Cycling Market in 2020*" was published in December 2020. This integrated the BA's sales data with wider data sets, from weather patterns to the National Travel Survey, covering January to October 2020. Publicly released data from this report includes the following findings:

- UK retailers saw sales grow by 60% from March to October 2020
- E-bikes were already a major growth segment before 2020, and COVID-19 turbo-charged this trend with a 92% year-on-year rise in e-bikes sold, and a value increase of 118%, between April and September 2020. One pound in every five spent on a bicycle during the pandemic was spent on an e-bike.
- Between April and September 2020 the UK cycling market saw a 27% rise in sales volume and a 26% increase in average prices, compared with the same period in 2019
- Cycling during the pandemic lock-down reached its high point between mid-April and mid-June, regularly exceeding 250% of normal pre-COVID levels, according to Government data analysed in the report. Under COVID cycling also broadened its market penetration, with Sport England survey data showing participation rising from 16.5% to 18% of the population: an extra million cyclists on the road.

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GREAT BRITAIN

Full contents lists for both reports are available on the Bicycle Association website.

Finally, in June the BA released some finding about market performance in March-April 2020, delivering some early intelligence on the effects of COVID restrictions:

- Sales of bikes between £400 and £1000 more than doubled in April 2020 (rising by 112% in number, 99% in value) compared to April 2019. Overall, UK bike sales rose by 60% (numbers sold) and 57% (in value) but it was clear that functional, affordable bikes were the public priority. Sales of bikes over £3000 actually fell amid the boom.
- Lockdown did see e-bikes recover some pace, with April growth reaching 55% (value) and 48% (volume) compared to the same month in 2019. But that is just the normal level that would be expected of the UK's small but growing e-bike market, with its longer-term 50% growth rate. So e-bikes didn't see any significant COVID lockdown boost in April. In fact, the percentage of all bikes sold which were e-bikes dropped by 2% compared to the first quarter of the year.

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".

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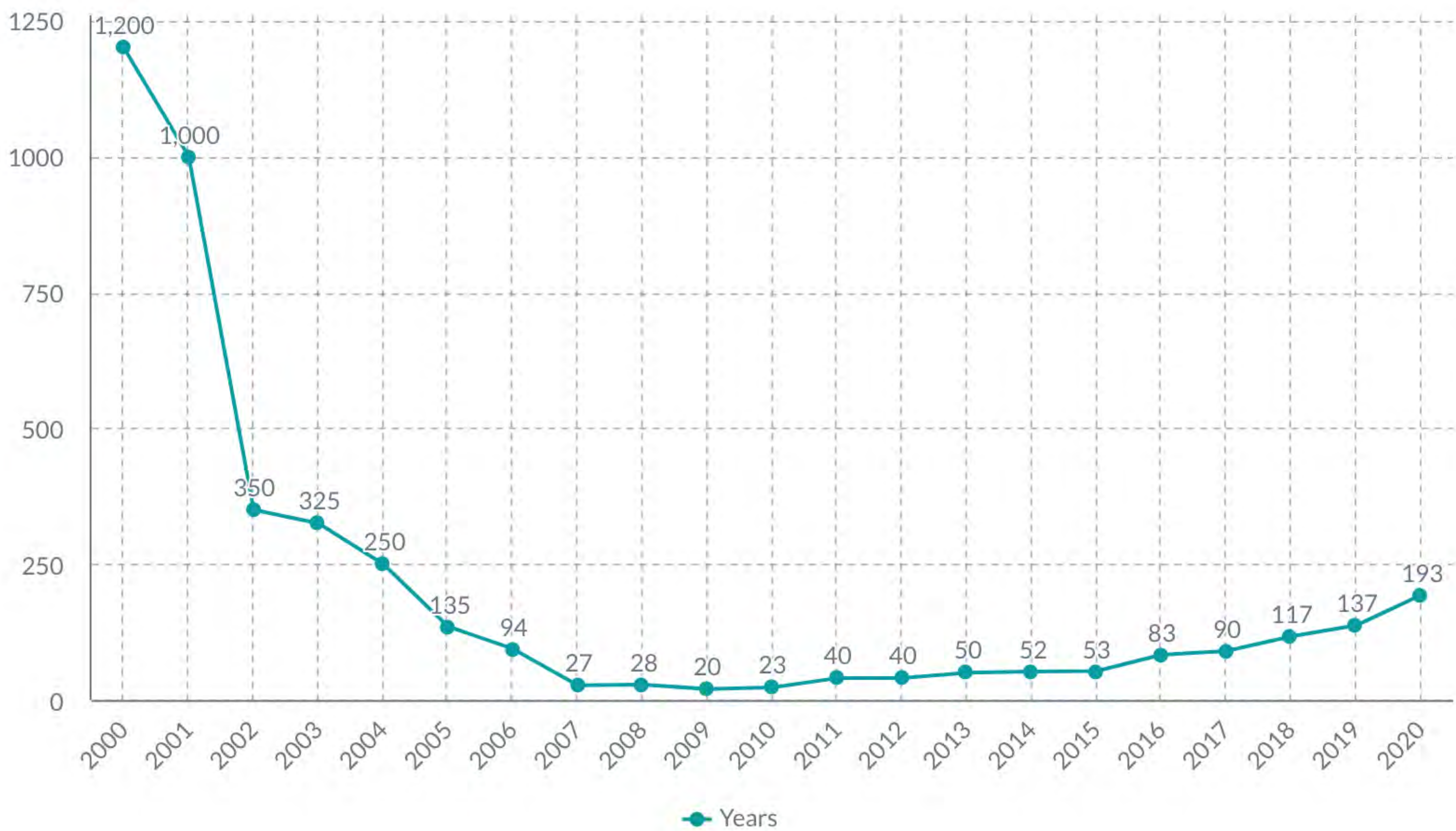
GREAT BRITAIN

BICYCLE AND EPAC PRODUCTION
(x1,000 units) 2000 – 2020



Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Bicycle and EPAC Production (x 1,000)	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	2019	2020
Bicycle and EPAC Production (x 1,000)	23	40	40	50	52	53	83	90	117	137	193
Evolution year/year-1 (%)	15,00	73,91	0,00	25,00	4,00	0,96	58,10	8,67	29,50	17,64	40,47

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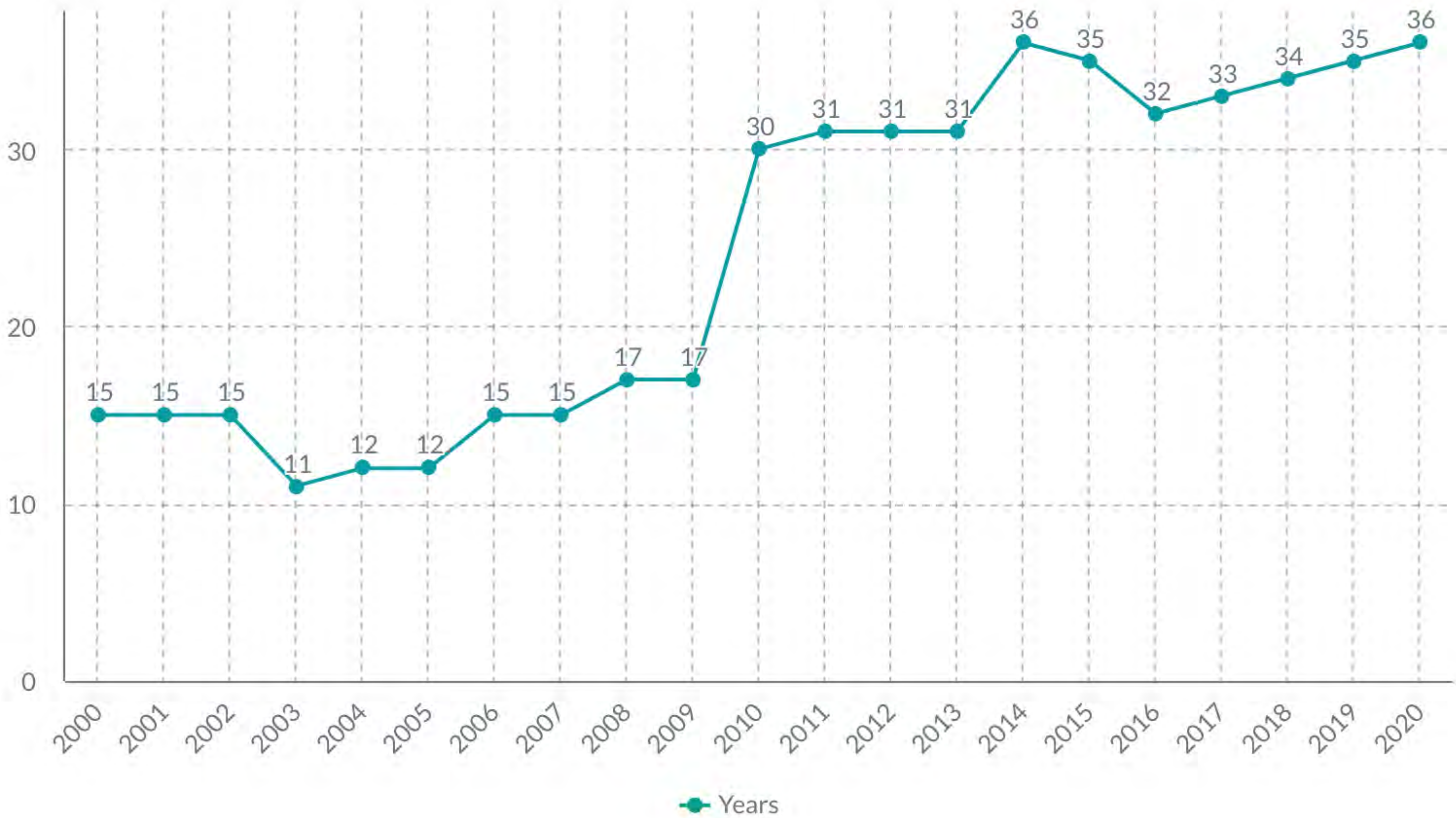
GREAT BRITAIN

PARTS & ACCESSORIES PRODUCTION*
(M€) 2000 – 2020



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 (%)		0,00	0,00	-26,67	9,09	0,00	25,00	0,00	13,33	0,00

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
P & A Production (M€)	30	31	31	31	36	35	32	33	34	35	36
Evolution year/year-1 (%)	76,47	3,33	0,00	0,00	16,13	-2,78	-8,57	3,13	3,03	1,47	5,29

*Values excluding VAT

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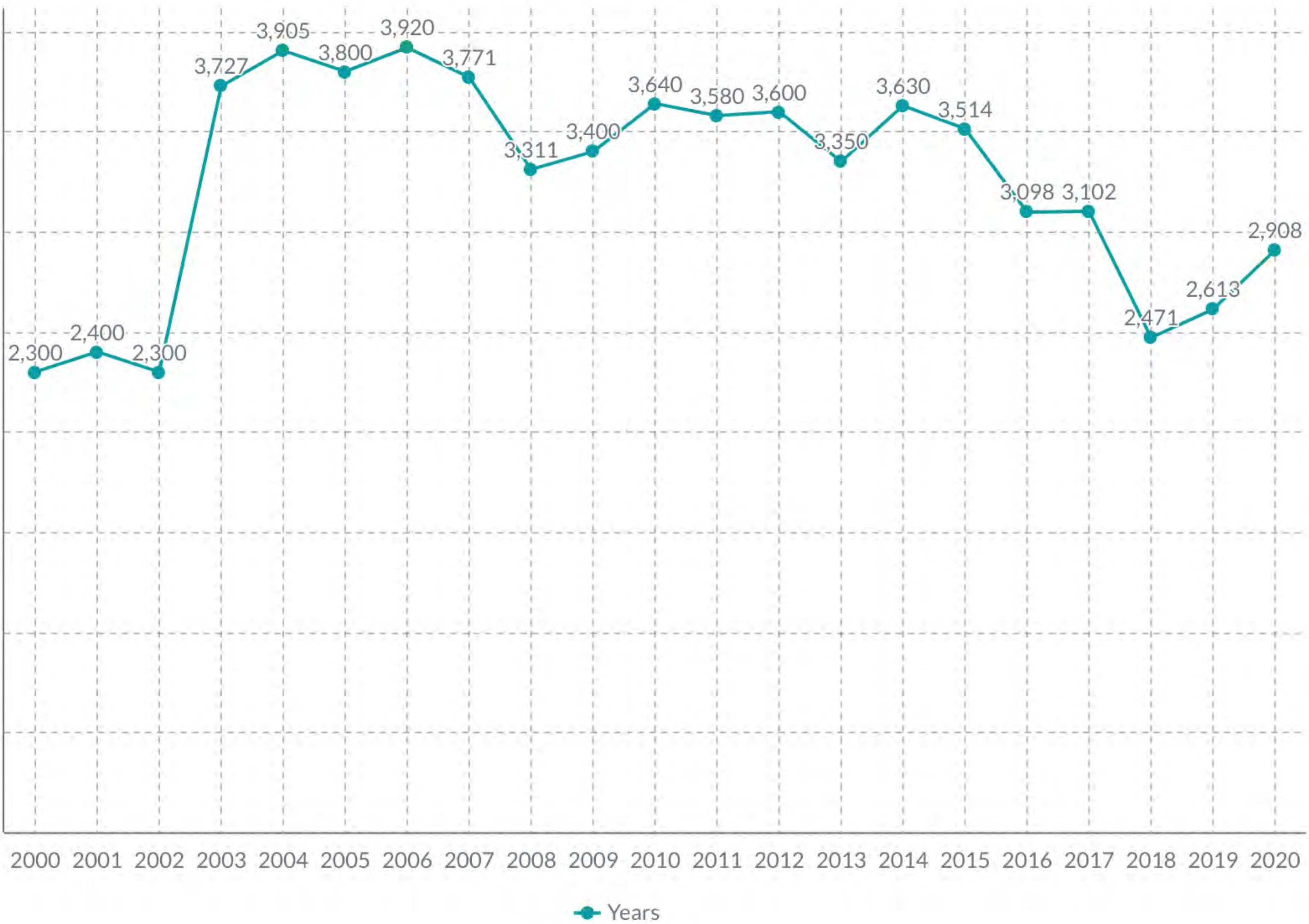
GREAT BRITAIN

BICYCLE AND EPAC SALES*
(x1,000 units) 2000 - 2020



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	2019	2020
Bicycle and EPAC Sales (x 1,000)	3.640	3.580	3.600	3.350	3.630	3.514	3.098	3.102	2.471	2.613	2.908
Evolution year/year-1 (%)	7,06	-1,65	0,56	-6,94	8,36	-3,20	-11,84	0,12	-20,33	5,73	11,29

*Sales: Sales to consumers

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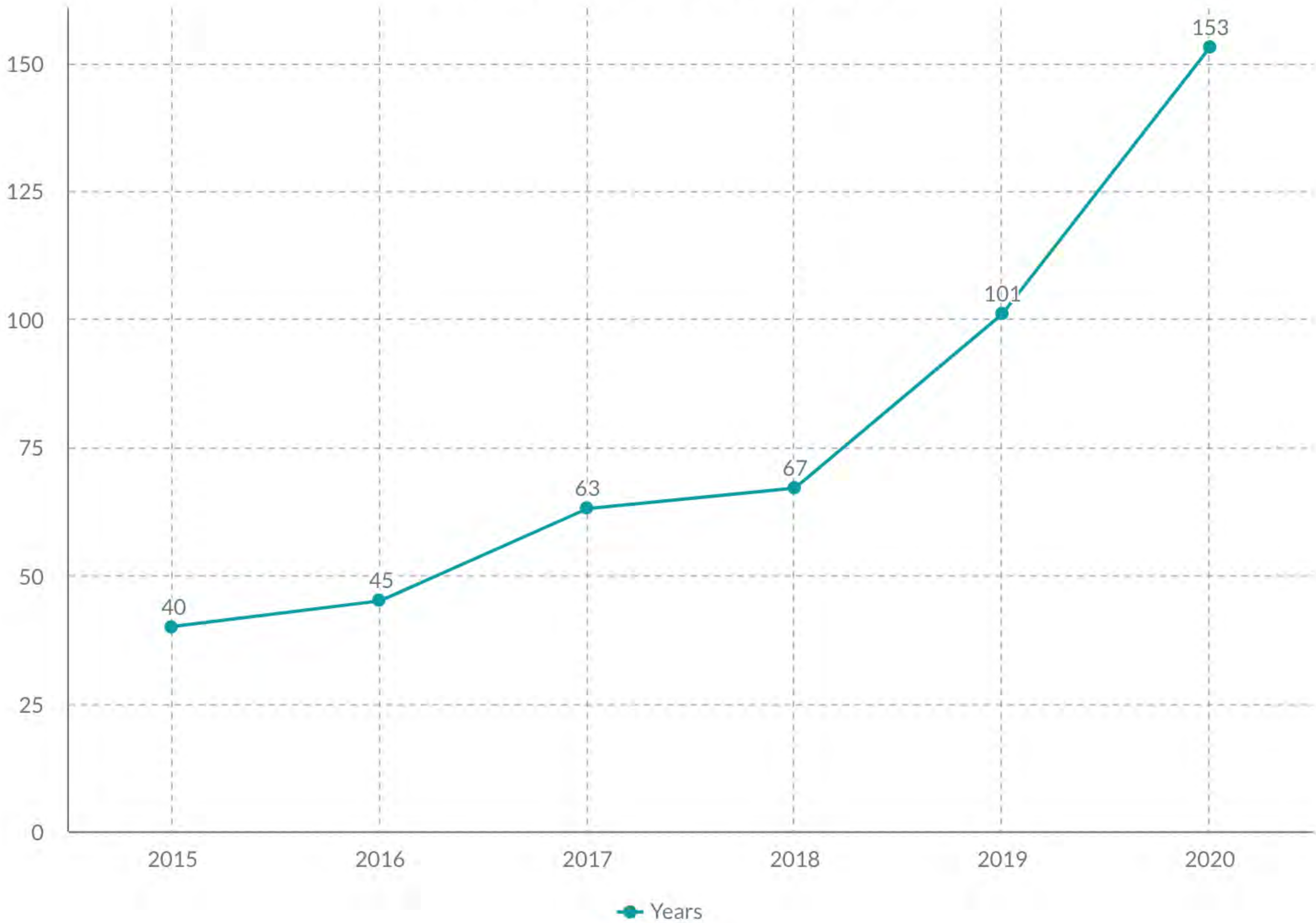
GREAT BRITAIN

EPAC SALES*
(x1,000 units) 2015 - 2020



Year	2015	2016	2017	2018	2019	2020
EPAC Sales (x 1,000)	40	45	63	67	101	153
Evolution year/year-1 (%)		12,50	38,99	7,60	50,61	51,32

*Sales: Sales to consumers

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ITALY

2020 was one of the most amazing bicycle year in Italy.

We have to go back to 1995 to see more than 2 million bicycles sold.

The reasons for this result were similar to other European countries, if we look at the effects of the pandemic situation as post lockdown effects and no possibility, or fear, to use public transports.

In addition, we had in Italy ad extraordinary Government Bonus Campaign that gave a discount on the price sale of the bicycle. At least half the Italian population had the possibility to buy a bicycle with a 60% discount up to a maximum of 500 euros. In particular, Italians who lived in towns with more than 50.000 inhabitants had this opportunity. The total amount of the campaign was more than 200 million euros.

Furthermore, the Ministry of Transport modified the Italian Street Law permitting bicycle lanes in down town giving the real possibility to cyclists to use their bicycles with more safety on the road.

We expect that the bicycle market will continue on this range also for 2021.

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ITALY

BICYCLE AND EPAC PRODUCTION
(x1,000 units) 2000 – 2020

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Bicycle and EPAC Production (x 1,000)	3.250	2.650	2.350	2.550	2.600	2.400	2.418	2.520	2.380	2.585
Evolution year/year-1 (%)		-18,46	-11,32	8,51	1,96	-7,69	0,75	4,22	-5,56	8,61

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Bicycle and EPAC Production (x 1,000)	2.489	2.310	2.195	2.671	2.729	2.344	2.339	2.555	2.492	2.940	3.045
Evolution year/year-1 (%)	-3,71	-7,19	-4,98	21,69	2,17	-14,11	-0,23	9,25	-2,47	17,98	3,57

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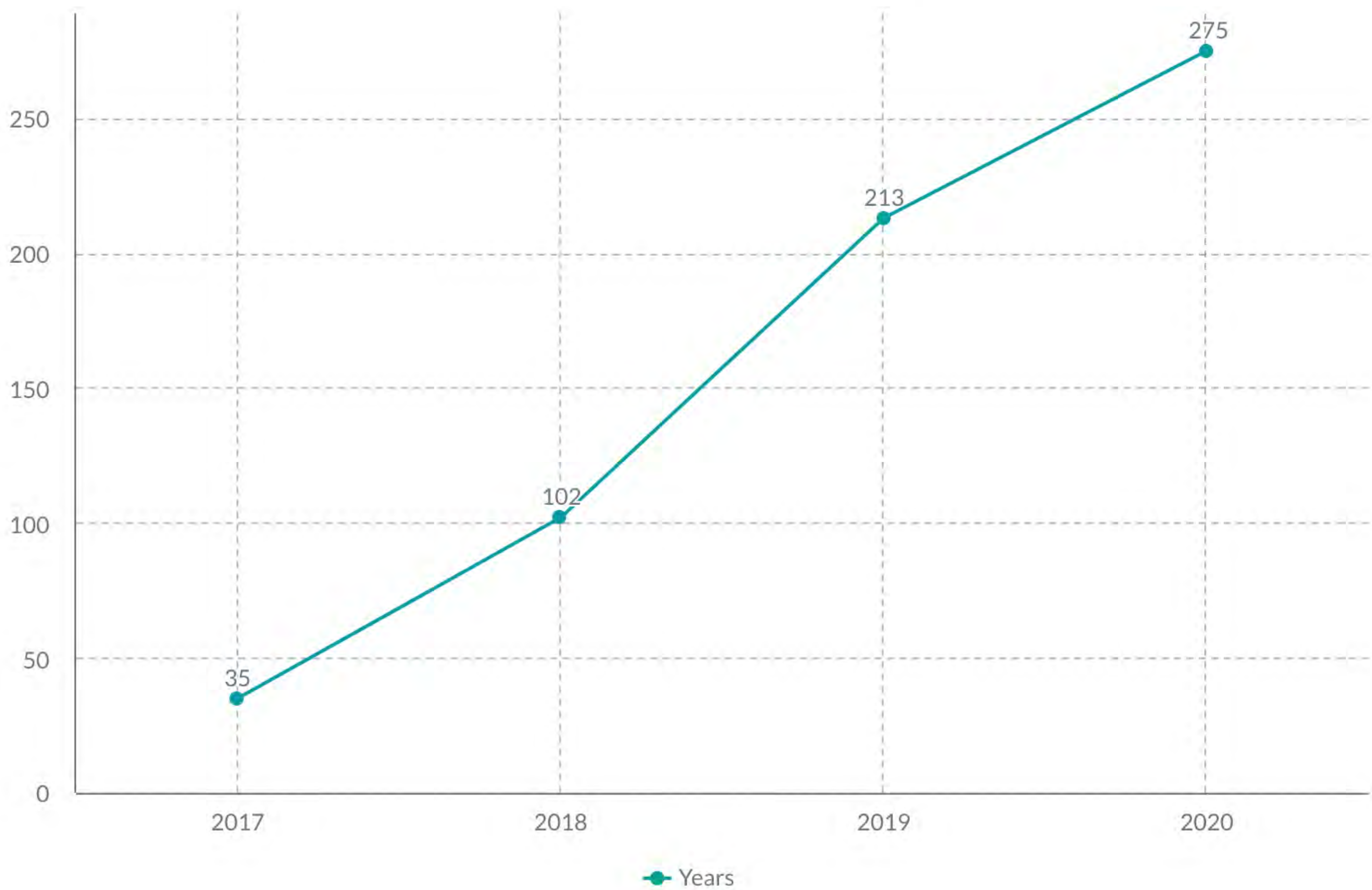
ITALY

EPAC PRODUCTION
(x1,000 units) 2017 – 2020



Year	2017	2018	2019	2020
EPAC Production (x 1,000)	35	102	213	275
Evolution year/year-1 (%)		191,43	108,82	29,11

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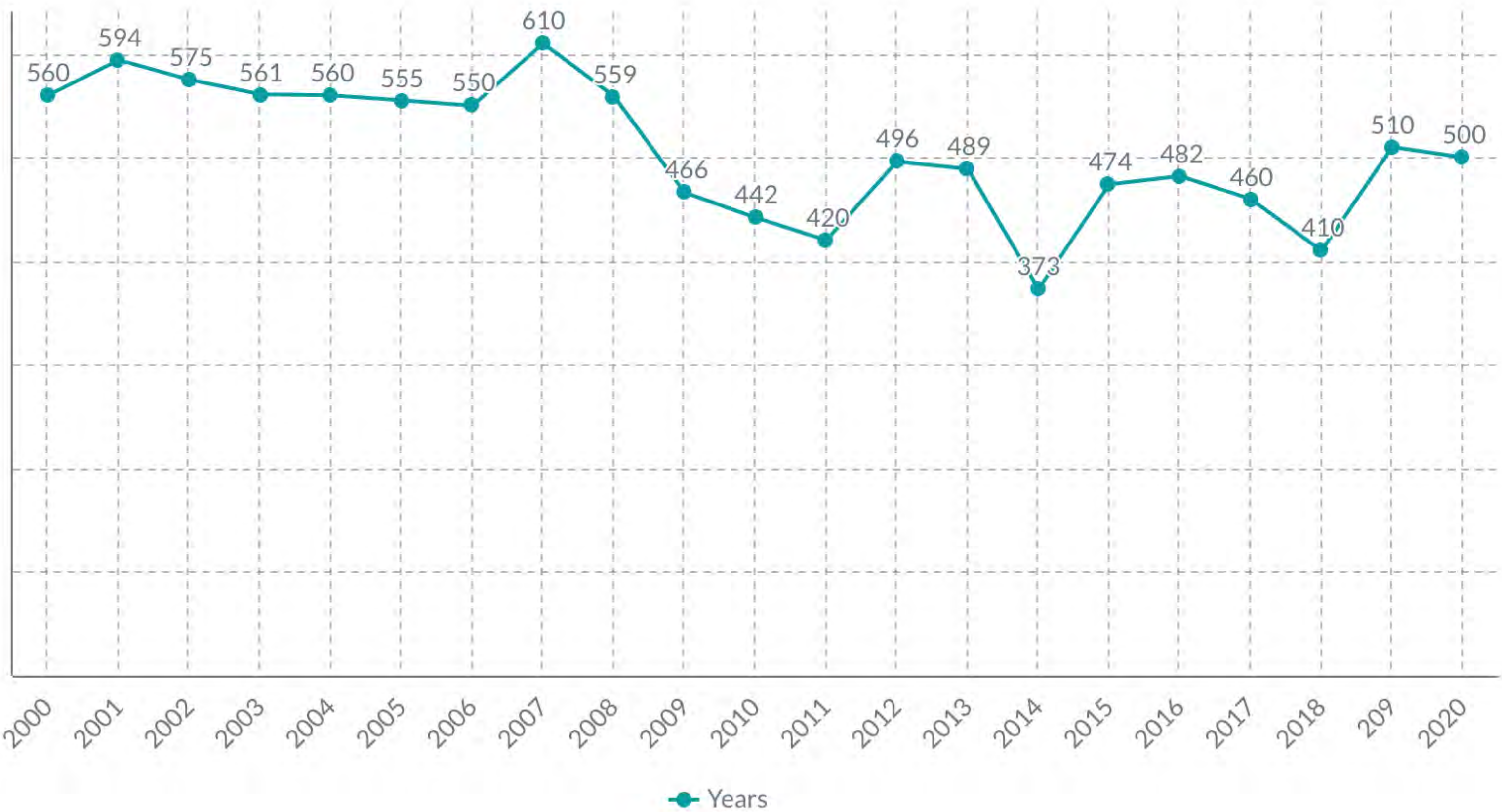
ITALY

PARTS & ACCESSORIES PRODUCTION*
(M€) 2000 – 2020



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	2019	2020
P & A Production (M€)	442	420	496	489	373	474	482	460	410	510	500
Evolution year/year-1 (%)	-5,15	-4,98	18,10	-1,41	-23,72	27,08	1,69	-4,56	-10,87	24,39	-1,96

*Values excluding VAT

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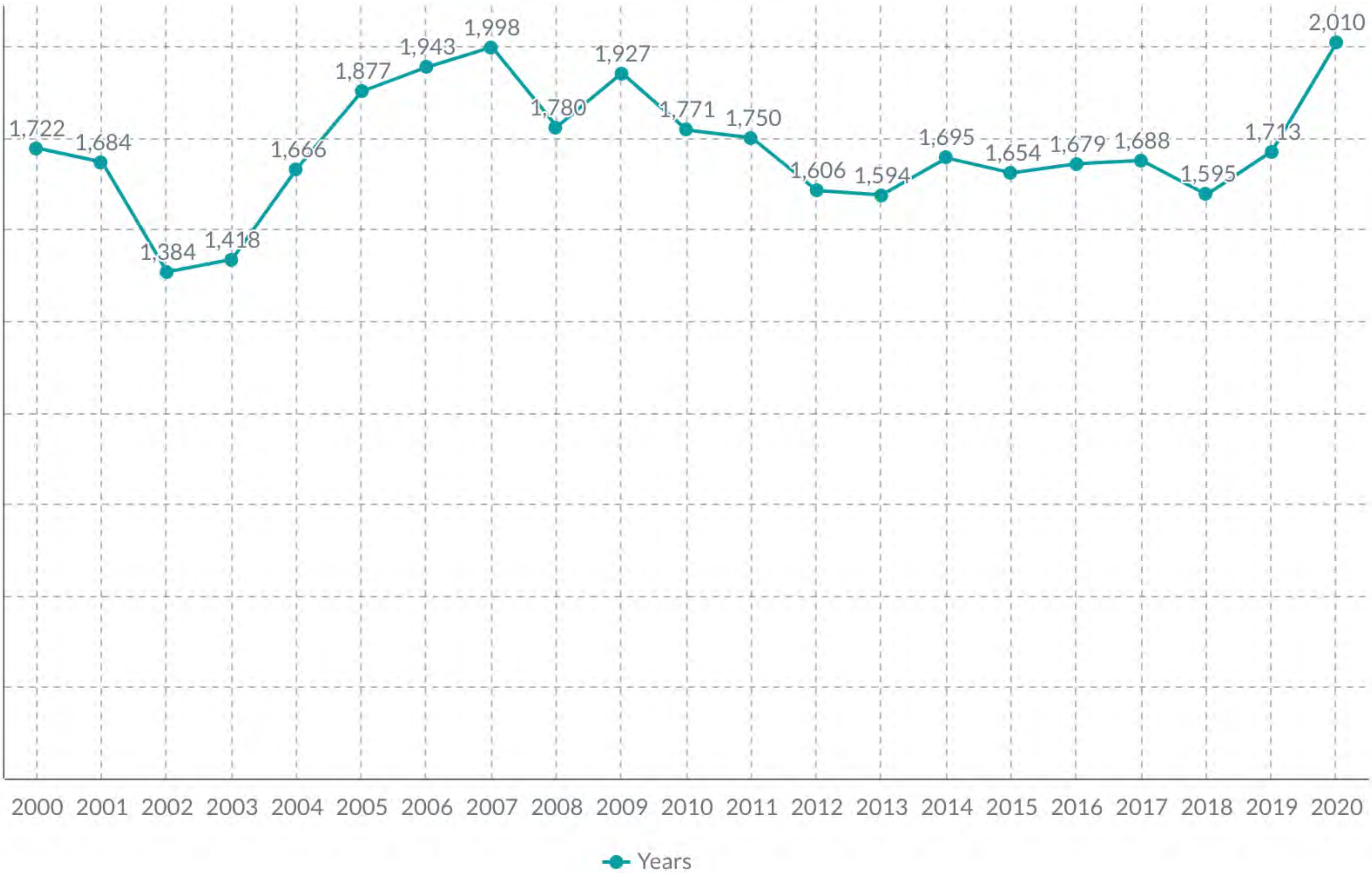
ITALY

BICYCLE AND EPAC SALES*
(x1,000 units) 2000 – 2020



Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Bicycle and EPAC Sales (x 1,000)	1.722	1.684	1.384	1.418	1.666	1.877	1.943	1.998	1.780	1.927
Evolution year/year-1 (%)		-2,21	-17,81	2,46	17,49	12,67	3,52	2,83	-10,91	8,26

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Bicycle and EPAC Sales (x 1,000)	1.771	1.750	1.606	1.594	1.695	1.654	1.679	1.688	1.595	1.713	2.010
Evolution year/year-1 (%)	-8,10	-1,19	-8,23	-0,75	6,34	-2,44	1,55	0,51	-5,51	7,40	17,34

*Sales: Sales to consumers

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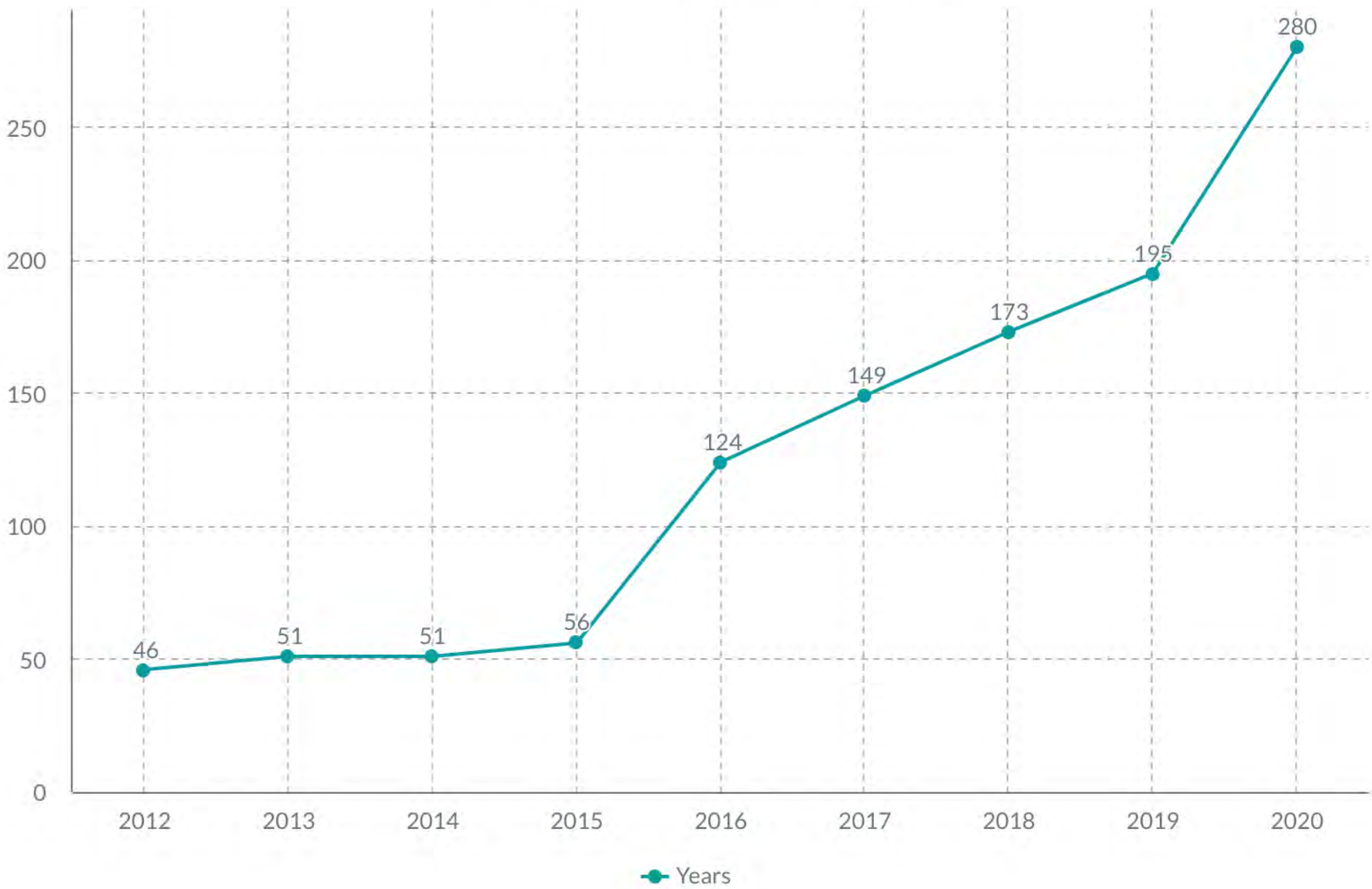
ITALY

EPAC SALES*
(x1,000 units) 2012 – 2020



Year	2012	2013	2014	2015	2016	2017	2018	2019	2020
EPACSales (x 1,000)	46	51	51	56	124	149	173	195	280
Evolution year/year-1 (%)		10,87	0,00	10,17	121,40	19,77	16,11	12,72	43,59

*Sales: Sales to consumers, incl. Speed EPAC Sales

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THE NETHERLANDS

COVID boosts Dutch market, sales of ebikes up by 30%

The COVID-pandemic boosted the bicycle-sales in the Netherlands in 2020. Sales numbers of bicycles (bicycles and ebikes combined) have gone up by 9% to 1.098.000 units, 547.000 of which were ebikes. Sales of ebikes have gone up by 30% to 547.000 units. Turnover increased by over 30% to an all time high of 1,65 billion euro, and to put this in perspective compared to 2010 the turnover has doubled. All this figures are based upon market research of RAI Association and Bovag performed by Gfk.

Cycling is very popular and the last years the customer focusses on the ebike. Sales of ebikes are reaching new records year after year, and 2020 was no exception. 50% of all bicycles sold were ebikes, in 2019 this was 42% and in 2011 only 15%. The last 3 years the ebike has been dominant compared to all other segments. The market position of the traditional citybike has been cut in halve since 2011 to 26% in 2020.
Customers are willing to invest in quality products, the average price of ebikes was €2.259,- in 2020. Fuelled by the popularity of the ebike the average price of bicycles has increased by 20% to €1.499,-. This figures make that the ebike takes a 75% share in the total 2020-turnover.

Corona effects

The effects of the corona crisis on the bicycle-industry in the Netherlands have been positive. People avoid public transport, holidays were spend close to home and sport activities were limited because of the ban on groups. For the public the bicycle was and is the perfect means of transport for shorter distances and to stay fit. During March and April the industry was effected by the lockdowns in The Netherlands and the rest of Europe, which caused setbacks in sales and the supply chain. After this first lockdown starting from May 2020 sales really took off, which made the whole of 2020 an exceptional good year.

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THE NETHERLANDS

2021 forecast

2021 has started with restrictions for the retail because of COVID, which have been lifted partially beginning of March. Traditionally the start of the cycling-season, and therefor important that (with limitations) customers are allowed shopping again and get the service required in buying a new (e)bike. Nevertheless the situation remain so exceptional that BOVAG and RAI Association will give no forecast for 2021. The market is also affected by the challenges for the supply chain: the combination of the COVID-pandemic, worldwide increase in bicycle-sales and limitations in shipping makes that the availability of bicycles and parts is not matching the demand of the market.

Online vs. retail

In 2020 retail still plays a dominant role in the process of buying a new bicycle, based upon the fact that the online sellers took only a 10% share in the total turnover. In 2017 this was 23% of the total sales and even 27% of the ebike-sales, a figure which has dropped to only 8% in 2020. The main reason for this decrease is that traditional online sellers have also invested in actual retail stores, and now offer a combination of online and retail to the customer.

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THE NETHERLANDS

BICYCLE AND EPAC SALES*
(x1,000 units) 2000 – 2020

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Bicycle and EPAC Sales (x 1,000)	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	2019	2020
Bicycle and EPAC Sales (x 1,000)	1.213	1.171	1.035	1.008	1.051	988	931	961	1.014	1.011	1.103
Evolution year/year-1 (%)	-5,31	-3,46	-11,61	-2,61	4,27	-6,00	-5,76	3,27	5,49	-0,30	9,05

*Sales: Sales to consumers

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THE NETHERLANDS

EPAC SALES*
(x1,000 units) 2010 – 2020

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
EPAC Sales (x 1,000)	171	178	175	192	223	276	273	301	412	424	551
Evolution year/year-1 (%)		4,09	-1,69	9,71	16,15	23,68	-1,16	10,48	36,80	2,88	30,07
Market Share (% compared to total bikes)	14%	15%	17%	19%	21%	28%	29%	31%	41%	42%	50%

*Sales: Sales to consumers, incl. Speed EPAC sales

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SPAIN

Bicycle and e-bikes sales in Spain hit record numbers in 2020

- **Bicycle sales increased by 24.1% in Spain during 2020. In total, more than 1.5 million bicycles were sold during the year, more than ever before.**
- **E-bikes (+48.9%) and urban bikes (+46.4%) registered the biggest increases in sales. Mountain bikes remain the most popular bicycles among Spaniards.**
- **The turnover of the Spanish cycling sector increased by 39.4%, reaching € 2.6 bn, and employment levels remained stable.**

Never before were so many bicycles sold in Spain in just a year: Over 1.5 million units were sold in 2020, a 24.1% increase in comparison with the previous year. This is the biggest increase in history and the first time the 1.5 million barrier is surpassed.

The most demanded type of bicycles were mountain bikes, but the largest growth figures were registered among e-bikes (48.9%) and urban bikes (46.4%).

These numbers were released by AMBE (The Spanish Bicycle Industry Association) in their annual report awaited with great interest within and outside the sector. Produced annually in collaboration with Cofidis, the report was released at an event with representatives from the industry and the national government.

The Spanish e-bike revolution

While e-bikes are not the most sold bicycles in Spain in terms of units, for the first time they constituted the number one category in terms of turnover. 212.635 electric bicycles were sold in Spain in 2020. The average price of an e-bike was € 2,648, increasing the average price of a bicycle in Spain to € 865 (+21.7%).

"What we see happening in Spain is in line with the rest of European markets: a huge increase in e-bikes sales and a very special and significant sign that urban cycling is kicking-off in Spain, which we have been waiting for a long time" said Javier López, AMBE´s President.

The Spanish bicycle industry also showed impressive results. The industry turnover increased by almost 40% in just a year, reaching € 2.6 bn. Despite the difficult situation and restrictions linked to the COVID-19 crisis, new jobs were created. Today, over 22,000 Spanish families rely directly on the cycling industry.

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SPAIN

"Cycling has benefited from the change of habits of many Spaniards towards a healthier and more sustainable way to move around and enjoy their free time" said Jesús Freire, AMBE´ Secretary General

The sales of components (+21.7%) and textile (+13%) also increased during 2020, as well as those of accessories. The number of bike shops also increased by 30 over the last year.

About AMBE:

The Spanish Bicycle Industry Association is the voice of the Spanish cycling sector. Representing over 65% of the industry, AMBE promotes cycling and works together with its partners on putting cycling in the Spanish political agenda.

AMBE´s data market report is annually produced in collaboration with Cofidis and AMBE´s official data provider, Sport Panel.

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SPAIN

BICYCLE AND EPAC SALES*
(x1,000 units) 2007 – 2020

Year	2007	2008	2009	2010	2011	2012	2013
Bicycle and EPAC Sales (x 1,000)	1.090	900	800	800	780	1.119	1.034
Evolution year/year-1 (%)		-17,43	-11,11	0,00	-2,50	43,46	-7,60

Year	2014	2015	2016	2017	2018	2019	2020
Bicycle and EPAC Sales (x 1,000)	1.089	1.104	1.115	1.116	1.047	1.261	1.565
Evolution year/year-1 (%)	5,32	1,36	1,01	0,09	-6,14	20,41	24,10

*Sales: Sales to consumers

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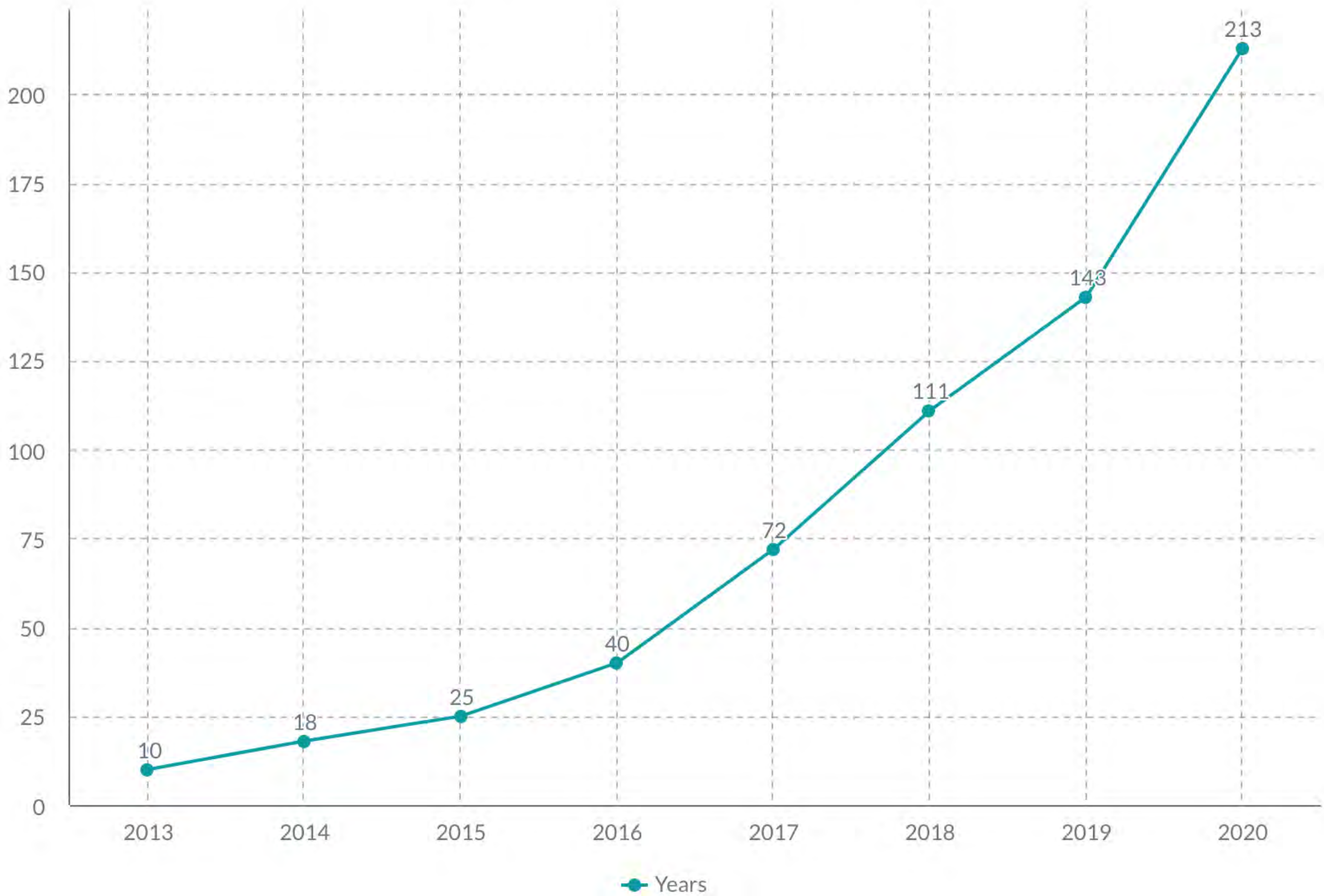
SPAIN

EPAC SALES*
(x1,000 units) 2013 – 2020



Year	2013	2014	2015	2016	2017	2018	2019	2020
EPAC Sales (x 1,000)	10	18	25	40	72	111	143	213
Evolution year/year-1 (%)		80,00	36,69	63,66	78,80	54,58	28,27	48,94

*Sales: Sales to consumers

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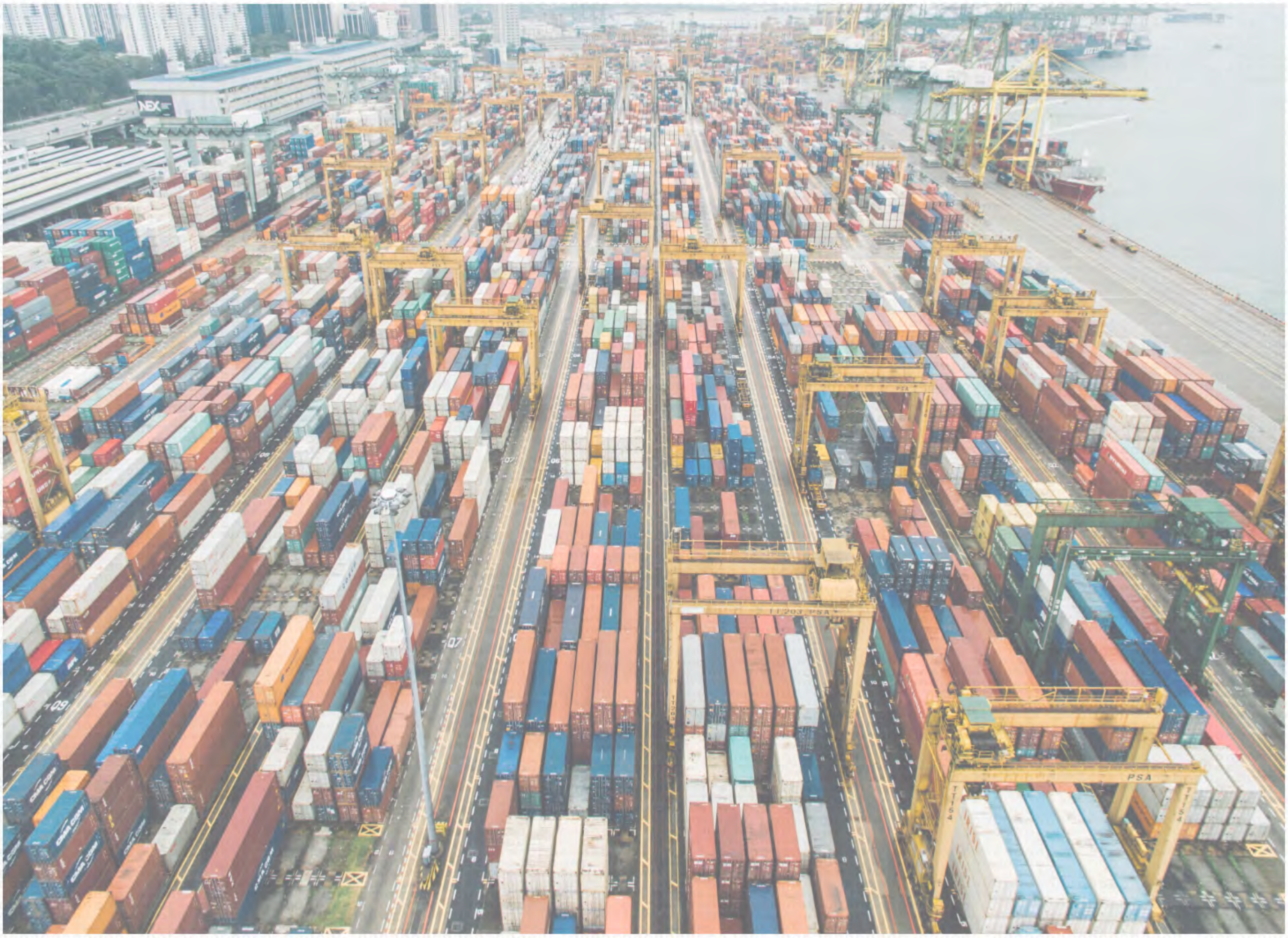
IMPORTS BICYCLES AND EPACS TO EU28 2014-2020



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BICYCLE IMPORTS TO EU28
2014-2020

	Imported Bicycles
2014	7.870.294
2015	7.820.917
2016	6.981.843
2017	7.166.175
2018	6.689.874
2019	7.253.954
2020	7.061.636

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

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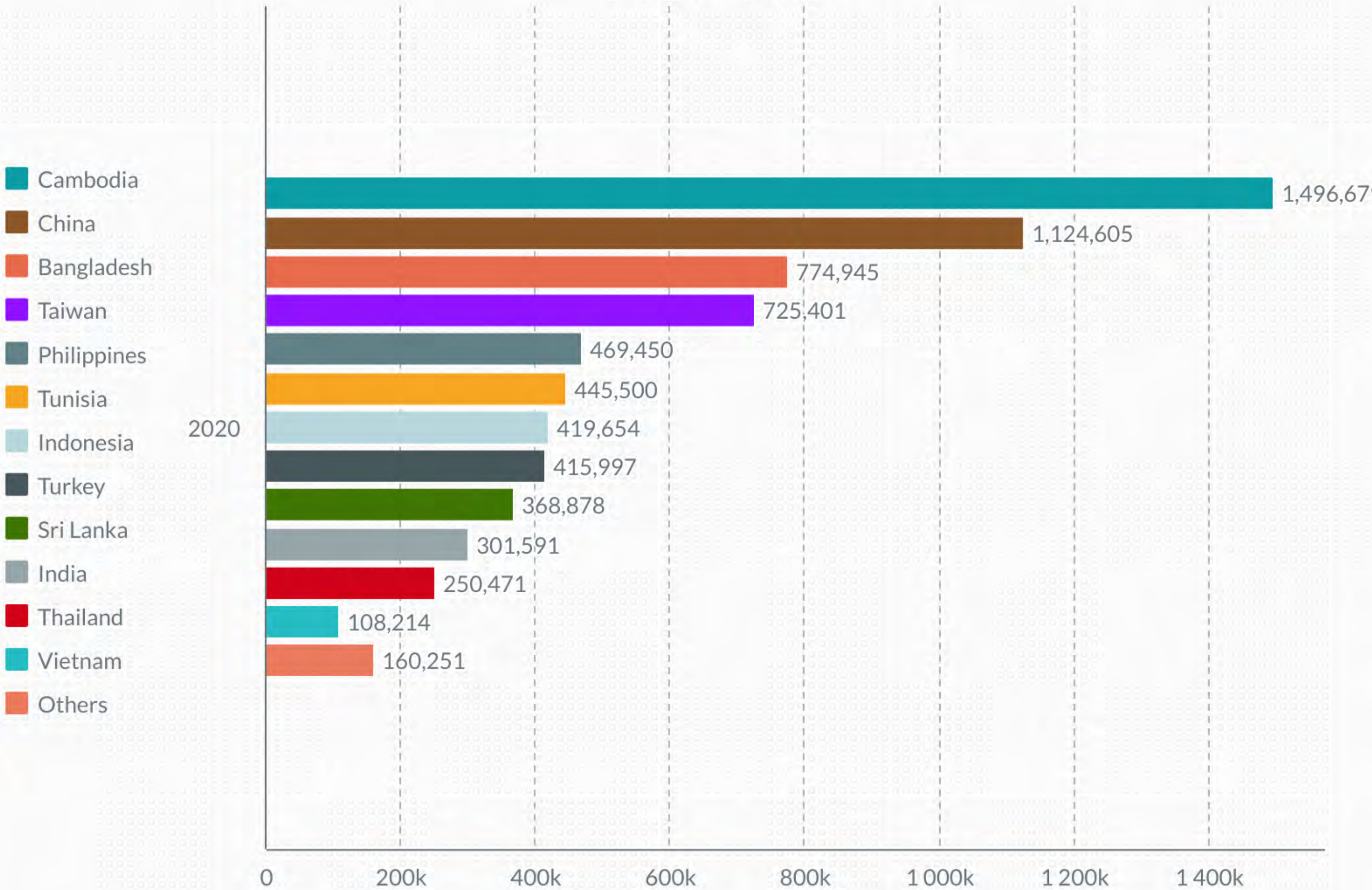
BICYCLE IMPORTS TO EU28
BY COUNTRY OF ORIGIN
2014 – 2020



	Cambodia	China	Bangladesh	Taiwan	Philippines	Tunisia	Indonesia
2014	1.213.473	518.658	668.508	1.936.004	914.903	426.975	171.717
2015	1.387.435	623.738	747.881	1.978.954	860.523	427.862	164.696
2016	1.316.421	490.717	734.400	1.656.753	684.210	431.543	213.153
2017	1.416.640	715.452	816.149	1.509.328	835.862	401.003	183.168
2018	1.518.518	832.796	708.833	1.032.072	743.504	320.803	219.974
2019	1.510.612	963.980	782.084	960.414	840.111	336.645	359.037
2020	1.496.679	1.124.605	774.945	725.401	469.450	445.500	419.654

	Turkey	Sri Lanka	India	Thailand	Vietnam	Others	TOTAL
2014	350.636	397.975	204.182	691.763	120.843	254.657	7.870.294
2015	349.986	383.506	201.141	471.669	99.513	124.013	7.820.917
2016	265.607	327.966	288.147	419.216	86.837	66.873	6.981.843
2017	180.641	285.774	309.686	341.605	75.634	95.233	7.166.175
2018	237.676	288.633	259.710	310.344	99.557	117.454	6.689.874
2019	303.358	436.100	292.000	284.003	58.714	126.896	7.253.954
2020	415.997	368.878	301.591	250.471	108.214	160.251	7.061.636

Source: Eurostat, code 87120030 and code 87120070

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EPAC IMPORTS INTO EU28
2014 – 2020

	Imported EPACs
2014	296.237
2015	447.599
2016	636.512
2017	988.405
2018	1.086.232
2019	750.731
2020	926.069

Source: Eurostat, code 87119010 for Vietnam, Taiwan, Japan and Switzerland for 2014-2016, Chinese export data for PRC 2014-2016, Eurostat code 87116010 for 2017-2019
EPACs imported from all countries exporting EPACs to the EU

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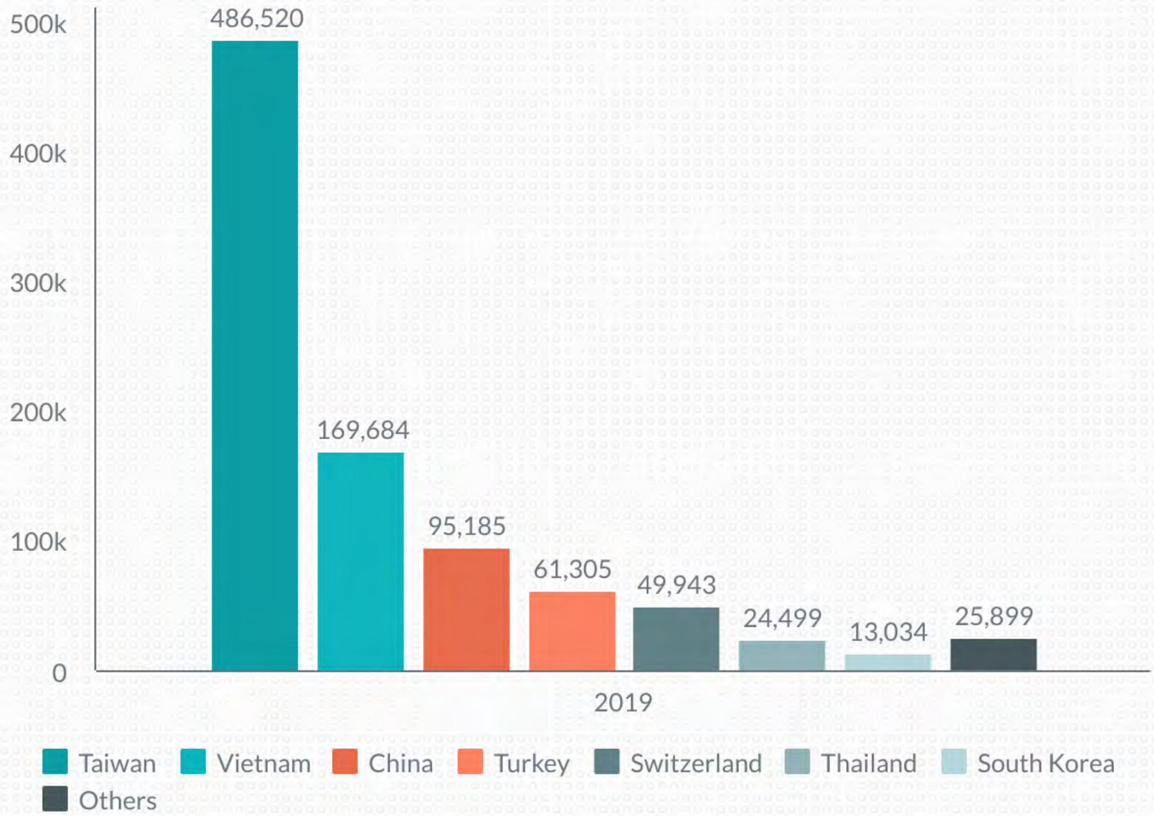
EPAC IMPORTS INTO EU28*
BY COUNTRY OF ORIGIN
2014-2020



	Taiwan	Vietnam	China	Turkey	Switzerland	Thailand	South Korea	Others	TOTAL
2014	21.335	37.892	219.133	no data	883	no data	no data	no data	296.237
2015	43.095	74.259	311.718	no data	14.310	no data	no data	no data	447.599
2016	79.312	91.468	433.642	no data	30.477	no data	no data	no data	636.512
2017	126.130	105.742	718.011	312	26.516	7.358	12	4.324	988.405
2018	215.767	152.803	659.781	2.452	37.256	11.454	-	6.719	1.086.232
2019	388.875	154.478	105.370	13.078	42.027	15.895	1.051	29.957	750.731
2020	486.520	169.684	95.185	61.305	49.943	24.499	13.034	25.899	926.069

Source: Eurostat, code 87119010 for Vietnam, Taiwan, Japan and Switzerland for 2014-2016, except Chinese export data for PRC 2014-2016, Eurostat code 87116010 for 2017-2019

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EUROPEAN BICYCLE INDUSTRY AND MARKET PROFILE

Thank you note

We wish to warmly thank:

- our national Member Associations for their support and cooperation throughout the process of gathering the necessary information to write this report;
- the various industry experts in markets where there is no national member association;
- the CONEBI Board of Directors for its support and guidance;
- the companies that have decided to become part of the CONEBI Sponsoring Programme.

Have a good read and do not hesitate to get back to us in case of any questions.

The list of the CONEBI Member Associations and the Board of Directors is also available at the following URL

www.conebi.eu/index.php/about-conebi/

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