

International Conference on the Two-Wheels Sector in Europe: Present and Future



Organization

BIKiNNOV

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**Confederation of the
European Bicycle Industry**
COLIBI-COLIPED
Since 1960 Representing the European Bicycle Industry

More info: <https://recuperarportugal.gov.pt/>



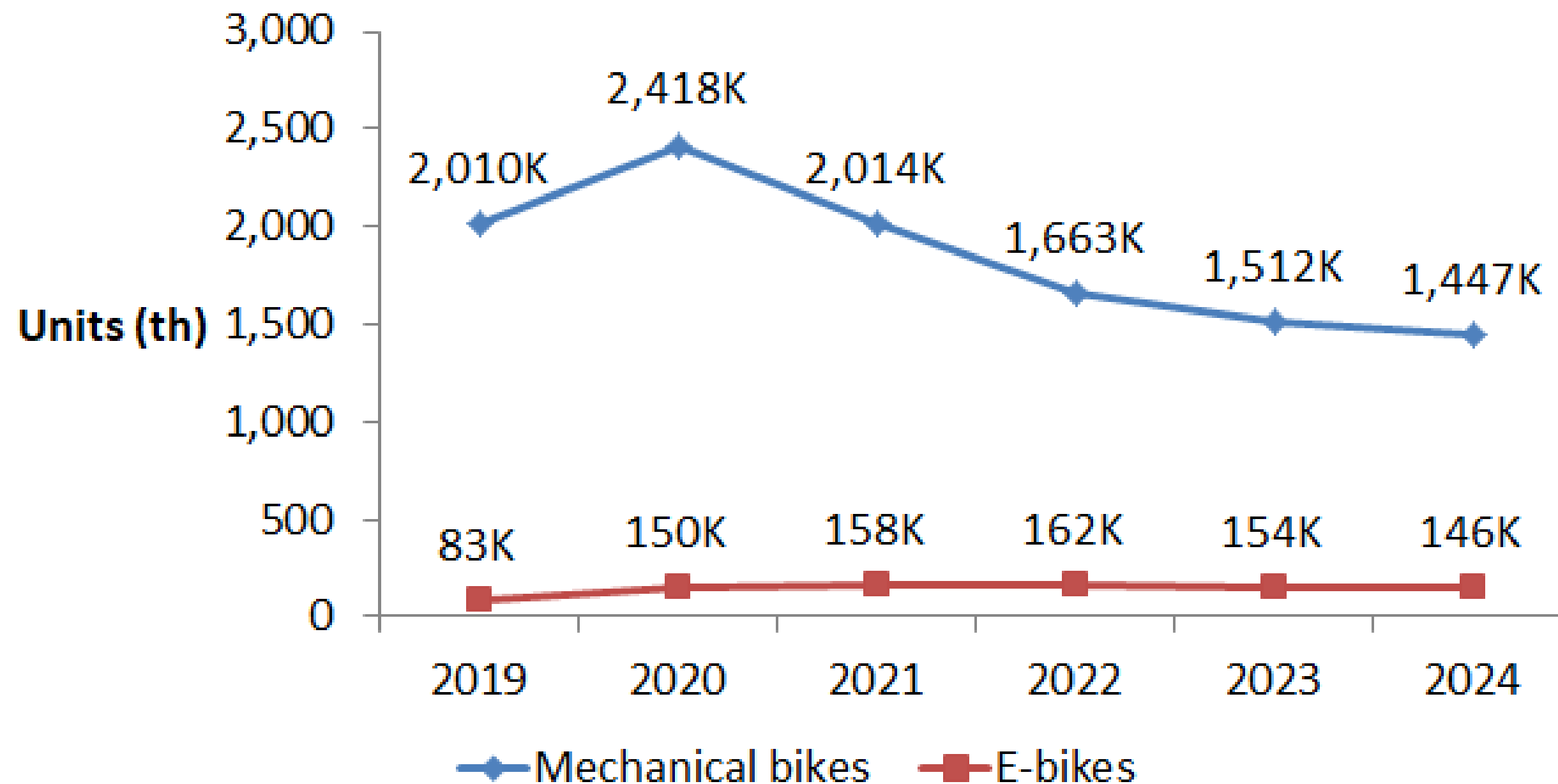


**The UK cycle industry
trade association**

Sales: a new low for the 21st century

Total UK bicycle volume sales, 2019-2024

Source: BA Market Data Service



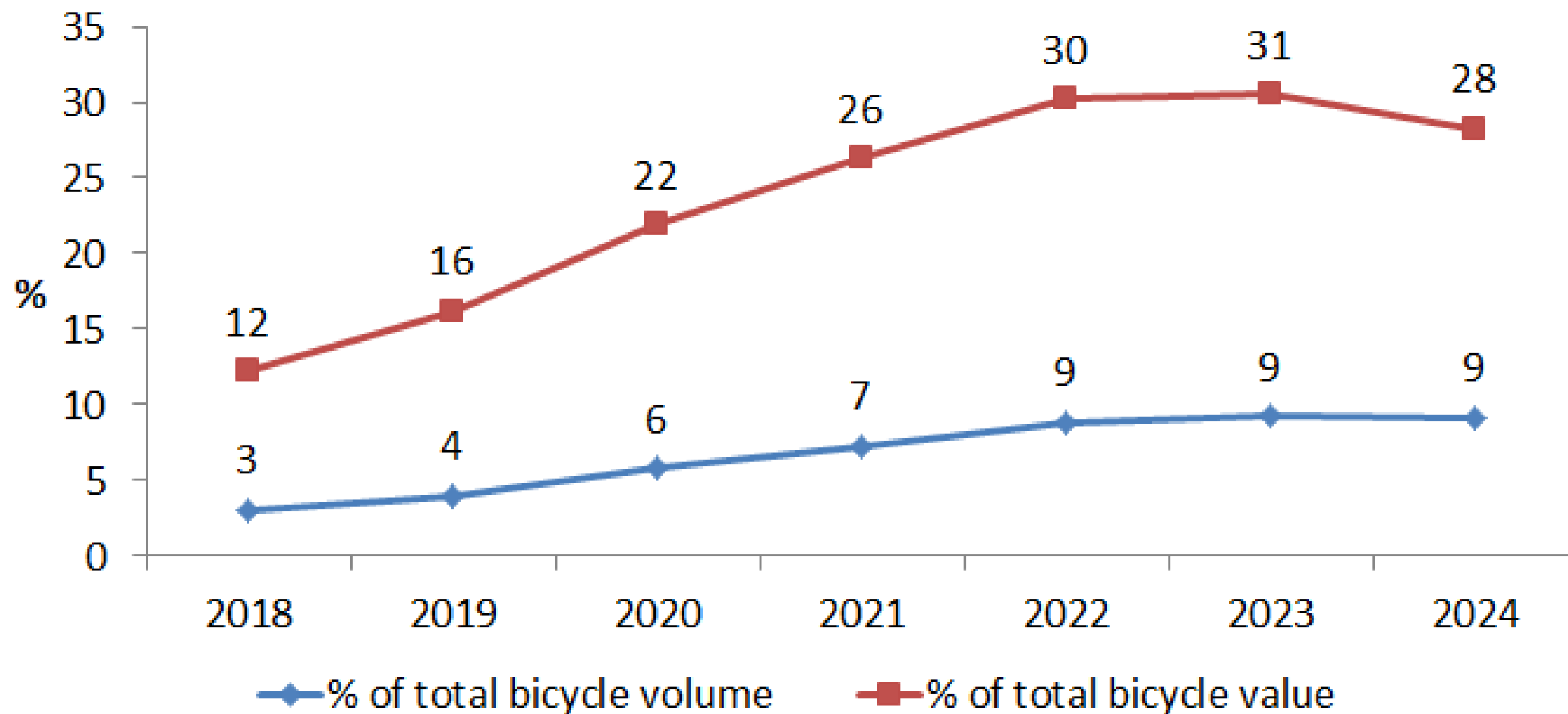
2019 to 2024:

- Bikes **-26%**
- E-bikes **+86%**
- PAC **-16%**
- Services **+31%**

E-bike share falls for the first time in 2024

E-bike percentage of total bicycle volume & value, 2018-2024

Source: BA Market Data Service



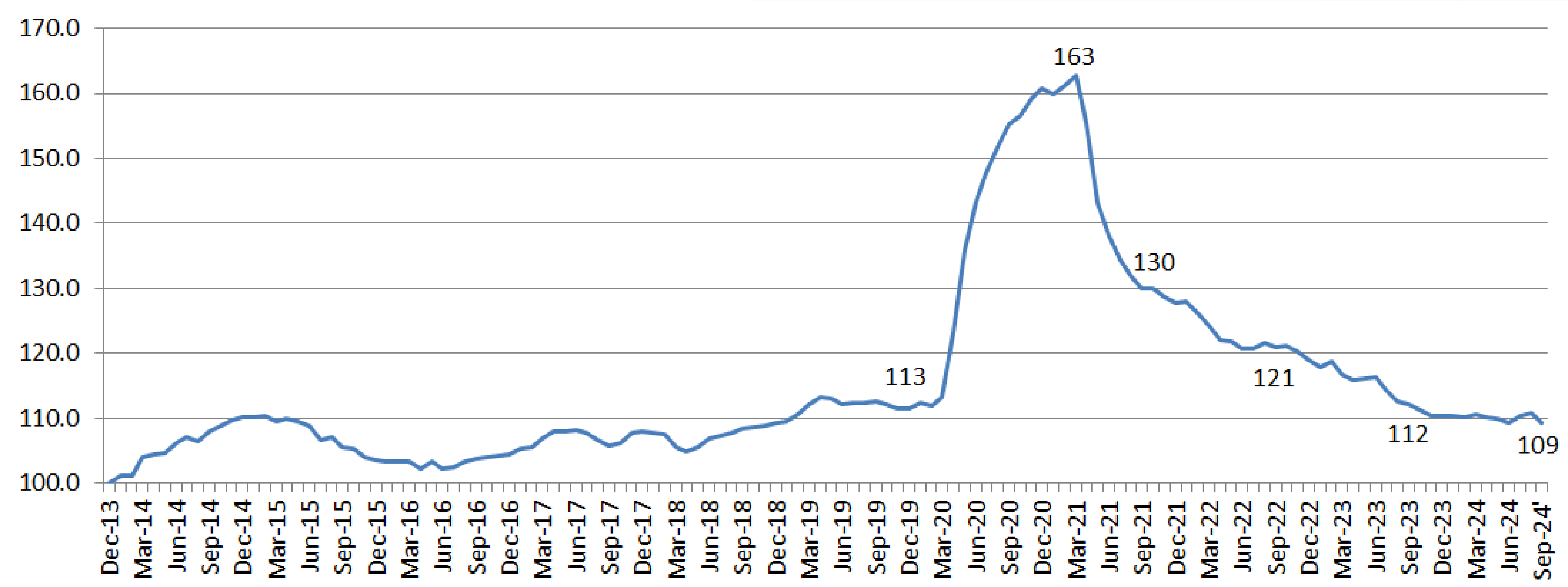
Top 10 EU markets:

- E-bike volume share: **36%**
- E-bike value share: **61%**

Cycling activity falls below pre COVID

Department for Transport Cycling Index, 2013-2024

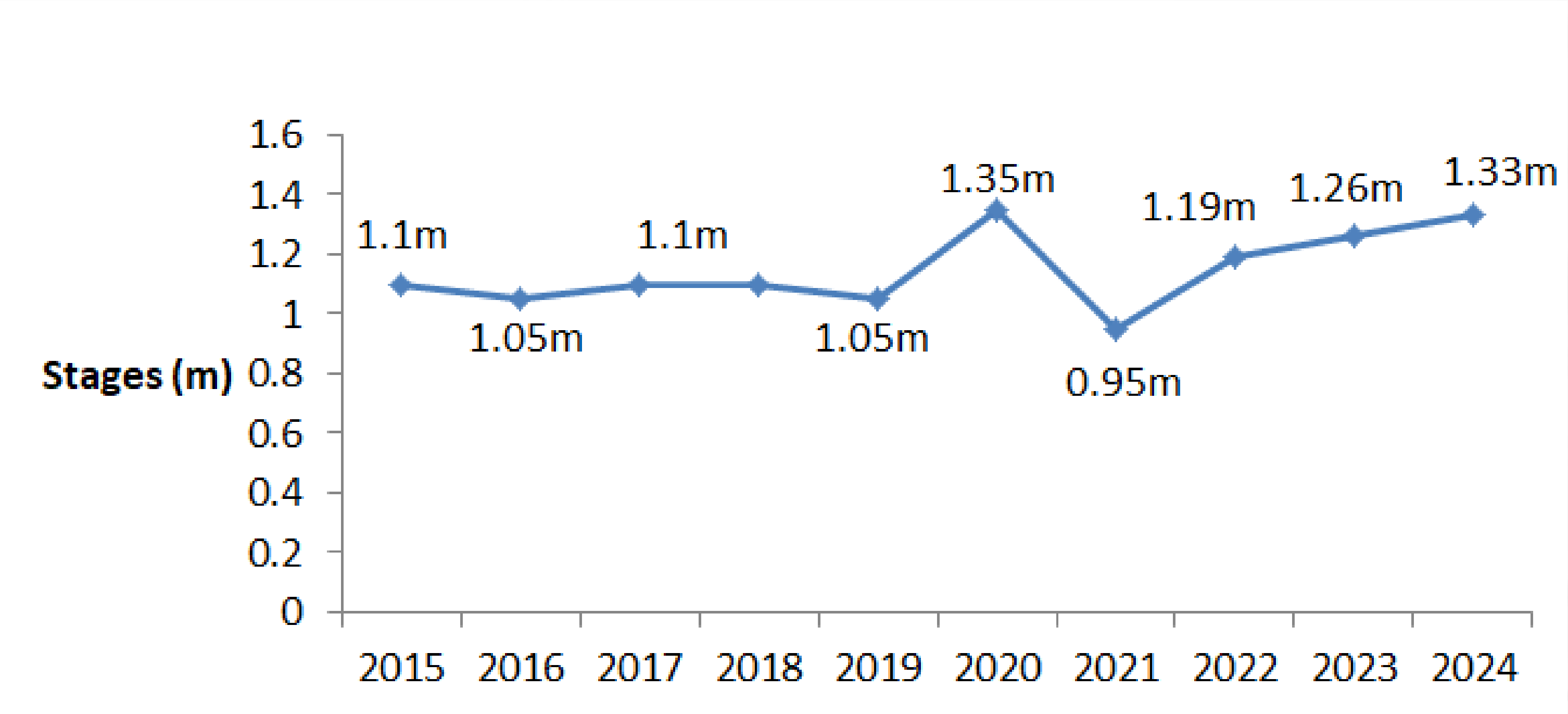
Source: DfT



But a modest rise in London

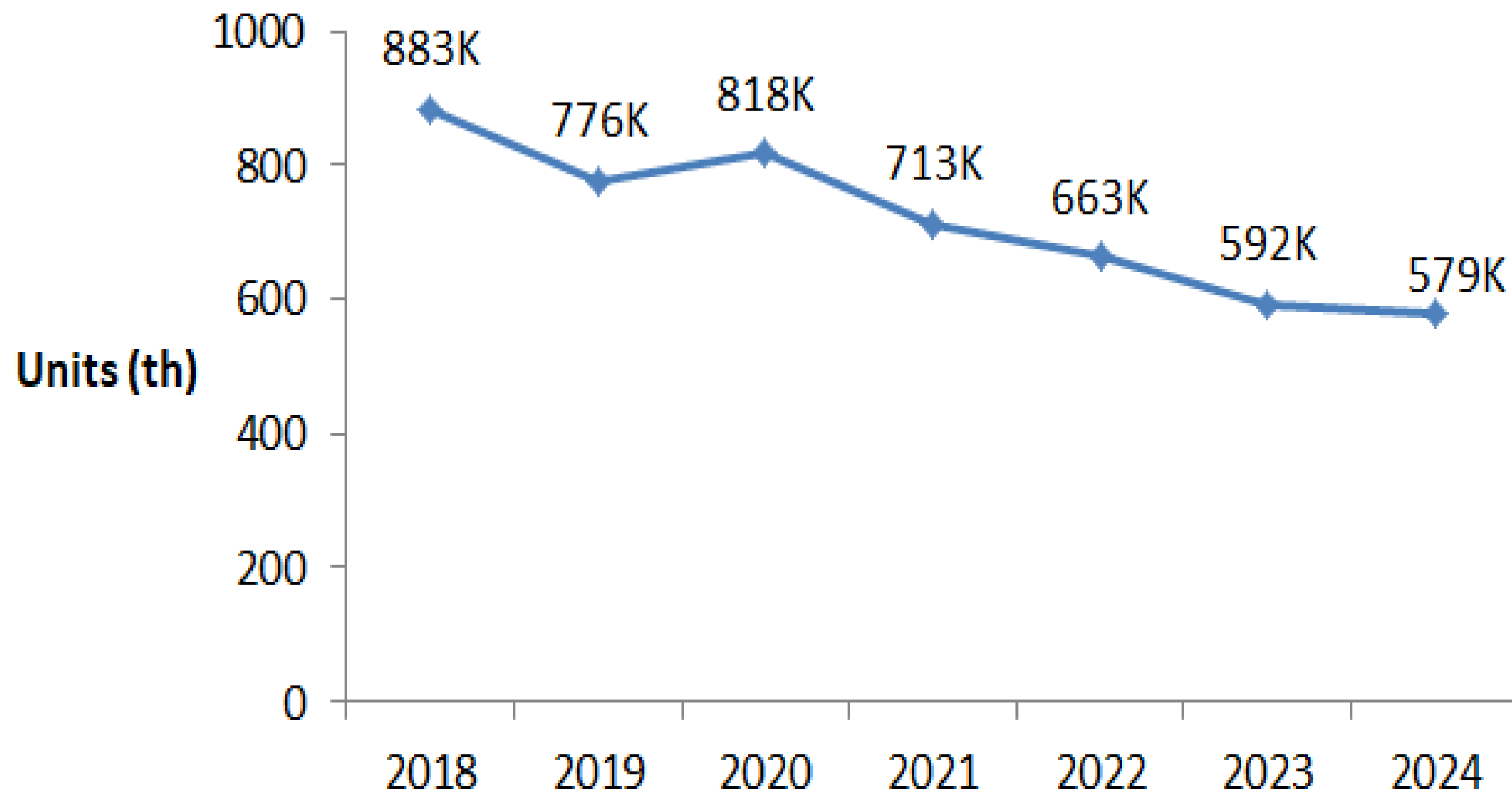
Daily cycling stages in London, 2015-2024

Source: TfL



Children's cycling: flat in 2024, decline since 2018

Children's, BMX & balance bike sale volumes combined, 2018-2024

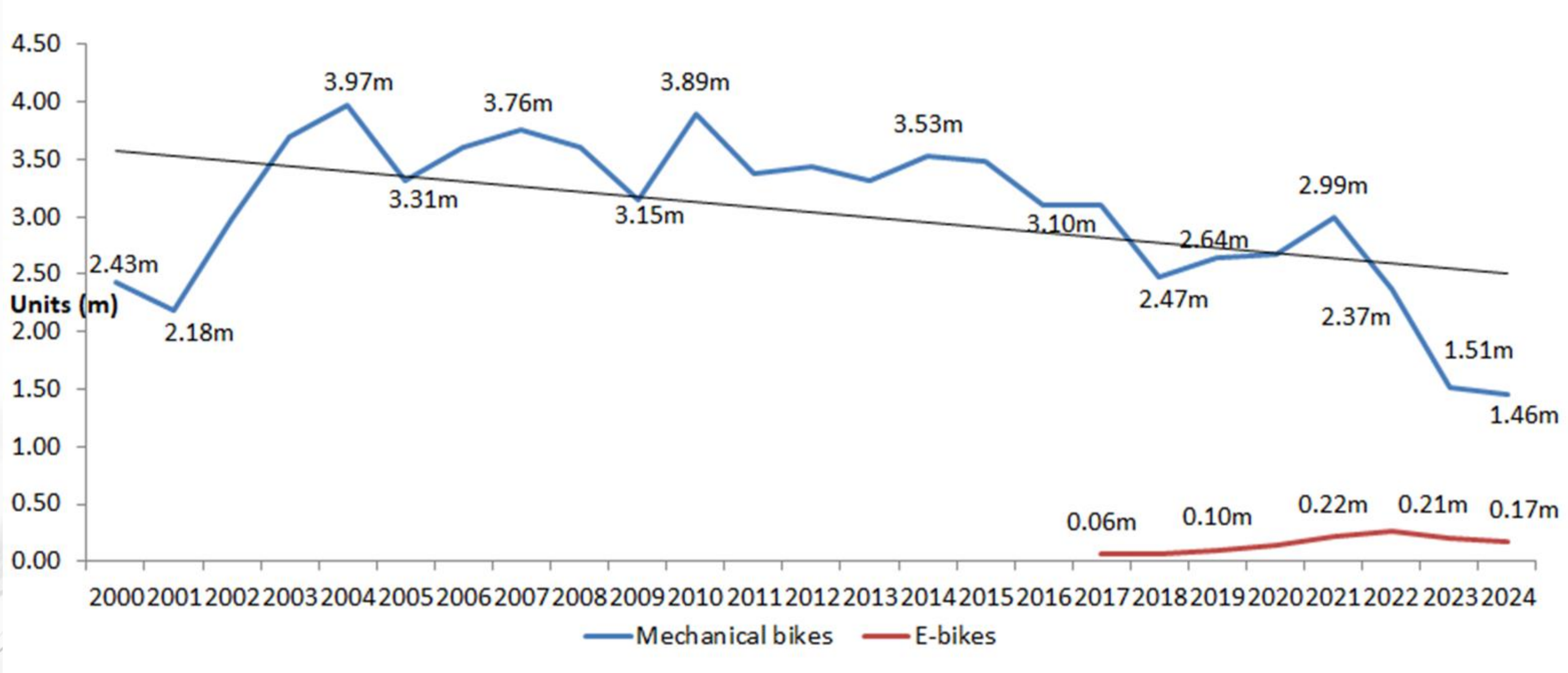


Source: BA Market Data Service

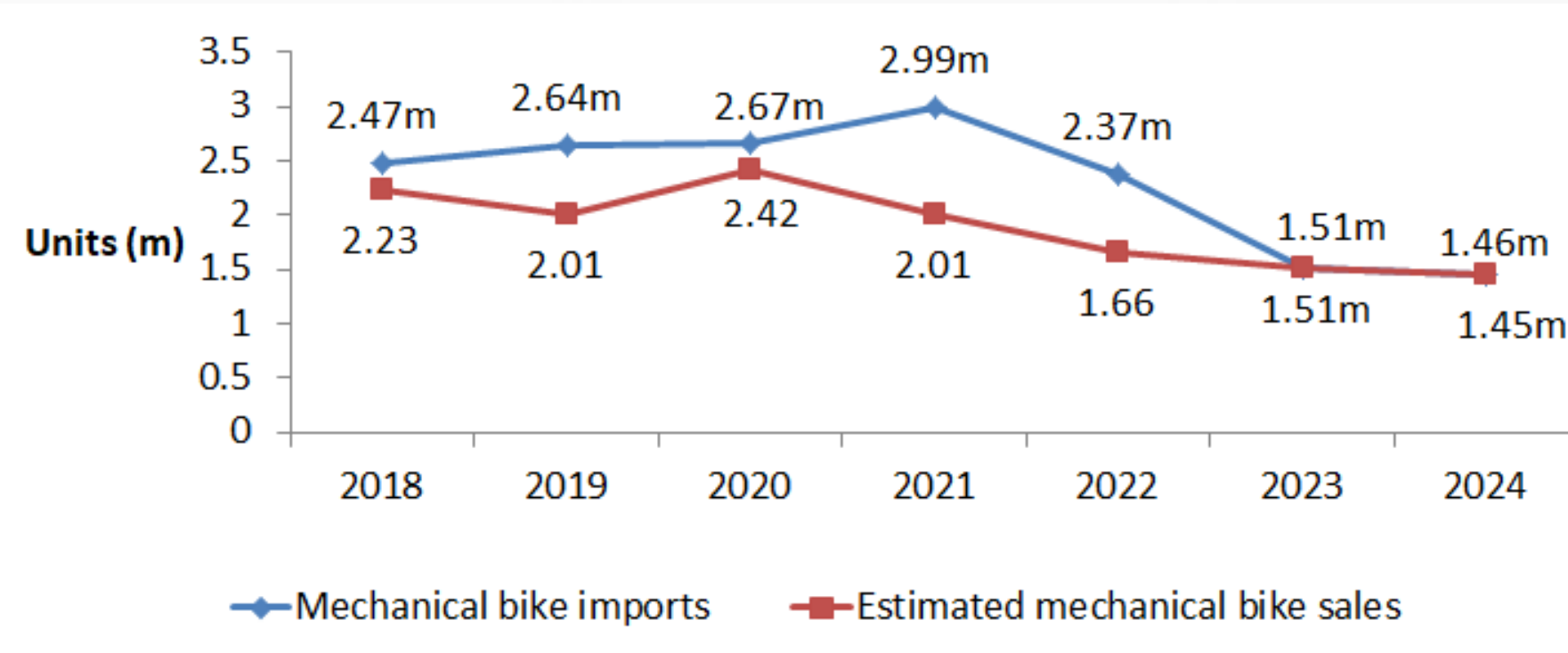
Imports: long term market decline

UK bicycle volume imports, 2000-2024

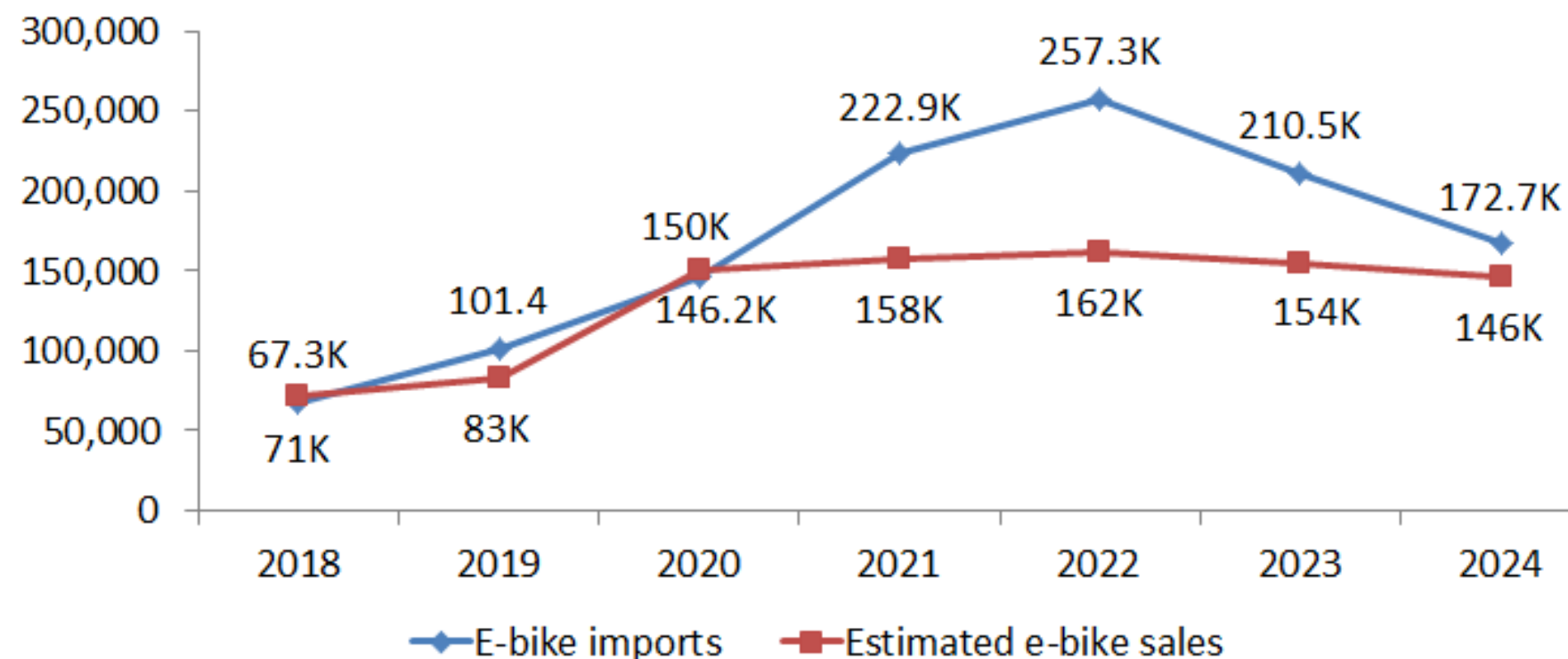
Source: HMRC



Bicycle imports now in line with sales but e-bike surplus still rising



UK mechanical bicycle volume imports versus estimated total UK volume sales, 2018-2024



UK e-bike volume imports versus estimated total UK volume sales, 2018-2024

Source: HMRC, BA Market Data Service

THANK YOU!

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www.bicycleassociation.org.uk



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