

## Cycling: Inc Impact of COVID-19 - UK - April 2020

Report Price: £1995.00 | \$2693.85 | €2245.17

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"The COVID-19 crisis and its economic impact have ushered in a period of unprecedented volatility in the cycling market. The crisis has provided a boost to demand in the immediate term, but bike sales are likely to contract as an anticipated deep recession bites. The likely repercussions of COVID-19 on cycling participation are complex."

– John Worthington, Senior Analyst

This report looks at the following areas:

- The impact of COVID-19 on consumer cycling behaviour and the cycling market.
- The longer term prospects for bicycle and e-bike sales.
- Usage of cycling retailers.
- Challenges and opportunities for bike shops.

The COVID-19 crisis has triggered a period of unprecedented volatility for the cycling market. The initial 'lockdown' period triggered a boost to bike sales. However, as the UK's expected recession begins to bite, consumer spending is likely to drop sharply. As at 11 May, Mintel's forecast is that bicycle volume sales will fall by 8% over the course of 2020.

This decline is likely to be followed by recovery in 2021/22, with gradual growth in sales up to 2024. Long-term growth prospects are strong with cycling likely to benefit from a growing consumer focus on health & wellness, and the increasing importance of environmental issues in the context of the UK government's commitment to the decarbonisation of transport.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The crisis may accelerate the online and D2C cycling trends...

...creating further challenges (and opportunities) for bike shops

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The facts

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The facts

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The facts

The implications

## The Market – What You Need to Know

2.5 million bike sales in 2019

PAC sales account for half of total cycling spend

Rising expectations quashed by COVID-19 crisis

E-bike volumes increased an estimated 40% in 2019

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The urban mobility revolution

## Companies and Brands – What You Need to Know

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Halfords reports rise in cycling revenue but closes Cycle Republic  
 Evans retains 52 stores despite fears of heavier closures  
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 Bamboo and new folding bikes

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 Other retailers

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 Indoor cycling fashion  
 Sustainable cycling  
 Folding innovations  
 Try-before-you-buy e-bikes  
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 Cargo bikes for kids and canines

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Bike shops are embracing services and the experience economy

Maintenance classes would be the most popular service

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E-bike expertise offers growing opportunities

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