

BICYCLE INDUSTRY FACTS

(Fall 2008)

BICYCLE SALES FACTS

An estimated **124 million bicycles** were manufactured worldwide in 2007.

According to *Bicycle Retailer & Industry News* (9/1/08), approximately **20.8 million electric bikes** were sold worldwide in 2007, 20 million of which were sold in China. Only 120,000 eBikes were sold in the United States in 2007, although that total is expected to hit 170,000 in 2008 and 220,000 in 2009.

The vast majority of all bikes sold worldwide (82 percent) are manufactured in two countries:

- China (71.8 percent or 89.0 million units)
- India (10.0 percent or 12.4 million units)

On a percentage basis, **the United States imports more bicycles than any other country** – roughly *18.2 million bikes or 99 percent* of all bicycles purchased in the U.S. in 2007.

More than 183.9 million bikes were purchased in the U.S. between 1998-2007, an average of nearly 18.4 million bikes per year. During this 10-year period, U.S. sales of bicycles peaked at 20.9 million bikes in 2000 and hit a low of 16.8 million bikes purchased in 2001.

Total 2007 cycling-related sales for the U.S. equaled \$6.1 billion, a 3.7 percent increase versus 2006 sales.

Of the more than **18.2 million bicycles** purchased in the U.S. in 2007, approximately

- 13.3 million were sold through a *Mass Merchant* (73.0 percent),
- 3.1 million were sold through a *Specialty Bike Retailer* or bike shop (17.0 percent),
- 1.3 million were sold through a *Chain Sporting Goods Retailer* (7.0 percent), and
- 546,000 were sold through “*Other*” retail channels (3.0 percent).

U.S. Bicycle Market Estimated Retail Dollars
2007 Total Market Share, Bicycles & Aftermarket by Channel of Trade

Channel of Trade	Specialty Bike Retailers / Bike Shops	Mass Merchant	Chain Sporting Goods	Other (Including Hardware Chains and Independent Retailers, Mail Order and Internet)	Total U.S. Market
Bicycles	\$1.402 Billion 49.0%	\$1.030 Billion 36.0%	\$258 Million 9.0%	\$172 Million 6.0%	\$2.862 Billion 100.0%
Parts, Rubber, & Accessories, incl. Clothing & Shoes (Does not incl. labor & rentals)	\$1.0 Billion 31.0%	\$742 Million 23.0%	\$807 Million 25.0%	\$693 Million 21.0%	\$3.242 Billion 100.0%
Total Estimated Retail Dollars	\$2.402 Billion	\$1.722 Billion	\$1.064 Billion	\$865 Million	\$6.104 Billion
Percent Share of Total Market Retail Dollars	39.5%	29.1%	17.2%	14.2%	100.0%

Sources: National Sporting Goods Association; The Gluskin Townley Group analysis and industry estimates.

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BIKE-RIDING FACTS

According to the U.S. Department of Transportation, **approximately 57 million Americans age 16 or older** rode a bike at least once in a 30-day period during the summer of 2002 (May – August). [See <http://tinyurl.com/6a2ppa>. NOTE: These are the most current U.S. government figures.]

In the summer of 2002, **an estimated 91 million bicycle trips** were taken in the U.S., and the average length of each of these bicycle trips was 3.9 miles. (*ibid.*)

Why do Americans ride bikes? (*ibid.*)

- Recreation: 26.0%
- Exercise/health reasons: 23.6%
- To go home: 14.2%
- Personal errands: 13.9%
- To visit a friend/relative: 10.1%
- Commuting to school/work: 5.0%
- Bicycle ride: 2.3%
- Other: 4.9%

FACTS ABOUT INTERBIKE

The largest bicycle industry trade event in the U.S. is Interbike. Held each September in Las Vegas, this annual gathering is actually two events in one – the two-day *OutDoor Demo* and the three-day *Interbike International Bicycle Expo*.

Nearly 23,000 people attend Interbike each year (including more than 11,000 buyers from bicycle shops, specialty retailers, distributors, sporting goods stores and mass merchants).

More than 730 companies exhibited at Interbike in 2007, representing *1,000-plus cycling brands* and occupying more than 310,000 square feet of exhibit space.

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About Interbike

Interbike is the leading bicycle industry business-to-business event management company, bringing together top manufacturers, retailers, industry advocates, media cycling professionals to conduct the business of cycling. Launched in 1982, Interbike (www.interbike.com) now gathers more than 1,000 cycling-related brands and more than 23,000 total attendees annually to its three major events: OutDoor Demo, the Interbike International Bicycle Expo and OutDoor Demo East.

Interbike's 2008 trade-only events include:

- OutDoor Demo (September 22-23, 2008 in Boulder City, Nev.)
- Interbike International Bicycle Expo (September 24-26, Sands Expo and Convention Center, Las Vegas)
- OutDoor Demo East (October 21-22 at Roger Williams Park in Providence, Rhode Island)

Interbike is a business unit of Nielsen Business Media, the parent company of the Outdoor Retailer (OR), Action Sports Retailer (ASR), Health+Fitness Business, and Fly Fishing Retailer trade shows.

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NOTE: Unless noted, all data contained within this Facts Sheet are courtesy of the National Bicycle Dealers Association as found within its *U.S. Bicycle Market Overview 2007* report, which was prepared for the NBDA by The Gluskin Townley Group, LLC.