

CYCLING – UK – 2023

There remains a high degree of interest in mechanical bikes, however, the most exciting innovation is taking place with e-bikes, which may soon dominate new sales.



George Zaborowski,
Senior Market Analyst



Cycling - UK - 2023

This report looks at the following areas:

- How the rise in the cost of living is affecting sales of bikes and e-bikes
- The growing second-hand market and bike subscriptions as an alternative to ownership
- Trends in cycling participation
- Types of bicycles owned and purchase intentions over the next year and beyond
- Key sales channels and retailers used to purchase bicycles and bicycle parts in the UK
- Barriers to e-bicycle purchase



There remains a high degree of interest in mechanical bikes, however, the most exciting innovation is taking place with e-bikes, which may soon dominate new sales.

Overview

Rising living costs severely impacted demand for new bikes and e-bikes, which had already been suffering due to COVID-19 related supply-side issues. A recovery in demand is now underway, however, thanks to easing pressure on household budgets and heavy discounting by retailers.

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

store.mintel.com | store@mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Report Content

Key issues covered in this Report

- Overview

EXECUTIVE SUMMARY

Opportunities for the cycling market

- Convincing more potential cyclists to take the leap
- Making e-bikes more accessible
- Raising cycling participation among women

Market dynamics and outlook

- The five-year outlook for the UK cycling market
- New bike/e-bike sales volumes to recover after a difficult period
- Growing popularity of e-bikes will be driving up the total value of new business
- Cautious spending habits and an expanding second-hand market will temper demand for new bikes

What consumers want and why

- Share of Brits who cycle is in decline, but still above pre-pandemic levels
- MTBs ownership grows while e-bike ownership stalls temporarily
 - Graph 1: bicycle ownership, 2020-23
- Specialist Halfords is the top bicycle retailer, but nearly as many have gone to the second-hand market
 - Graph 2: cycling retailers used to buy a bicycle, 2023
- Despite their high cost, e-bikes are the most popular choice among cyclists planning to buy a bike for themselves in the next year
 - Graph 3: type of bicycle most likely to purchase for self, by timeline, 2023
- The ability to fill short-term needs makes bike subscriptions popular among parents of young kids
 - Graph 4: level of interest in select types of bicycle subscription services, 2023

Innovation and marketing

- Halfords launches Bike Xchange programme
- UK start-up Boost runs London bus ad campaign to spread awareness of e-bike conversion
- Large scale EV and e-bike charging 'Oasis' to open in Manchester

MARKET DYNAMICS

Market size

- New bicycle sales volumes have fallen well below pre-COVID levels
 - Graph 5: volume of new UK bicycle sales*, 2018-23
- The value of new bikes sales in decline but remain above pre-pandemic levels
 - Graph 6: value of new UK bicycle sales*, 2018-23
- After skyrocketing, the average sale price of a new bike has stabilised

Market forecast

- Bike/e-bike sales volumes forecast to rise after several years of decline
- Growing e-bike sales will propel the total value of new bike business upward
- Learnings from the last time consumers faced an extended income squeeze in the aftermath of the financial crisis

Macro-economic factors

- Inflation is still the key factor affecting consumers' finances
 - Graph 7: CPI inflation rate, 2021-23
- Interest rates will rise in importance over the remainder of 2023 and into 2024
- Consumer confidence is improving but still off pre-COVID levels
 - Graph 8: financial confidence index, 2016-23
- The ongoing squeeze on household budgets is hampering new bike sales...
- ...and motivating retailers to slash prices to stimulate demand
- Higher fuel prices can enhance the appeal of cycling as a mode of transport
 - Graph 9: Europe Brent Spot price, yearly averages, 2010-2022, forecast for 2023-24

Social, environmental and legal factors

- Government falling short on plans to boost walking and cycling in England
- Leisure cycling levels have fallen post-pandemic, but remain above 2019 levels
 - Graph 10: adult participation (aged 16+) in cycling activity in England*, November 2016/17-November 2021/22
- Bike riding among children has dropped below pre-pandemic levels
- Getting kids excited about cycling requires getting them the right bike
- Current legislation limits the e-bike growth potential among younger riders
- E-bike battery safety crucial to segment's growth prospects

WHAT CONSUMERS WANT AND WHY

Cycling participation

- Share of Brits who cycle falls, but remains above pre-pandemic levels
 - Graph 11: participation in cycling, 2017- 23

- Fewer are cycling regularly
 - Graph 12: regular participation in cycling (weekly or more often), 2017-23
- Men are nearly twice as likely to cycle than women
- Dads are a prime cycling target group
- Encouraging more to take up cycling
- Over two-fifths of women aged under 45 indicate interest in cycling
 - Graph 13: potential participation in cycling, by gender and age, 2023

Bicycle ownership

- MTBs remain the most commonly owned type of bicycle
 - Graph 14: bicycle ownership, 2020-23
- Growth in e-bike ownership has stalled, but the future is still rosy
- UK: key demographic figures behind the ownership of the UK's most popular bikes
- A quarter of cyclists own two or more types of bikes
 - Graph 15: number of types of bicycle owned, 2023

Cycling retailers

- Specialist retailers dominate
- Cyclists are more inclined to shop at specialist retailers
 - Graph 16: cycling retailers used to buy a bicycle, and parts, clothing and accessories, 2023
- Halfords is the UK's leading bicycle retailer but nearly as many have turned to the second-hand market
 - Graph 17: cycling retailers used to buy a bicycle in last 12 months to July, 2023
- Amazon and Halfords dominate the sale of bike parts, clothing and accessories
 - Graph 18: cycling retailers used to buy bicycle parts, clothing and accessories, 2023
- Online bicycle retailer Wiggle enters administration

Bicycle purchase intentions

- Nearly a quarter of existing or prospective cyclists plan to buy a bike in the next 12 months from July 2023...
 - Graph 19: bicycle purchase intentions for self, 2023
- ...rising to over a third of all current riders
 - Graph 20: bicycle purchase intentions for self, by cycling groups, 2023
- Affluent cyclists will be key to supporting demand over the next year
 - Graph 21: bicycle purchase intentions for self in next 12 months, by gender, age, and socio-economic group, 2023
- Close to half of parents planning a bike purchase for their kids in the next year
 - Graph 22: future bicycle purchase intentions for children, 2023
- Emphasising the family aspect of cycling may help close the cycling gender gap

Type of bicycle most likely to purchase

- MTBs remain top, but interest in e-bikes continues to grow
 - Graph 23: type of bicycle most likely to purchase for self, 2021 vs. 2023

- E-bikes set to grow in popularity
- An e-bike is the most popular choice among those buying within the next year
 - Graph 24: type of bicycle most likely to purchase for self, by timeline, 2023
- Over-45s show most interest in buying an e-bike

Barriers to e-bike adoption

- Half of cyclists consider e-bikes too expensive
- Most cyclists have at least one reservation about buying an e-bike, with cost the primary detractor
 - Graph 25: potential barriers to purchasing an e-bike, 2023
- Subscription services ease most of the challenges to e-bike ownership
- E-bike purchase subsidies and better infrastructure also have the power to accelerate adoption

Impact of rising costs on bicycle purchasing and cycling

- Buying a new bicycle has become more difficult to justify
 - Graph 26: agreement with statements about the impact of rising costs on attitudes and behaviour toward cycling, 2023
- Rising costs have hit demand among younger riders and those with kids most...
- ...and are pushing up demand for second-hand bikes
- A third are cycling more to reduce transport costs

Interest in bicycle subscription services

- A subscription service for kids bikes appeals to nearly half of parents
 - Graph 27: level of interest in select types of bicycle subscription services, 2023
- UK: key bike subscription target groups
- The bike subscription model caters best to a niche segment in search of short-term solutions
- Appeal of e-bike subscriptions can be enhanced by making more of how they enable riders to more affordably keep pace with the latest innovations

INNOVATION AND MARKETING TRENDS

Launch activity and innovation

- Halfords launches Bike Xchange programme
- Decathlon launches revolutionary automatic transmission city e-bike aimed at non-cyclists in August 2023
- Niche Mobility launches e-bike system with regenerative braking
- Raleigh launches an easy to customise compact cargo e-bike
- UK start-up Boost set to release latest e-bike conversion kit
- Leeds introduces e-bike rental scheme in September 2023
- Large scale EV and eBike charging 'Oasis' to open in Manchester
- Bikeflex and Solarcycle partner to offer solar e-bike charging
- UK trails projected announced to support the mountain biking community

Advertising and marketing activity

- Boost launches London buses ad campaign to spread awareness about e-bike conversion
- Latest edition of #BikelsBest campaign introduced in the summer of 2023
- After its success in Leeds, the 'Walk It, Ride It' campaign spreads across the rest of West Yorkshire in September 2023

APPENDIX

Supplementary data

- Market size: volume and value of new UK bicycle sales
- Consumer research: current rider select demographics
 - Graph 28: level of participation in cycling, by gender and age, 2023
- Consumer research: potential rider select demographics
 - Graph 29: potential participation in cycling, by gender and age, 2023
- Consumer research: repertoire analysis on bike ownership

Market forecast data and methodology

- Market forecast and prediction intervals for the total volume of UK new bicycle sales
- Market forecast and prediction intervals for the total value of UK new bicycle sales
- Forecast methodology

Report scope and definitions

- Market definition
- Abbreviations and terms

Methodology

- Consumer research methodology

Disclaimer

This is marketing intelligence published by Mintel.
The consumer research exclusively commissioned by Mintel was conducted by a UK licensed market survey agent ([see Research Methodology Europe for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com
email: store@mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850