

DOING BUSINESS WITH BYCICLES SECTOR IN EUROPE

LEVERAGE ON SKYMINDER SOLUTIONS

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Bycicles Sector Overview



The bicycle industry is experiencing strong momentum, supported by growing sustainability awareness, rising health consciousness, and government initiatives promoting green mobility. Electric bikes (e-bikes) continue to drive market expansion, accelerated by advances in smart and connected technology. Key trends shaping the sector include innovation in e-mobility, increasing interest in adventure and fitness cycling, and the rapid adoption of direct-to-consumer business models.

Despite this progress, manufacturers still face challenges such as supply chain disruptions and higher raw material costs. Europe and the Asia-Pacific region remain the leading markets, thanks to their established cycling cultures, proactive policy support, efficient production ecosystems, and sustained investment in green infrastructure and e-mobility incentives.

Market Dynamics & Growth Drivers

Sustainability

Cycling is increasingly viewed as a key enabler of cleaner urban mobility, supporting efforts to reduce carbon emissions and driving demand across all bicycle segments.

Health & Wellness

Rising awareness of the physical and mental health benefits of cycling continues to boost interest in fitness-oriented, lifestyle, and adventure bikes.

E-Bikes

Electric bikes are the fastest-growing market segment, propelled by advances in technology, expanding government incentive programs, and consumer demand for longer, more comfortable rides.

Government Support

Supportive public policies, ranging from dedicated cycling lanes to purchase subsidies are accelerating industry growth, with particularly strong momentum in Europe and India.

Key Segments & Trends

E-Bikes

Continue to dominate both revenue and growth, driven by rising demand for zero-emission mobility and improved battery and motor technologies.

Road & Mountain Bikes

Sustained demand comes from fitness, leisure, and adventure cycling, with a growing shift toward tailored and customizable bike configurations.

Cargo Bikes

Poised for strong expansion as practical, eco-friendly alternatives to motorized vehicles for short-distance personal and commercial transport.

Technology

Innovation is centered on lightweight materials such as carbon fiber, advanced performance components including hydraulic braking systems and smart connectivity features, and increasingly aerodynamic frame designs.

Challenges & Opportunities

Challenges:

The industry continues to face supply chain disruptions and rising costs of key raw materials such as aluminum and steel. In addition, companies are working through market adjustments following the rapid demand surge during the pandemic, which has led to inventory imbalances and pressure on margins.

Opportunities

Growth prospects remain strong, driven by expanding urban cycling infrastructure, the rise of health-focused and adventure tourism, and increasing investment in smart and connected bike technologies that enhance safety, performance, and user experience.

Regional Landscape

Europe

A mature and fast-growing market supported by a deeply rooted cycling culture, robust government incentives, and extensive, high-quality cycling infrastructure. These factors continue to drive strong adoption across both traditional and electric bike segments.

Asia-Pacific

The largest regional market globally, benefiting from cost-efficient manufacturing hubs and rapidly rising e-bike adoption in countries such as China and India. The region's scale, affordability, and accelerating shift toward electric mobility underpin its dominant position.

Bycicles Fun Facts

1. Horseless Carriage

In 1817, Karl von Drais, a German baron, invented a horseless carriage that would help him get around faster. The two-wheeled, pedal-less device was propelled by pushing your feet against the ground. The machine became known as the “draisine,” and led to the creation of the modern-day bicycle.

2. Trending term

The "high wheel bicycle" was a popular style in the 1870s. The term “bicycle” was not introduced until the 1860s, when it was coined in France to describe a new kind of two-wheeler with a mechanical drive.

3. History-making inventors

Orville and Wilbur Wright, the brothers who built the first flying airplane, operated a small bike repair shop in Dayton, Ohio.

4. Around the world

Fred A. Birchmore, 25, circled the globe by bicycle in 1935. The entire trip, through Europe, Asia, and the United States, covered 40,000 miles. He pedaled about 25,000 miles. The rest was traveled by boat. He wore out seven sets of tires.

5. Bike population explosion

Bikes were first brought to China in the late 1800s. Today over a half billion bicycles pedal throughout the country.

6. Rush hour traffic

In the Netherlands, 30 percent of all trips are on bicycle, and seven out of eight Dutch people over 15 years old have a bike. In the United States, people use their bicycles for less than one percent of all urban trips.

7. Bike crazy

About 100 million bicycles are manufactured worldwide each year.

8. Special delivery

Over the past 30 years, bicycle delivery services have developed into an important industry, especially in cities, where the couriers have earned a reputation for their high speed and traffic-weaving skills.

9. Leading the pack

The Tour de France is one of the most famous bicycle races in the world. Established in 1903, it's considered to be the biggest test of endurance out of all sports.

10. Going for gold

Bicycle Moto Cross (BMX), an extreme style of bicycle track racing, became a sport in the 2008 Summer Olympic Games in Beijing, [China](#).

Source: National Geographic

Facts and Figures: Europe

With over 1,000 companies – most of them SMEs - 180,000 direct/indirect jobs related to manufacturing and 2 billion euros of investments per year, the European Bicycle industry has finally been recognized as an integral part of the EU Mobility Industries landscape.

2023 Overview

- 19,3 Billion Euro, the sector's turnover
- 5,1 Million Ebikes Sold in the EU27+UK
- 11,7 Million bicycles sold in the EU27+UK

2024 import and export flows

EU Top Countries importing to EU

- Germany
- Netherlands
- Italy
- Portugal
- Poland

EU Top Countries exporting from the EU

- Germany
- France
- Belgium
- Netherlands
- Spain

NON EU Top Countries importing to EU

- China
- Cambodia
- Bangladesh
- Turkey
- Taiwan

NON EU Top Countries exporting from the EU

- United Kingdom
- Switzerland
- Uzbekistan
- Turkey

The European bicycle industry has seen a significant growth over the past decade, driven by the improvement of cycling infrastructure and the rising popularity of e-bikes. E-bikes have become the top electric vehicle choice for European consumers, offering mobility, leisure, and health benefits. The production of pedal assist e-bikes is predominantly a European business.

In 2023, the European bicycle industry experienced a “reset”, adjusting to the broader economic reality, the exceptionally positive sales during the pandemic years and the disruptions in the supply chain. Sales declined – among several factors – due to the rising cost of living and diminished purchasing power of European consumers. Despite this, the industry demonstrated overall resilience.

CONEBI’s 2024 European Bicycle Industry and Market Profile (BIMP) report, based on 2023 data, highlights a notable decline in traditional bicycle sales and a slight dip in e-bike sales, despite e-bikes achieving over 50% increase in unit sales above pre-pandemic levels. Bicycle sales totalled 11.7 million units, down from 14.7 million in 2022, while e-bike demand remained encouraging with 5.1 million units compared to 5.5 million in 2022. Combined sales of bicycles and e-bikes amounted to EUR 19.3 billion, reflecting an 8.9% decrease from 2022.

Production saw a sharper decline in response to reduced sales and last year’s overstock as a result of the disruptions in the supply chain. CONEBI deems that the overstock issue might be resolved in 2025, paving the way for a production increase afterwards.

Significant investments have been made in production capacity, with new factories and warehouses being built in various EU countries. Investments remained strong at over EUR 1.9 billion in 2023, slightly below the EUR 2.1 billion recorded in 2022, reflecting continued confidence and dedication to growth.

On the other side, the industry – comprising over 1,200 companies across Europe – saw a decrease in employment figures in comparison to 2022: on average, -5,5% from the previous year. It must be noted that such a decrease differed significantly from country to country.

While some markets are more developed, others are yet to experience the bicycle and e-bike mobility revolution. CONEBI remains optimistic that the European market will continue its overall upward trend through 2030, with a significant increase in demand anticipated. To achieve this market growth, a supportive political environment is essential.

The 19th edition of the European Bicycle Industry & Market Profile (BIMP), published by CONEBI on June 2025, reports that market conditions in the European bicycle industry remained stable in 2024, with sales settling back to pre-pandemic levels after the exceptional surge in demand during COVID-19. This stability underscores the sector's resilience and its integral role in European mobility.

The BIMP report, based on data provided by member associations, non-member organizations, and industry experts, supplemented by estimations in cases where no official data was available, offers a comprehensive 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, Bicycles, E-Bikes, Parts & Accessories sales and the industry.

In 2024 manufacturers have gradually scaled back output as inventories from previous years are absorbed, aligning production more closely with current demand. Employment levels have adjusted in parallel.

Trade patterns also reflect this market correction, with a return to higher reliance on domestically produced units and existing inventory rather than fresh imports or exports. Despite normalization in demand, the e-bike segment sustained strong interest and continued to represent a significant share of the market.

Looking ahead, a suite of European policy initiatives—including reforms to the European Green Deal, the Ecodesign for Sustainable Products Regulation, the Digital Product Passport, and mobility incentives under the Social Climate Fund—are expected to provide vital support for long term sector strengthening

Source: CONEBI (Confederation of the European Bicycle Industries), Eurostat

EUROPEAN DECLARATION OF CYCLING

European Parliament, the Council and the European Commission proclaimed the joint Declaration on Cycling adopted on 2024.

Adopted in 2024 by the European Parliament, Council, and European Commission, the European Declaration on Cycling sets out a shared vision for promoting cycling as a safe, inclusive, sustainable, and accessible mode of transport. It lays out commitments on policy development, infrastructure, investment, safety, industry growth, tourism and data collection, that together aim to strengthen cycling's role in mobility systems and everyday life.

1. Health, inclusion and mobility

Regular cycling can reduce overall mortality by around 10%, highlighting its benefits for physical and mental health. Cycling also helps improve mobility for vulnerable groups, supporting social inclusion and providing opportunities for people of all ages, incomes, genders, and abilities. The principle of “Encouraging inclusive, affordable and healthy mobility”, aims to ensure cycling is accessible to all, while raising awareness of its health and social benefits.

2. Road safety and security

Cyclists account for roughly 10 % of road fatalities in the EU, highlighting the persistent safety challenges faced on European roads. Responding to these concerns, the principle of “Improving road safety and security”, focuses on reducing deaths and injuries, protecting vulnerable road users, strengthening safety standards, and improving education and awareness for both cyclists and drivers.

3. Economic growth and high-quality jobs

Europe's cycling sector already supports an estimated 1.3 million jobs and contributes around €21 billion to GDP, illustrating its growing economic importance[3]. The principle of “Supporting high-quality jobs and the development of a world-class European cycling industry”, seeks to boost European production of bikes and components, support circular and service-based business models, and position cycling as a strategic sector in a modern, sustainable EU economy.

4. Multimodality and cycling tourism

Cycling's potential grows when it is well integrated with public transport, yet first- and last-mile gaps remain. The principle of "Supporting multimodality and cycling tourism" promotes better connections with public transport, bike-sharing schemes, and creating conditions that make cycling a convenient option for both everyday journeys and leisure across Europe.

Declaration is divided into 8 chapters:

1. Developing and strengthening Developing and strengthening cycling policies

The EU and its Member States, together with regional and local authorities, all have a key role to play in supporting the further uptake of cycling.

2. Encouraging inclusive, affordable and healthy mobility

Everyone, including people with disabilities or those with reduced mobility and irrespective of age and gender should have access to mobility, and cycling can make a major contribution to enable this. Cycling should also be affordable irrespective of income level and promoted as beneficial to mental and physical health.

3. Creating more and better cycling infrastructure

Improving the quality, quantity, continuity and attractiveness of cycling infrastructure is essential to promote greater cycling use.

4. Increasing investments and creating favourable conditions for cycling

More investments are needed to unlock the potential for cycling.

5. Improving road safety and security

Everyone should be able to cycle in a safe and secure manner.

6. Supporting quality green jobs and the development of a world-class European cycling industry

Greater uptake of cycling means more high-quality, local jobs and is beneficial to the EU economy and cycling industry, and also contributes to the objectives of the EU industrial strategy.

7. Supporting multimodality and cycling tourism

Cycling should play a key role in improving multimodal connectivity and tourism, especially in combination with trains, buses and other modes, both in urban and rural areas.

8. Improving the collection of data on cycling

Cycling data needs to be collected in the same way across the EU to ensure effective monitoring of progress on implementation of the principles and commitments included in this Declaration.

Source: European Commission

CONEBI is the result of the merger that took place on 19 November 2014 between COLIPED (the Association of the European Two-Wheeler Parts' and Accessories' Industry) – established in 1960 – and COLIBI (the Association of the European Bicycle and e-Bike Industry) – established in 1973.

CONEBI combines the efforts that have been efficiently deployed by COLIPED and COLIBI all over the past decades in representing comprehensively its members' interests at European and International level: its current mandate is to continue to be part of the regulatory and policy consultation fora of the European Commission, European Parliament, European Council and the European Economic and Social Committee as well as to keep on cooperating with other organizations that share common values or advocacy objectives.

CONEBI is a founding member of the World Bicycle Industry Association WBIA, the Industry4Europe coalition and the EU CCAM Partnership.

CONEBI is the European association of the Bicycle, E-Bike and Parts & Accessories Industries. Its members are the national sectoral organizations, in charge of working for the promotion of both cycling and the cycling industry's growth on a national level.

The members are CONEBI's added value, and the reasons are multiple: their level of representation, their knowledge about national industry and market trends as well as their direct advocacy channels with national authorities and their network of diverse contacts within the cycling ecosystem.

Out of a total of around 1000 companies distributed in 23 out of 27 EU Member States (plus the UK), more than 600 are directly affiliated to the CONEBI national members associations: these numbers are increasing on a yearly basis and that clearly indicates how useful it is for companies to be part of them.

Source: CONEBI (Confederation of the European Bicycle Industries)



SKYMINDER AT A GLANCE FOR BYCICLES SECTOR

Solutions available for more than **240** countries
and jurisdictions

Best in class information thanks to more than **40**
providers, both local and global



13 available products and solutions

Web and **API** integration



SKYMINDER SOLUTIONS

SkyMinder is the worldwide CRIF platform helping you to take decisions based on high-quality information. If you are required to evaluate a business partner in Bycycles Sector, a customer or a supplier, in a risk evaluation process or for compliance requirements or a cyber risk assessment, SkyMinder is the right solution.

Requirement	SkyMinder Solution	Description
Know business partners and risk level <ul style="list-style-type: none"> - have on board new suppliers - understand in depth customers creditworthiness 	Executive Report, Full Report, Quick Report, Slim Report	Information, with different level of details, related to all companies in the world, including AI summary, firmographics, credit limit, risk indicator, management, shareholders, negative events etc.
Receive immediate notification with related details if a change affects a company	Full Monitoring	Detailed information about changes affecting a company as soon as happened. Combined possibility to request for free updated report.
Be alerted if there is change in company's information	Alert	Information related to the area involved by a change as soon as an event happened.
Periodically checks if there are changes involving companies	Planned Revision	Scheduled revision with updated report including company's changes if applicable
Obtain documents from Official Registry and LEI repository	Official Registry and LEI	Product range including documents coming from public sources or from LEI Registry
Company ownership overview	Verification Report	List of shareholders to understand company's structure
Compliance requirements and fraud checks	Compliance Report and Extended Check Report	Anti-Bribery and Money Laundering lists checks related to financial crimes.
Risk of Cyber attack	Cyber Risk Report	Assess the level of risk related to a business partner in being involved in a cyber attack