**Bicycle Market 2022**

**Pedaling Forward Despite Challenges**

The NPD Group reports total 2021 sales for the US cycling industry were $8.3 billion, a 4% YOY decrease; however, US Bureau of Economic Analysis (BEA) data shows an increase of 21.4% to $9.04 billion in its category, “bicycles and accessories.”

The two sources almost agree when comparing 2021’s total sales to 2019’s. The NPD Group states the increase was 45% while the BEA shows a 43.3% 2YOY increase. Accessories may be the difference between the two sources, especially for 2021 compared to 2020.

The cycling industry has also been impacted by the same supply chain and inventory issues of many other industries, especially since many bicycles are imported. The industry must also prepare for an inventory surge as supply increases more than future demand.

**Comparison of Personal Consumption Spending for “Bicycles and Accessories,”**

**by SAAR\* (Seasonally Adjusted Annual Rate) 2021 vs. 2020 and 2019**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Period | 2021 | Change from 2020 | Change from 2019 | Period | 2021 | Change from 2020 | Change from 2019 |
| Q1 | $8.88 B | +38.2% | +45.8% | Q3 | $8.91 B | +10.5% | +38.8% |
| Q2 | $9.30 B | +26.3% | +46.9% | Q4 | $9.06 B | +14.2% | +42.3% |
| 1H average | $9.09 B | +31.9% | +46.4% | 2H average | $8.99 B | +12.4% | +40.2% |

Bureau of Economic Analysis, March 2022 \*not period’s sales total

**More Market Insights**

Electric (e-bike) bicycle sales increased 39% YOY during 2021, while sales for road bikes and the larger product sectors, mountain bikes and children’s bikes, decreased. The lack of inventory of these other products was a primary factor driving the purchase of e-bikes.

Surprisingly, bicycle dealers did not suffer from significant permanent closures as many as other retailers. The latest dealer count (March 2022) from Georger Data Services revealed the 6,857 US dealers were only 219 fewer than March 2021 and 56 fewer than March 2020.

As with many products manufactured globally, the bicycle market’s supply-chain/inventory challenges are a result of most bikes purchased in the US being imported. During 2021, $1.96 billion (custom value) of bikes were imported, a 40% increase from 2020.

**The Top 5 Bicycle-Friendly States and the Numbers of Their Bicycle-Friendly Communities, Businesses and Universities, February 2021–January 2022**

|  |  |  |  |
| --- | --- | --- | --- |
| State | Communities | Businesses | Universities |
| #1: Washington | 19 | 47 | 3 |
| #2: Oregon | 12 | 28 | 5 |
| #3: Minnesota | 33 | 108 | 7 |
| #4: California | 64 | 124 | 23 |
| #5: Massachusetts | 15 | 35 | 7 |

 The League of American Bicyclists’ Bicycle Friendly America Program, March 2022

**Enthusiastic Participation**

Although the data in the latest (2021) Outdoor Participation Trends Report from the Outdoor Foundation is from 2020, it reveals how much cycling became (and remains) a popular outdoor activity as a respite from pandemic lockdowns.

Road biking/mountain biking/BMX was the fourth most popular outdoor activity for 17.3% of Americans aged 6 and older, or 52.7 million participants. It was first among youth (6–17) and third among young adults (18–24).

Of particular importance to dealers’ marketing strategies, road biking/mountain biking/BMX was second among African Americans at 12% and Latinx Americans at 17%, third among Asian Americans at 16% and fourth among Caucasian Americans at 17%.

**Comparison of Cycling Participation Rates by Types, Ages 6+, 2019 and 2020**

|  |  |  |
| --- | --- | --- |
| Cycling Types | 2019 | 2020 |
| BMX | 1.2% | 1.3% |
| Mountain/Non-paved surface | 2.8% | 3.0% |
| Road/Mountain BMX  | 16.1% | 17.3% |
| Road/Paved surface | 13.0% | 14.6% |

 Outdoor Foundation, March 2022 (color represents the change from the previous year)

**The Biking/Cycling Crowd**

In-depth information from five of The Media Audit’s 2021 consumer/market surveys helps to identify who are cycling enthusiasts. Women 18+ who were active cyclists during the past 4 weeks are slightly younger than men, or 42 and 45, respectively, on average.

Income data shows women had a significantly larger average household income than men, or $83,620 and $76,560, respectively. Biking/Cycling is definitely an activity for the affluent as those with household incomes of $100,000 or more over-indexed the most.

The Media Audit data strongly suggests biking/cycling is a family activity. Adults 18+ with children at home of any age indexed at 117 on average in these five markets while those with children younger than 6 indexed at 116 and those with children 6 or older at 108.

**Indices of Adults 18+ Who Were Biking/Cycling During the**

**Past 4 Weeks by Generation, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Generation | Miami-Ft. Lauderdale | Indianapolis | Denver | Monterey-Salinas, CA | Portland, OR |
| Gen Z | * 73
 | * 75
 | * 75
 | * 69
 | 132 |
| Millennials | * 122
 | * 136
 | * 148
 | * 120
 | * 107
 |
| Gen X | * 109
 | * 58
 | * 81
 | * 111
 | * 85
 |
| Baby Boomers | 109 | * 145
 | * 81
 | * 92
 | * 98
 |
| Silent Generation | * 10
 | * 31
 | * \*
 | * 20
 | * 100
 |

Based on The Media Audit’s 2021 surveys \*insufficient data

**More Cycling Enthusiasts’ Insights**

With more people in a hybrid-work situation, they are more likely to have the latitude to participate in outdoor activities during the day and The Media Audit data for the same five consumer/market surveys on page 2 supports this trend.

Averaging the indices in these five markets reveals adults 18+ who work from home 3–4 days/week over-indexed the most at 184 and those working 1–2 days/week from home over-indexed an average of 166.

**Indices of Adults 18+ Who Were Biking/Cycling During the Past 4 Weeks**

**by Their Heavy Exposure to Media, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Media | Miami-Ft. Lauderdale | Indianapolis | Denver | Monterey-Salinas, CA | Portland, OR |
| Radio | * 102
 | * 142
 | * 136
 | * 156
 | 143 |
| TV | * 93
 | * 97
 | * 74
 | * 99
 | * 88
 |
| Newspaper | * 144
 | * 104
 | * 154
 | * 154
 | * 140
 |
| Outdoor | * 109
 | * 138
 | * 115
 | * 126
 | * 173
 |
| Direct mail | * 106
 | * 111
 | * 104
 | * 153
 | * 133
 |
| Internet | * 101
 | * 79
 | * 107
 | * 106
 | * 87
 |
| Social Media | * 121
 | * 82
 | * 103
 | * 71
 | * 113
 |
| Audio streaming | * 135
 | * 144
 | * 125
 | * 119
 | * 92
 |
| Podcast listening | 129 | * 222
 | * 84
 | * 155
 | * 162
 |
| Video streaming | * 122
 | * 141
 | * 98
 | * 86
 | * 91
 |

Based on The Media Audit’s 2021 surveys (see page four for heavy exposure amounts)

**The First Outlook for the Spring 2022 Season**

As many bike dealers continue to experience supply-chain issues, price increases and softening consumer demand, multiple bicycle industry sources surveyed 2,000 dealers in warmer states about their January/February 2022 sales compared to the previous year.

Demand decreased significantly more than it increased, with 29% of surveyed dealers saying demand had decreased much and 32% decreased a little, compared to 12% saying demand increased much and 20% increased a little.

Of the various product sectors, demand for e-bikes increased a little at 40% of the dealers while 39% said total demand for children’s bikes decreased 39% and 51% for road bikes. The demand for city/commute bikes and mountain bikes was relatively unchanged.

**2021 Revenue Ranges of Surveyed Dealers in Southern States**

|  |  |  |  |
| --- | --- | --- | --- |
| Revenue Range | Percent | Revenue Range | Percent |
| Less than $500K | * 14%
 | * $3 million–$5 million
 | * 11%
 |
| $500K–$1 million | * 29%
 | * $5 million–$10 million
 | * 2%
 |
| $1 million–$2 million | * 31%
 | * More than $10 million
 | * 4%
 |
| $2 million–$3 million | * 8%
 | * Declined to say
 | * 2%
 |

 *Bicycle Retailer* (combination of industry sources), March 2022

**More Valuable Insights**

Details in The National Bicycle Dealers Association’s Bicycling Buying 2021 Consumer Research Study show the challenge for dealers who sold many bikes during the past two years and the many new riders who were attracted to the activity.

According to the study, of the 42.6% of cyclists during 2020 and 2021 who were women, 33.4% were first-time cyclists and 22% started cycling again from before the pandemic period. The task for dealers, as with any retail vertical, is to retain a maximum number of the new female cyclists and those who returned to the activity. As fewer bikes are expected to be sold during 2022, dealers can promote accessories, service work and new models to continue to engage with these customers.

**The Top 10 US Bicycling Cities by Their City Rating Scores, 2021**

|  |  |  |  |
| --- | --- | --- | --- |
| City | Rating | Network | Community |
| Provincetown, MA | 81 | 87 | 55 |
| Alma, MI | 74 | 79 | 55 |
| Pella, IA | 72 | 78 | 47 |
| Lompoc, CA | 70 | 76 | 48 |
| Davis, CA | 69 | 70 | 65 |
| Berkeley, CA | 69 | 70 | 64 |
| Solvang, CA | 69 | 75 | 44 |
| Boulder, CO | 65 | 64 | 68 |
| Traverse City, MI | 64 | 61 | 73 |
| San Luis Obispo, CA | 64 | 63 | 66 |

 People for Bikes, June 2021

 City Rating Score is a combination of a city’s Network Score and Community Score.

 The Network Score measures the quality of a city’s bicycle network.

 The Community Score measures how people feel about biking in their city.

**The Media Audit: Heavy Exposure to Media, 2021**

|  |  |
| --- | --- |
| Media | Time |
| Radio | 180+ minutes during an average day |
| TV | 300+ minutes during an average day |
| Newspaper | 60+ minutes during an average day |
| Outdoor | 200+ miles during an average week |
| Direct mail | 75+ read weekly |
| Internet | 180+ minutes during a typical day |
| Social media | 180+ minutes during a typical day |
| Audio streaming | 180+ minutes during an average day |
| Podcast listening | 180+ minutes during a typical day |
| Video streaming | 180+ minutes during an average day |

*Sources:* *Bicycle Retailer* Website, 3/22; U.S. Bureau of Economic Analysis Website, 3/22; The League of American Bicyclists Website, 3/22; Outdoor Foundation Website, 3/22; The Media Audit Website, 3/22; People for Bikes Website, 3/22.

*Updated*: March 2022

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**Local Market and Station Information**