



Confederation of the
European Bicycle Industry
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Since 1960 Representing the European Bicycle Industry

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EU 2021 Industry & Market Figures



EUROPEAN
BICYCLE
INDUSTRY
& MARKET
PROFILE

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Sales of Bicycles and EPACs in the EU (+UK) in 2021

**22 Million Bikes
and EPACs sold**

+ 1%

Compared to 2020

**5 Million EPACs
sold**

+ 12%

Compared to 2020

**EPACs: Electrically Pedal Assisted Cycles*

Source: CONEBI Market Report – Do not share this information without explicit consent of the CONEBI Secretariat

Sales of Bicycles and EPACs in the EU (+UK) in 2021

Top Markets

Bikes & EPACs

- Germany
- Great Britain
- France

EPACs

- Germany
- France
- Netherlands

Bikes

- Great Britain
- Germany
- France

Turnover of Bicycles and EPACs Sales in the EU (+UK) in 2021

Bikes & EPACs

19.7€ bn

+ 8%

Compared to 2020

EPACs

12€ bn

+ 13%

Compared to 2020

2021 European overview of Bicycle and EPAC segments

Top Markets

Top Bike segments

- EPAC
- MTB*
- Children bikes

More than

60%

of the overall bike market share

Top EPAC segment

E-City/E-Urban

33%

of the overall EPAC market share

**MTB: Mountain Bike*

Source: CONEBI Market Report – Do not share this information without explicit consent of the CONEBI Secretariat

More than 80% of EPACs sold in Europe are also produced in Europe



Considerable production to refill the stock took place so both production (4.5 million units) and imports (1.2 million) grew strongly and combined are more than sales (5 million)

Production of Bicycles and EPACs in the EU (+UK) 2021

**16.1 Million Bikes
and EPACs
produced**

+ 11%

Compared to 2020

Highest production figures since we
started collecting figures in 2000

**4.5 Million EPACs
produced**

+ 24%

Compared to 2020

Production of Bicycles and EPACs in the EU (+UK) in 2021

Top Markets

Bikes & EPACs

- Italy
- Germany
- Portugal

EPACs

- Germany
- Bulgaria
- France

Bikes

- Italy
- Portugal
- Romania

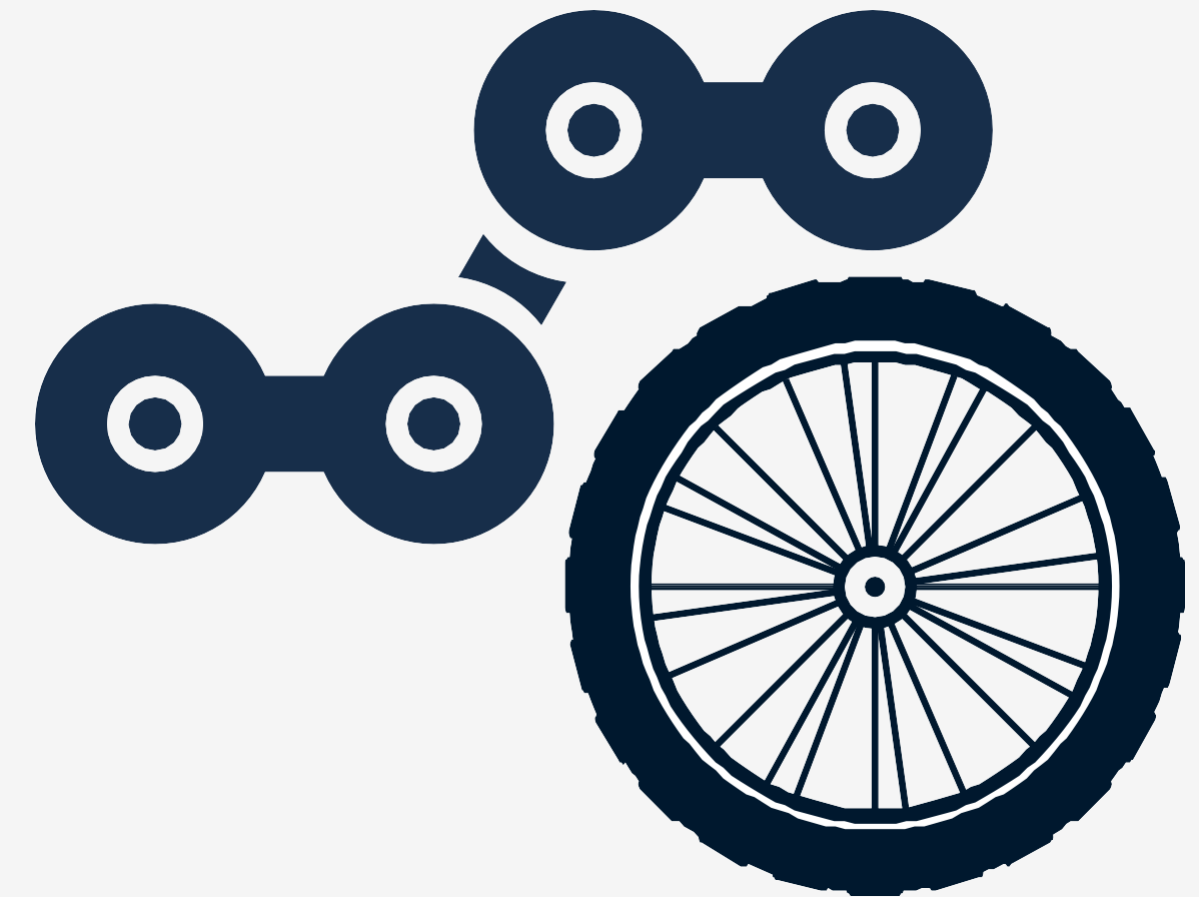
Parts & Accessories

Total production value in the EU (+UK) in 2021

3.6€ bn

+20%

Compared to 2020



Strengthening local production in Europe

- 
- **Over 2 million tons of CO₂ and sulphuric dioxides pollution saved thanks to sustainable and widespread (24 out of the 27 Member States + UK) local manufacturing of bicycles, EPACs, and components in Europe every year.**
 - **Each job re-shored in the EU Bike Industry spares from 30 to 50 million tons of CO₂ and sulphuric dioxides per year.**
 - **For each 1,000 bicycles reshored every year to Europe, 3 to 5 jobs are created; for each 1,000 EPACs the range is between 6 and 9 jobs.**



Investments in the European Bicycle Industry in 2021

1.75€ bn

+17%

Compared to 2020



The European Bicycle Industry



More than 1,000 SMEs

Over 85,000 direct Manufacturing and 170,000 direct/ indirect related jobs

+ 12%

Compared to 2020



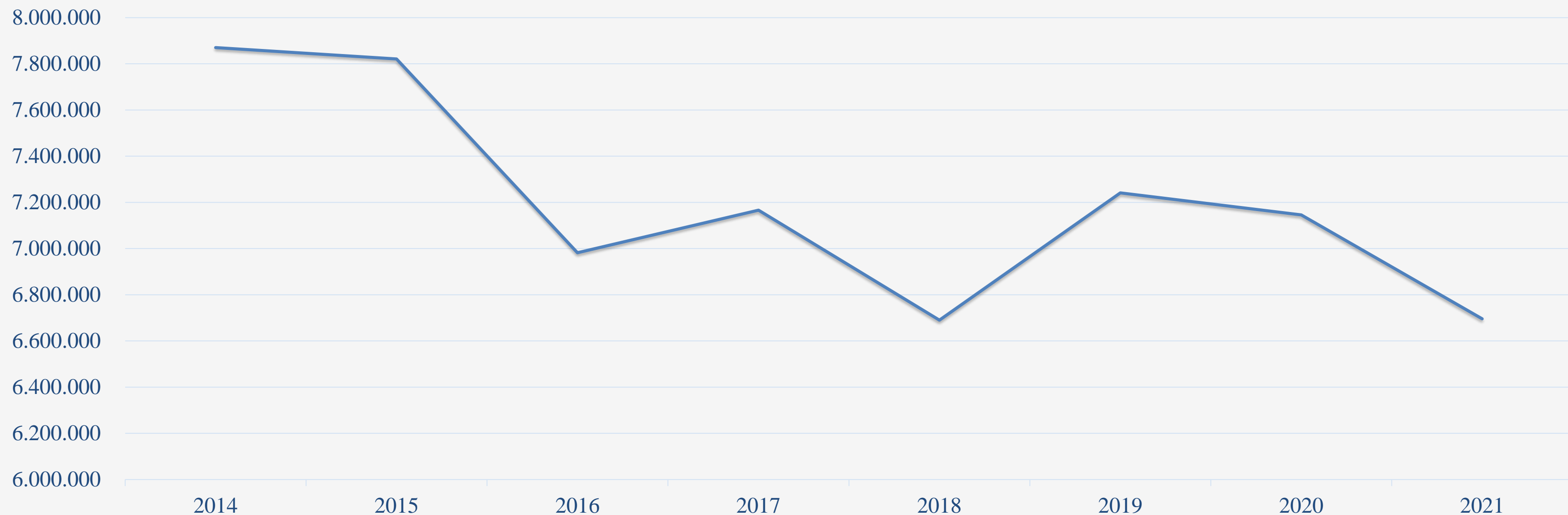
More than 60,000 bike retailers and 200,000 retail jobs*



* Estimation by CONEBI

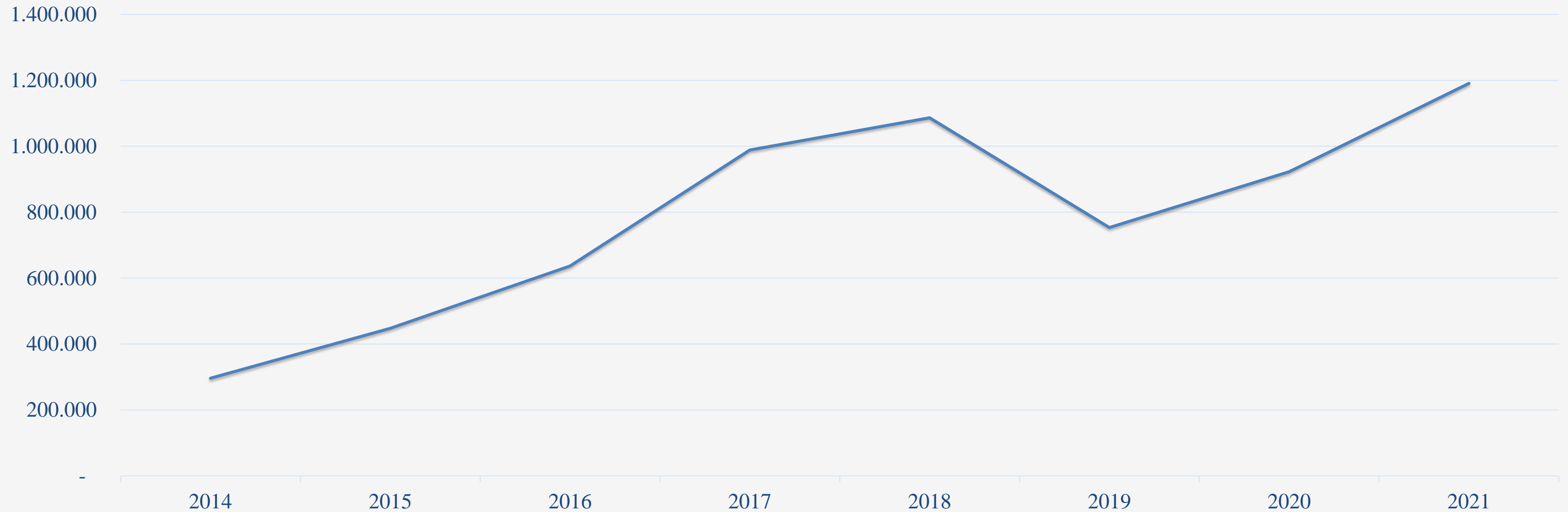
Source: CONEBI Market Report – Do not share this information without explicit consent of the CONEBI Secretariat

Imports of bicycles to EU (+UK)



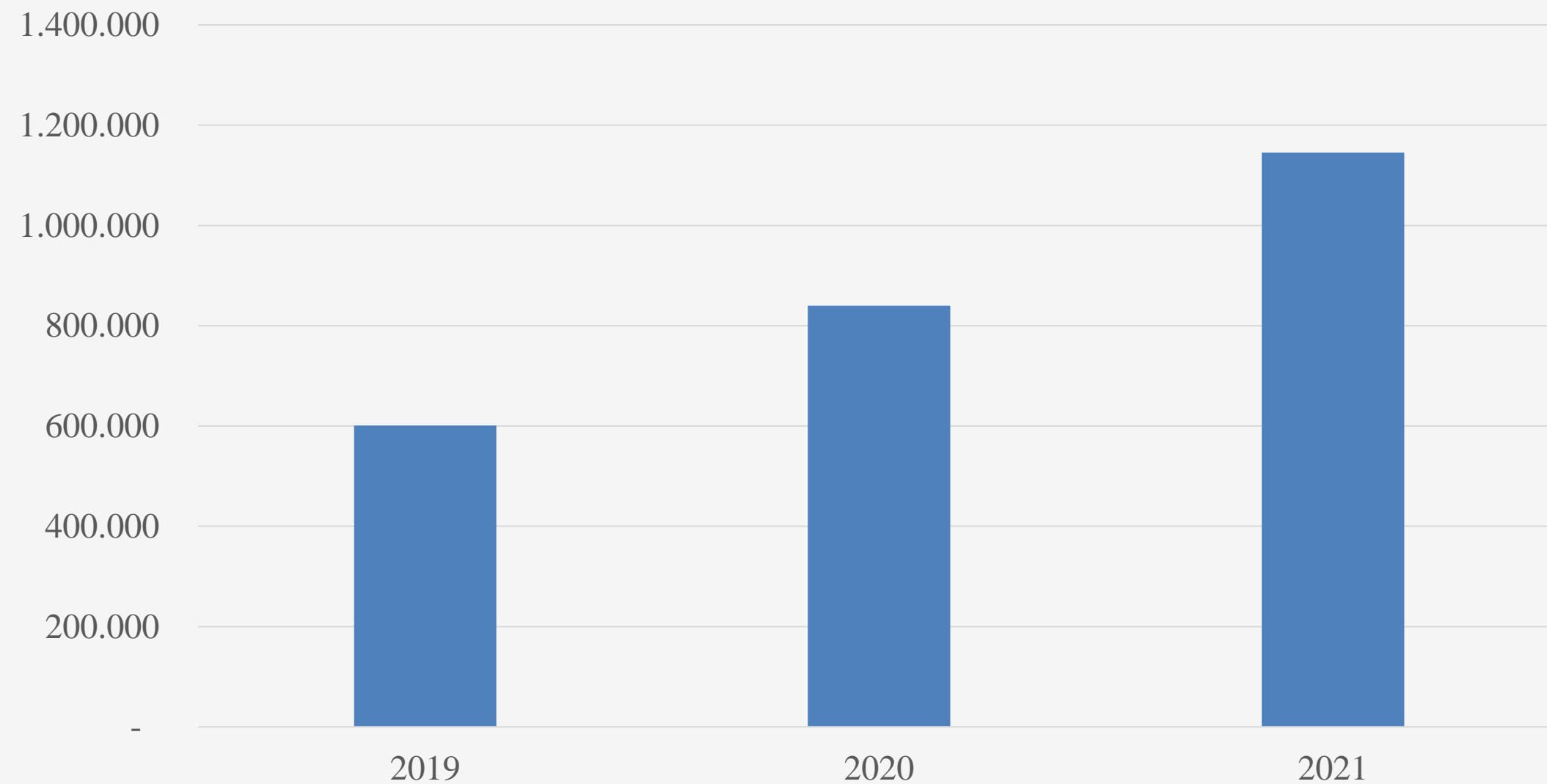
2014	2015	2016	2017	2018	2019	2020	2021
7.870.294	7.820.917	6.981.843	7.166.175	6.689.874	7.240.852	7.146.050	6.695.643

Imports of EPACs to EU (+UK)



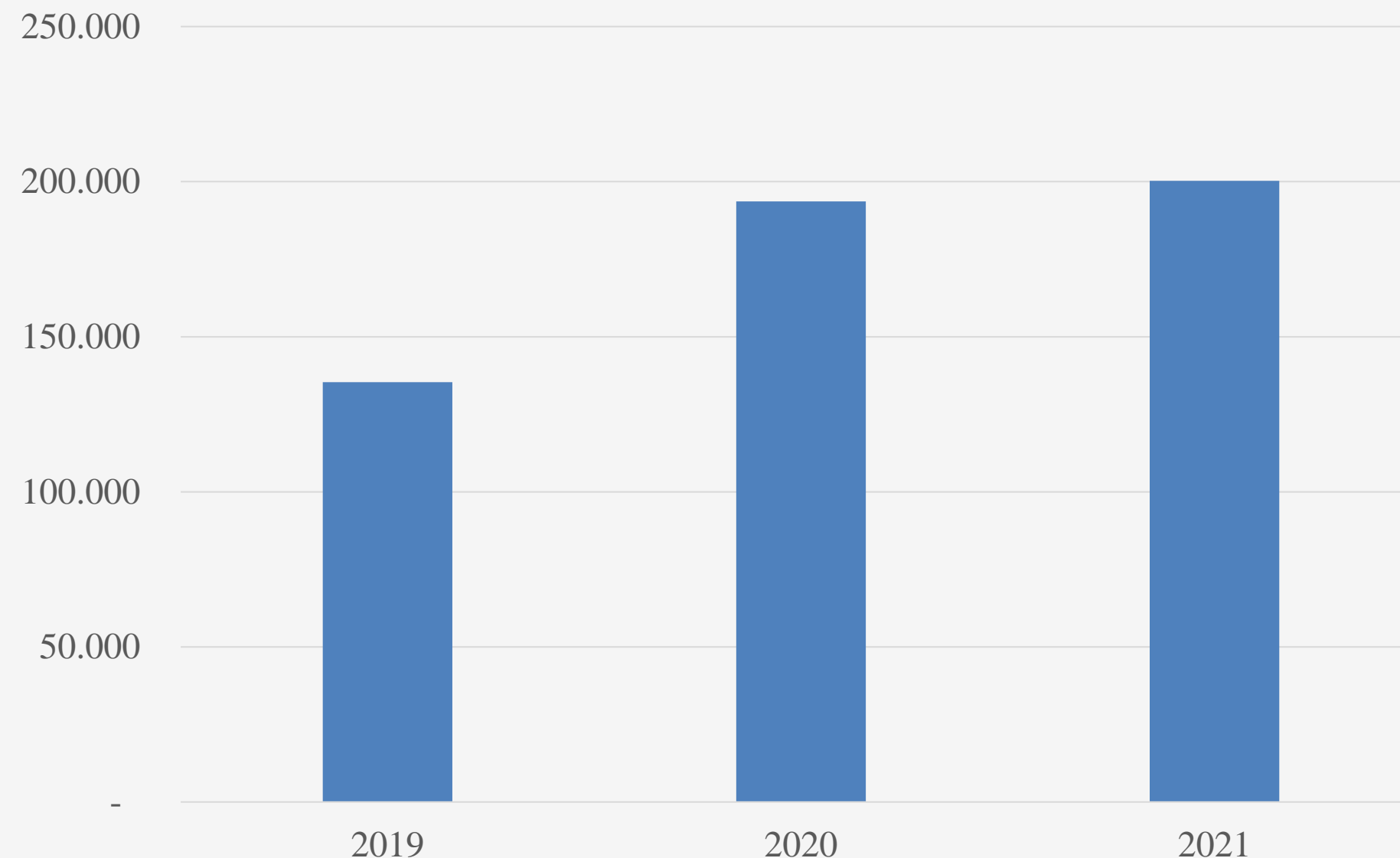
2014	2015	2016	2017	2018	2019	2020	2021
296.237	447.599	636.512	988.405	1.086.232	753.339	922.604	1.190.837

Exports of bicycles from the EU (+UK)



2019	2020	2021
600.866	840.185	1.145.525

Exports of EPACs from the EU (+UK)

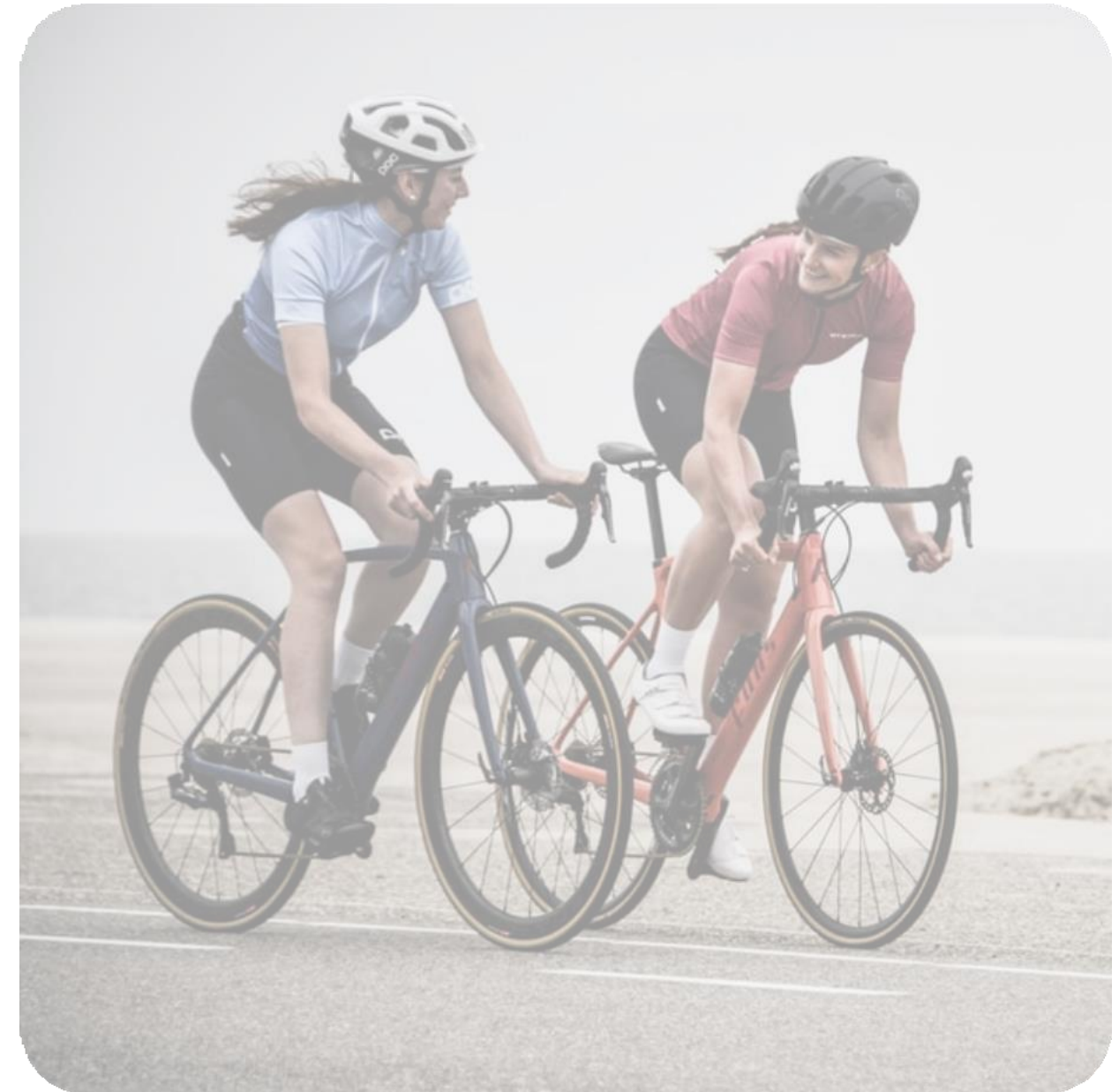


2019	2020	2021
135.325	193.601	200.302

**Thank you
for your
attention**



**Confederation of the
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