
Description: The global bicycle industry is expected to reach an estimated $65 billion by 2019. The major driver of bicycle industry is emergence of cycling as a preferred recreational and fitness activity, growing traffic congestion, and rising fuel prices. Increasing demand for low-cost transportation in developing countries helps to drive the bicycle industry. Electric bicycle use in North America and Western Europe is a new trend as a growing transit option in these regions. Despite various challenges, the market for bicycle is expected to grow over the next five years.

This report provides an analysis of the global bicycle industry and its accessories including analysis of the market trend, competitive landscape, company profiles, mergers and acquisitions, emerging trend, and key drivers of industry growth. The study also includes global forecasts for bicycle through 2019, segmented by region such as North America, Europe, Asia Pacific and Rest of World and by end user segments such as road bicycles, mountain bicycles, e-bicycles, and others.

On the basis of its comprehensive research, the author forecasts that majority of the segments for bicycle industry will grow moderately in 2014-2019. Electric bicycle market will remain strong due to increasing demand from China. Developed countries such as Japan, USA, and the European countries are also likely to witness a substantial growth in this segment due to its growing popularity there. Bicycle manufacturers are continuously adopting new strategies to gain market share in this industry. Shimano Inc., Giant Manufacturing Co. Ltd, Merida Industry Co. Ltd, Accell Group N.V, Dorel Industries Inc are the major industry players. Innovation in battery technology would further enhance battery life and lower overall cost for consumers which will drive the electric bicycle market. The biggest challenge the industry faces is increasing popularity of motor vehicles, weak distribution network and rising price of raw materials. Hence it is crucial for the manufacturers to maintain a balance between price and quality. Regular innovation of products is very important for companies to sustain their successful position in the market.

This unique report will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

Features of This Report:
To make business, investment, and strategic decisions, you need timely, useful information. This market report fulfills this core need and is an indispensable reference guide for multinational materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market.

Some of the features of “Global Bicycle Industry 2013-2018: Trends, Forecast, and Opportunity Analysis” include:
- Analysis of competitive intensity of the industry based on Porter's Five Forces model which helps to understand the competitive position of industry players
- Global Bicycle Industry with segment breakdown such as road bicycle, mountain bicycle, Ebicycles, other bicycles, parts & accessories and country analysis of major countries.
- Market size in terms of value, market size trend (2008-2013) and forecast (2014-2019), that are useful to make major investment decisions
- Regional Analysis provides bicycle industry breakdown of key regions of North America, Europe, Asia Pacific, and Rest of the World in terms of value
- Competitive landscape, emerging trends, unmet needs, drivers and growth opportunity analysis helps to ascertain a sound investment decision

Who Can Benefit From This Report?
This study is intended for senior level executives, sales, OEMs, marketing and business development professionals at various nodes of value chain of this market. This multi-client market study is used by small to multi-national Fortune 500 companies and utilized for a variety of reasons as follows.
- Business development
- Strategic planning
- Business presentation
- Determination of market size and trend
- Competitive analysis
- Resource and inventory management
- Budgeting
- Investment decisions

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