The Future of the Bicycle Industry

Andrea C Clark
1. *Fitness consciousness.*
2. *Cleaner environment.*
3. *Urbanization.*
HEALTH BENEFITS OF CYCLING

- Strengthens bones and tones muscles
- Keeps diabetes in control
- Lowers the risk of cancer
- Improves joint mobility
- Increases cardiovascular
- Builds up body strength
- Weight loss
- Stress buster
An Increase in 🚴‍♂️'s will:

- Reduce transportation CO2 emissions by 10% by 2050.
- Reduce noise pollution.
- Help restore fossil fuels.
Bicycle Infrastructures

Elevated skyhighways

Cycle superhighways

Bicycle Commuter Tunnels
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Disc Brakes
Electric Road Bikes
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Why Titanium?

Drivers

Characteristics
Strength
Ride Quality
Durability
Market Share by Product Type
(k units)

<table>
<thead>
<tr>
<th>TYPE</th>
<th>2013</th>
<th>2017</th>
<th>2025</th>
<th>CAGR (2017-2025)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Road Bikes</td>
<td>1,093</td>
<td>1,280</td>
<td>1,820</td>
<td>4.5%</td>
</tr>
<tr>
<td>Mountain Bikes</td>
<td>851</td>
<td>991</td>
<td>1,389</td>
<td>4.3%</td>
</tr>
<tr>
<td>Other</td>
<td>611</td>
<td>700</td>
<td>951</td>
<td>3.9%</td>
</tr>
<tr>
<td>Total</td>
<td>2,555</td>
<td>2,971</td>
<td>4,160</td>
<td>4.3%</td>
</tr>
</tbody>
</table>
Market Share by End User (k units)

<table>
<thead>
<tr>
<th>Application</th>
<th>2013</th>
<th>2017</th>
<th>2025</th>
<th>CAGR (2017-2025)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amateur</td>
<td>2,011</td>
<td>2,359</td>
<td>3,360</td>
<td>4.5%</td>
</tr>
<tr>
<td>Professional</td>
<td>1,015</td>
<td>1,132</td>
<td>1,451</td>
<td>3.2%</td>
</tr>
<tr>
<td>Total</td>
<td>3,026</td>
<td>3,491</td>
<td>4,811</td>
<td>4.1%</td>
</tr>
</tbody>
</table>
Increase in demand of titanium bicycles for amateur and professional users.
Growing trends for premium bicycles.
Increasing affluence.
Innovative technologies.
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DRIVERS

TITANIUM BICYCLES

INNOVATIONS

MARKET FORECAST
Global Market

Regional Market
Global 2013-2018 Titanium Bicycles Sales ('000 Units) and Growth Rate
Global 2013-2018 Titanium Bicycles Market Size (USD Million) and Growth Rate
Global 2018-2025 Titanium Bicycles Sales (‘000 Units) and Growth Rate
Global 2018-2025 Titanium Bicycles Market Size (USD Million) and Growth Rate
North America

Market Size (USD Million)

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2017</th>
<th>2025</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,920.4</td>
<td>2,315.6</td>
<td>3,477.0</td>
</tr>
</tbody>
</table>

Market share
29.20%

CAGR
5.2%
### Europe

<table>
<thead>
<tr>
<th>Market Size (USD Million)</th>
<th>2013</th>
<th>2017</th>
<th>2025</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,586.2</td>
<td>1,892.6</td>
<td>2,786.4</td>
</tr>
</tbody>
</table>

**Market share**

- 23.40%

**CAGR**

- 5.0%
Southeast Asia

**Market Size (USD Million)**

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2017</th>
<th>2025</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>798.1</td>
<td>927.9</td>
<td>1,297.9</td>
</tr>
</tbody>
</table>

**Market share**

- 10.90%

**CAGR**

- 4.3%
Japan

Market Size (USD Million)

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2017</th>
<th>2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>699.4</td>
<td>820.1</td>
<td>1,166.9</td>
</tr>
</tbody>
</table>

Market share

9.80%

CAGR

4.5%
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Conti

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