Cifras Sector Ciclismo
Spanish Bicycle market profile
2013

ambe
ASOCIACIÓN DE MARCAS Y BICICLETAS DE ESPAÑA

12 June 2014

Foreword

This document is the first edition of the Spanish Bicycle Industry & Market Profile ("**Cifras Sector Ciclismo**"), an economic study carried out by AMBE, *the Spanish Brands and Bicycle Association.* The document is based on figures provided by our associates and data kindly put at our disposal by non-members.

We wish to extend our sincere thanks to our associates, large shopping centers, large sporting goods chains and **Sport Panel, S.A.,** *the market research and studies Company*.

The first and main conclusion within this study is that the Spanish bicycle market size is around 1 million bicycles sold each year. This represent a bigger size than European estimates, 800.000 units.

The Spanish bicycle market is spread between three segments:

Å Completed Bicycles
Å Bicycle components
Å Accessories

This study analyses these three segments with a focus on the complete bicycles for being the main one.

Recent evolution and current situation of the market

The bicycle, its components and accessories market in Spain is made up of 250 operators including manufacturers, national distributors, importers and brand management agencies.

The retailers are far more numerous with around 3.000 shops and dealers.

Bicycle Industry Companies		
± 250 Companies		
Bicycles (70)	Distributors (52)	Textile (40)
Accessories (11)	Electronic (6)	Components (15)
Nutrition (18)	Others (85)	

Recent evolution and current situation of the market

Currently exists a limited numbers of national manufacturers. It’s a mature market in which during the last few decades the trend was the concentration, disappearing companies or becoming distributors/importers. Nevertheless it’s seems a part of the initiative has been recovered with new national manufacturers in the last few years.

At the same time there has been a bicycle imports increase, due to the global foreign brands based on Spain who has gained market share and because the national manufacturers has moved their assembly lines to Asia and Portugal, maintaining in Spain jut their Design and Quality Control areas.

During the last five years the market has grown in spite the economic crisis with a annual growth rate of 10 per cent. This grow is due to an increased use of bicycles in Spain.

Traditionally the use and demand of bicycles in Spain is related to practicing sports, recreational and occasional use. Nevertheless there is an increasing trend to use the bicycle as a mean of transportation. This trend is connected to more public environmental awareness , and it’s connected to local, regional and national policies aimed at promoting the bicycle as sport and transport. The implementation of bicycle infrastructures in the cities such as bike lines and parking places like many other European countries motivate the use of bicycle and benefits the bike sales.
These kind of public policies has been successfully developed in many Spanish cities including public bicycle sharing services.

Quantitative analysis

The market is mainly concentrated in the bicycle sales which represent a 60 per cent of revenues.

The second item in the revenues ranking are the bicycle components with 24 per cent of the market.

The remaining 16 per cent is divided between helmets, shoes, textile, tools, fitness and other products.

The total revenue of the wholesale is estimated in **700 Million Euros** per year and therefore the total revenue of the market including retailers is **1.050 Million Euros**.

	% (ú)	
	2012	2013
Bicycles	60,30%	58,67%
Components	23,94%	24,97%
Helmets	2,32%	2,39%
Shoes	2,68%	2,82%
Textile	4,82%	4,66%
Tools	0,35%	0,41%
Fitness	0,13%	0,14%
Other	5,47%	5,95%
TOTAL	**100,00%**	**100,00%**

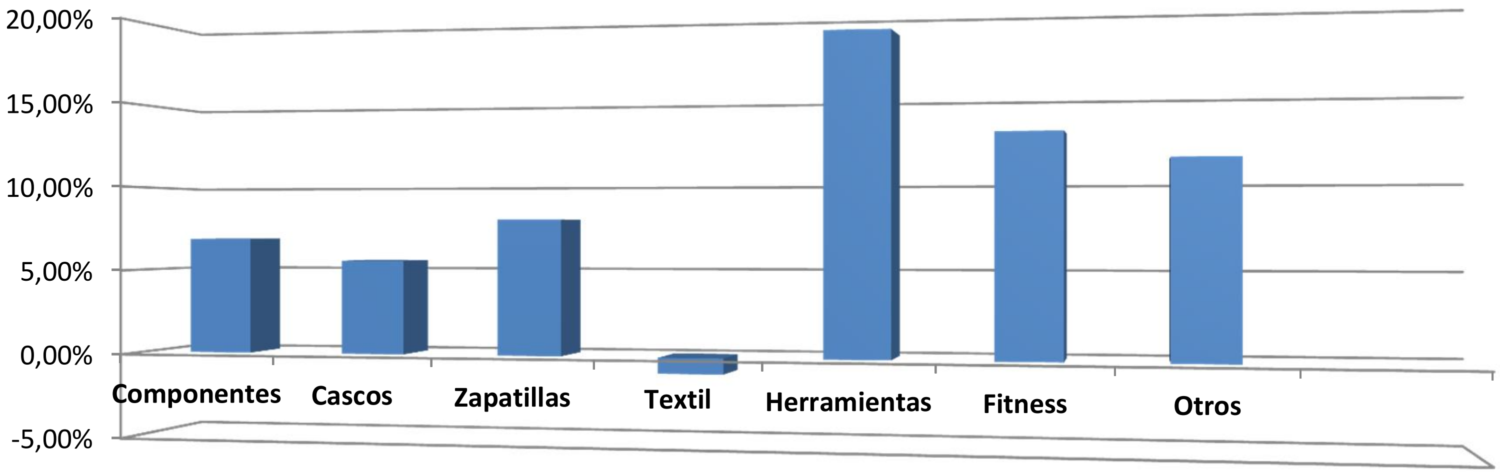
On the other hand the Spanish bicycle market has grown generating jobs and currently is near **14.000 direct jobs**, including manufacturers, distributors, retailers and the cycling departments of large sporting goods chains and shopping centers.

Components and accessories quantitative analysis

In this market segment the revenues of wholesale has grown during 2013 except in textile. The average growth was 11,5 per cent.

- The biggest growth was in tools sales with 18,83 per cent
- The second place is fitness material which has grown a 13 per cent
- The components has grown a 7 per cent
- Helmets sales has grown a 5,5 per cent
- Shoes sales a 8 per cent
- At last the textile fell by 1 per cent

Evolution 2012-2013 (%)



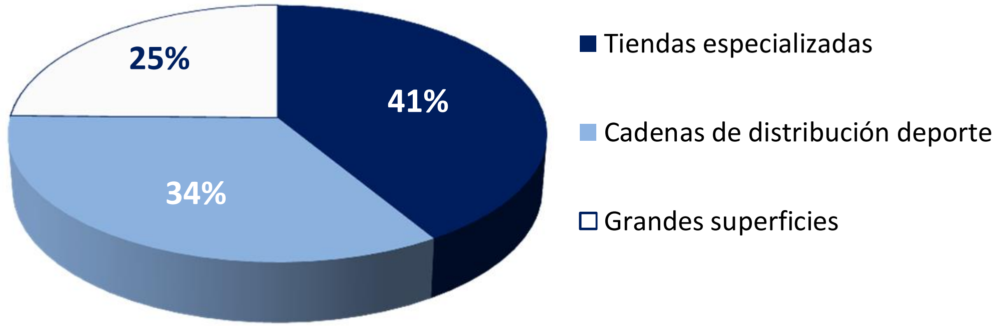
Bicycle sales

The bicycles are sold through three channels totalizing **1.034.374 units** sold to end consumer during 2013.

This figure represent, after several years of growth a slight reduction compared with the previous year, 7,5 per cent.

Over the total revenue AMBE’s associates represent a 50 per cent with 558.544 units sold. Adding the non-member manufacturers and distributors the amount ascend to 608.874 units which represent a 59 per cent.

The remaining 41 per cent is sold by large sporting goods chains (351.500 units) and large general stores (256.255 units) who use to import their own bicycle brands.



Bicycle sales (units)

	2012	2013
Specialty retailers	461.409	426.649
Large sporting goods chains	380.138	351.500
Large general stores	277.100	256.225
	1.118.647	**1.034.374**

Source : prepared by author

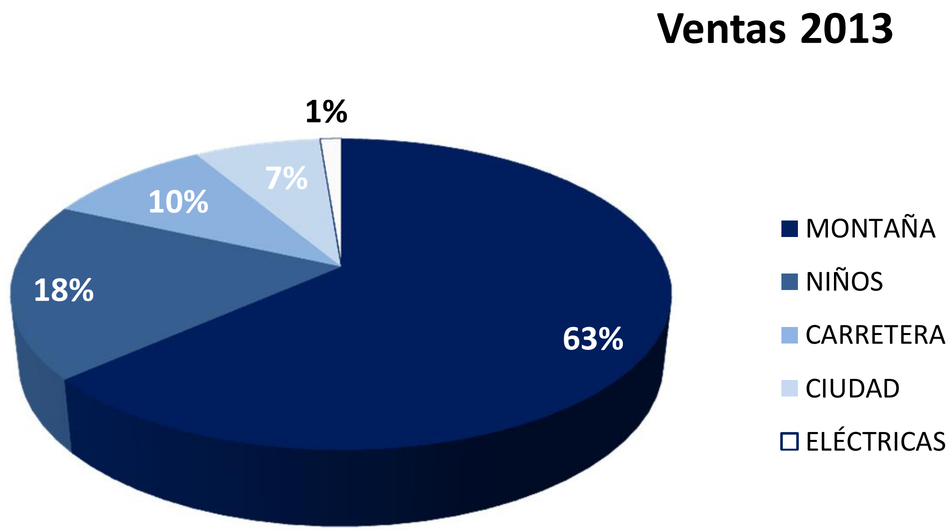
Sales by type of bicycle

Analyzing sales by type of bicycle MTB is still dominating the Spanish market with a 63 per cent of the market.

Secondly it stand out the children's bicycles with a 18 per cent, not including toy bicycles for children.

Although urban and e-bikes are undergoing a huge increase are not yet representing a market share of more than 8 per cent adding them.

Finally it stand out the road bicycles with an average of 10 per cent. This type of bicycles have the highest average market price.



Fuente: elaboración propia

E-Bikes

Although we believe in the strong growth potential for this type of bikes we estimate than just 10.000 units have been sold during 2013. The impulse measures like **Plan Pima**, promoted by the Environmental Ministry will make grow these figures during 2014.

The E-Bikes Spanish market is highly atomized with more than 50 brands operating on it so it seems supply is exceeding demand.

Sales per type of Mountain Bike

During the last few years the mountain bike market is experiencing a major change due to tire sizes. First from the traditional 26” size to 29” and then to 27,5”.

As it seems in the table below just in one year bicycles assembled with 26” tires has felt a 25 per cent in its market share.

In the same period of time bikes with 29” tires has grown to 32 per cent from just a 10 per cent the previous year.

These changes have led to a highest average price in mountain bike market.

Footnote: these data comes from the AMBE’s associates sales.

		% Units	
		2012	2013
MTB	26ò	88,21%	63,01%
	27,5ò	1,42%	4,69%
	29ò	10,36%	32,31%
	Total	97,49%	97,89%
BMX	Total	2,51%	2,11%
TOTAL		**100,00%**	**100,00%**

Source: prepared by author

Average price per type of bicycle

For the calculation of the average price per type of bicycle **AMBE** has had the average prices through the three retail channels.

Into the specialty retail channel the average prices are substantially higher than global market average.

Into other two retail channels average prices are lower so then the global average price is **290 €**.

Comparing the Spanish market average price with other European countries puts it in tenth position, below such countries as Netherlands, Germany, Austria, Denmark and Belgium but ahead of such countries as France and Italy.

Because of the huge grow potential E-Bikes have in Spain should be highlighted the continuous reduction of its average price which was **1.237 €** in 2013

Average price per type of bike

Concepto	2012	2013	Evolución (%)
MONTAÑA	194	211	9%
CARRETERA	654	647	-1%
CIUDAD	159	169	6%
NIÑOS	84	82	-2%
ELÉCTRICAS	1.302	1.237	-5%
TOTAL	**268**	**290**	**8%**

Source: prepared by author

Bicycle production, import and export

The domestic bicycle production in Spain is monthly controlled by the Ministry of Industry since 1990.

According to this measure 374.517 bicycles were produced during 2013 which is nearly the same as in 2012.

The historic maximum during the last 8 years was is 2011 with a total quantity of 403.526 units. Comparing this data with bicycles sold we can concluded that the 36 per cent of bicycles sold were made in Spain, nevertheless part of the production is oriented towards exportation.

Bicycle production, Units

Año	Producción
2006	377.819
2007	312.432
2008	380.082
2009	333.472
2010	398.017
2011	403.526
2012	373.354
2013	374.517

Source: Ministry of Industry

Foreign trade data:

To analyze export and import data we should go through the database made by the Spanish Tax Agency, nevertheless it seems although export data looks like correct we are not able to ensure they have correct data for import. Following thorough analysis of import records appear products allocated into the bicycle tariff heading which not correspond with bicycles.

Unfortunately we are not able to obtain certain conclusions about foreign trade.

ambe

ASOCIACIÓN DE MARCAS Y BICICLETAS DE ESPAÑA

AMBE: Asociación de Marcas y Bicicletas de España CIF: G61611254
Registered Office: Calle El Pla 108, 08960 Sant Feliu de Llobregat
Secretary-General Office: Calle Nanclares de Oca 1, 28022 Madrid
Inscrita en el R.N.A con el nº 163075, desde el 28 de noviembre de a987

Contact:
Carlos Núñez
Secretary-General
carlos@asociacionmabe.es
Telf.: +34 655 824 085