

CYCLING INDUSTRY GUIDE

Updated May 2014



This guide covers cycling equipment, accessories and services.

Small Business Help

Bike Shop – BOP196 (Cobra, 2013) [available onsite via electronic sources]

Qualifications, key market issues and trends, trading issues, legislation and sources for further information for those wanting to start and run a bike shop.

Outdoor Activity Centre – BOP174 (Cobra, 2013) [available onsite via electronic sources]

Qualifications, key market issues and trends, trading issues, legislation and sources for further information for those wanting to start and run an outdoor activity centre, providing a range of activities such as caving, orienteering, pony trekking, quad biking and canoeing.

Sports Equipment Hire – MBP373 (Cobra, 2013) [available onsite via electronic sources]

The business idea, trading issues and sources for further information for those wanting to start and run a hire service of sports equipment, for a wide range of sports including cycling, kayaking, skiing, fishing, tennis and surfing, as well as fitness equipment.

Market Research & Statistics

Bicycles (Intel, 2014) [available onsite via electronic sources]

In-depth analysis and insights of the UK market for bicycles. Assessment of the current status of the market in terms of sales values and volumes and market segmentation. Closer look at consumer behaviour and attitudes, ranging from frequency of cycling and type of cycling to factors influencing choice of bicycle and attitudes towards electric bicycles.

Sports Retailing in the UK (Verdict, 2014) [available onsite via electronic sources]

Analysis of the UK sports goods market including sportswear, bicycles, fitness equipment and outdoor/camping equipment. Includes market size and forecast, channels of distribution, market shares and trends, main conclusions and recommendations.

Chapter 22: Bicycling Vacations - The 2013-2014 Travel & Tourism Market Research Handbook (Richard K. Miller & Associates, 2013)

[available onsite via electronic sources – Business Source Complete]

Trends in bicycling vacations in the U.S. Presents data indicating the number of bicycling participants in different age levels. Features the great bicycling trails in the country including the Big Bend National Park in Texas, the Big Boulder Trail in Downieville, California, and the Buffalo Creek Trail in Pine, Colorado.

Chapter 31: Cycling – Sports Marketing 2013 (Richard K. Miller & Associates, 2013)

[available onsite via electronic sources – Business Source Complete]

Discusses the state of bicycle cycling in the U.S. Provides information on cycling races in the country, North America and Europe. Cites the significance of sponsorship to the Tour de France and the sponsors of USA Cycling events in 2012.

Sports Clothing & Footwear (Key Note, 2013) [available onsite via electronic sources]

Analysis of the sportswear market in the UK, covering sports clothing and sports footwear including sport-specific sportswear e.g. cycling apparel and footwear. Includes market definition and size, industry background, competitor analysis, SWOT analysis, buying behaviour, current issues and forecasts, leading companies.

Sports Equipment (Key Note, 2013) [available onsite via electronic sources]

Analysis of the sports equipment market within the UK, covering a broad range of sports sectors including cycling among other popular general fitness sports. Includes market definition and size, industry background, competitor analysis, SWOT analysis, buying behaviour, current issues and forecasts, leading companies.

Walking and Cycling Holidays (Intel, 2013) [available onsite via electronic sources]

In-depth analysis and insights of the market for walking and cycling holidays taken by UK residents. Explores motivations behind and consumer attitudes towards taking such as holiday. Investigates core drivers behind change in the market and key players and products in the industry.

12: Bicycling - The 2012-2013 Leisure Market Research Handbook (Richard K. Miller & Associates, 2012) [available onsite via electronic sources – Business Source Complete]

The Sporting Goods Manufacturers Association (SGMA) reveals the active participation of several Americans, from six years old and above in various bicycling activities in the U.S. Highlights several trails in the country including Baltimore & Annapolis Trail, Massachusetts-Cape Cod Rail Trail, and Jordan River Parkway Trail.

Future of Mobility—New Business Models, Opportunities, and Market Entrants in Mobility Integration (Frost & Sullivan, 2012) [available onsite via electronic sources]

Analysis and insight on an upcoming new mobility business model known as ‘mobility integrators’ and its impact on personal mobility. Defines what a mobility integrator is, its future roadmap, and the implications of the future of mobility. Provides a strategic overview of the mobility integrators market in Europe and top level snapshot in USA through case studies and examples.

Strategic Analysis of the Future of Global Urban Mobility (Frost & Sullivan, 2012)

[available onsite via electronic sources]

Research and analysis of future trends in the mobility solutions of the urban areas across the world. Analyses personal mobility trends across the urban areas and how Mega Cities are likely to evolve by

2020 and 2030. Identifies mobility solutions and products of the future. Provides city clustering analysis for key cities across the globe.

Allegra project vélo: UK cycling market report, strategic analysis (Allegra Strategies, 2010)
[(B) MKT 338.476922720941 BUS]

Insights into market development, key issues and growth forecasts of the UK cycling market. Covers branded retailers, distributors, manufacturers and independent dealers, supplier segments and customer insights.

Trade Magazines & Newsletters

BicycleBusiness (Intent Media, monthly) [ZK.9.b.16945 General Reference Collection]
Contains news and articles on new products and developments within the bicycle industry.
<http://www.bikebiz.com>

Bicycling (H.M. Leete & Co, monthly) [(P) VK 36 - E(4) Social Sciences]
The world's leading cycling magazine connecting with millions of active, affluent professionals for whom cycling is the centrepiece of a vibrant, experiential lifestyle.
<http://www.bicycling.com>

Cyclist (Dennis Publishing, monthly) [ZK.9.b.32254 General Reference Collection]
Dedicated solely to road cycling, it is the very first magazine of its kind. Performance advice from top experts and in-depth articles with breath taking imagery from the sport's best photographers.
<http://cyclistmag.co.uk>

Cycling Active (IPC Inspire Focus, monthly) [ZK.9.b.27538 General Reference Collection]
Provides essential reading for all levels of interest, from the serious 'challenge' sportive rider to the slightly less committed, fair weather rider.
<http://www.cyclingactive.com>

Cycling Fitness (IPC Media, quarterly) [ZK.9.b.25497 General Reference Collection]
Focuses on the practical aspects of developing a healthy body and improving cycling performance.
<http://www.ipcmedia.com/cyclingfitness>

Mountain Biking UK (Gear Magazines, monthly) [ZK.9.B.1712 General Reference Collection]
Celebrates everything that is great about mountain biking, enabling people of all abilities and ages to have a better time on their bike. Latest news, coolest kit, plus exclusive info on the newest and best bikes.
<http://www.bikeradar.com/blog/mountain-biking-uk/>

Singletrack (Gofar Enterprises, monthly) [ZK.9.b.20178 General Reference Collection]
UK-based mountain biking magazine aimed at more mature mountain bikers.
<http://singletrackworld.com/>

Urban Cyclist (Future Publishing, quarterly) [ZK.9.b.31036 General Reference Collection]
For riders who appreciate style over speed and who ride in the city for the joy of it.
<http://www.futureplc.com/what-we-do/portfolios/sport/>

What Mountain Bike (Gear Magazines, monthly) [ZK.9.b.18711 General Reference Collection]
The magazine for all cross-country and trail riders. Written by the most respected team, it shows readers what to ride, where to ride and how to ride.
<http://www.bikeradar.com/blog/what-mountain-bike/>

Directories

Bikebible: bible of the British bicycle trade (Front Page Creations, 2013)

[(B) DIR 381.456292272094105 BUS]

Directory of retailers, suppliers and services within the cycle trade in the UK. Includes distribution and wholesale; e-commerce; event organisers, holiday and hire; manufacturers and standalone brands; marketing, PR and consulting; media and publishing; organisations, charities and associations; retailers, workshops and mail order; services and training.

Internet Sources

Adventure Activities Licensing Service (AALS)

Operates a licensing scheme in the UK ensuring that activity providers follow good safety management practices.

<http://www.hse.gov.uk/aala/>

Association of Cycle Traders (ACT)

UK trade organisation for specialist independent cycle retailers and associated businesses, offering a range of services to members in the cycle trade.

<http://www.act-bicycles.com>

British Activity Providers Association (BAPA)

Trade association for private sector providers of activity holidays and courses in the UK.

<http://www.thebapa.org.uk>

British Cycling

The national governing body for cycle racing in Great Britain, formerly known as the British Cycling Federation. It represents Britain at the world body, the Union Cycliste Internationale (UCI) and selects national teams, including the Great Britain (GB) Cycling Team for races in Britain and abroad.

<http://www.britishcycling.org.uk>

Institute for Outdoor Learning (IOL)

Encourages outdoor learning by developing quality, safety and opportunity to experience outdoor activity provision and by supporting and enhancing the good practice of those who work in the outdoors.

<http://www.outdoor-learning.org>

Sporting Goods Industry Association (SGIA)

Represents manufacturers, wholesalers and distributors of sporting goods in the UK. Brings together the power of the sports brands across many elements of sport for the benefit of the industry as a whole.

<http://www.sgiauk.com/home>

Note: Every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may have been added to the collection since this document was last updated. Please ask for help at the enquiry desk or check Explore the British Library for more details.



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