

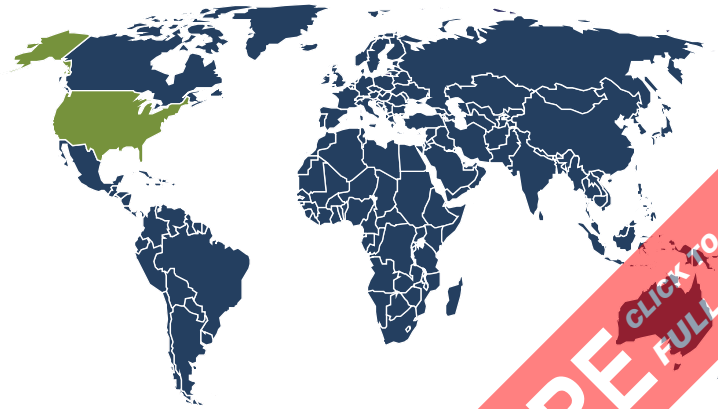


Freedonia Focus Reports
US Collection

Bicycles:

United States

August 2016



Highlights

Market Environment

Historical Trends | Key Economic Indicators | Trade
Key Brands and Market Positioning | Retail Overview

Segmentation and Forecasts

Products

Industry Structure

Industry Composition and Characteristics | Additional Companies Cited

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ABOUT THIS REPORT

Scope & Method

This report forecasts US bicycle demand in units and US dollars at the manufacturers' level to 2020. Total demand in volume and value terms is segmented by product in terms of wheel diameter:

- smaller than 20 inches
- 20 inches
- 24 inches
- 26 inches or larger.

This report encompasses non-motorized bicycles and a small number of other cycle types such as unicycles and tricycles. Electric bicycles and separately sold accessories, components, and tires are excluded from the scope of this report. Import and demand totals do not include re-exports.

To illustrate historical trends, total demand and the various segments are provided in annual series from 2005 to 2015.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the [Table of Contents](#).

Sources

Bicycles: United States (FF90030) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies

- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group.

Specific sources and additional resources are listed in the [Resources](#) section of this publication for reference and to facilitate further research.

Industry Codes

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007 North American Industry Classification System		SIC Standard Industry Codes	
336991	Motorcycle, Bicycle, and Parts Mfg	3751	Motorcycles, Bicycles, and Parts

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3198 World Motorcycles, December 2014

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Toys & Games: United States

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Trade Publications

Bicycle Retailer and Industry News

www.bicycleretailer.com

Bicycle Times

www.bicycletimesmag.com

Bicycling

www.bicycling.com

Bike

www.bikemag.com

Dirt Rag

www.dirtragemag.com

Agencies & Associations

Adventure Cycling Association

www.adventurecycling.org

Association of Pedestrian and Bicycle Professionals

www.apbp.org

Bicycle Product Suppliers Association

www.bpsa.org

International Mountain Biking Association

www.imba.com

National Bicycle Dealers Association

www.nbda.com

National Sporting Goods Association

www.nsga.org

Sports & Fitness Industry Association

www.sfia.org

United States Census Bureau

www.census.gov

United States Department of Transportation

www.transportation.gov

United States International Trade Commission

www.usitc.gov

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