

# The Future of the Bicycle Industry

DRIVERS


TITANIUM  
BICYCLES

INNOVATIONS

MARKET  
FORECAST

Andrea C Clark



- 
1. *Fitness consciousness.*
2. *Cleaner environment.*
3. *Urbanization.*
4. *Government incentives.*

1

2

3

4

## HEALTH BENEFITS OF CYCLING

STRENGTHENS BONES AND TONES MUSCLES

KEEPS DIABETES IN CONTROL

LOWERS THE RISK OF CANCER

IMPROVES JOINT MOBILITY

INCREASED CARDIOVASCULAR

BUILD 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.*

***Bike Sharing - An Urban Transport Solution***



# *Bicycle Infrastructures*

*Elevated skyhighways*



*Cycle superhighways*



*Bicycle Commuter Tunnels*



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# Disc Brakes

W



**akes**

**Wider Tires**

**G**



**Tires**

# **Gravel Bikes**

**El**



# *Electric Road Bikes*



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# *Why Titanium?*

Characteristics



Drivers





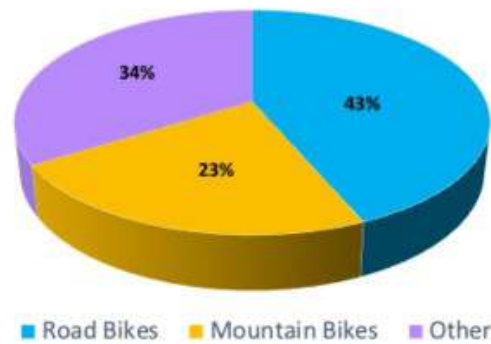
*Strength*

*Ride Quality*

*Durability*

## Market Share by Product Type (k units)

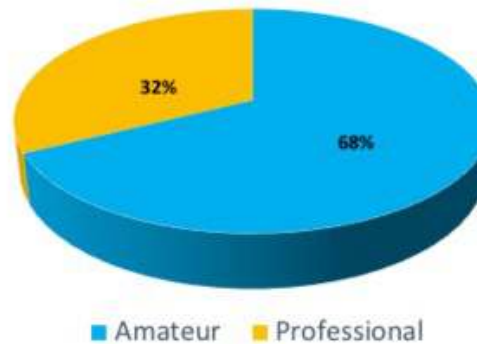
TYPE	2013	2017	2025	CAGR (2017-2025)
Road Bikes	1,093	1,280	1,820	4.5%
Mountain Bikes	851	991	1,389	4.3%
Other	611	700	951	3.9%
Total	2,555	2,971	4,160	4.3%





## Market Share by End User (k units)

Application	2013	2017	2025	CAGR (2017-2025)
Amateur	2,011	2,359	3,360	4.5%
Professional	1,015	1,132	1,451	3.2%
Total	3,026	3,491	4,811	4.1%



# Drivers



*Increase in demand of titanium bicycles for amateur and professional users.*

An abstract graphic design featuring a teal-colored area at the bottom and a grey area at the top. The grey area contains a white, jagged shape that resembles a mountain range or a stylized letter 'M'. The text "Growing trends for premium bicycles." is written in a pink, italicized font across the white shape.

*Growing trends for  
premium bicycles.*



*Increasing affluence.*



*Innovative technologies.*

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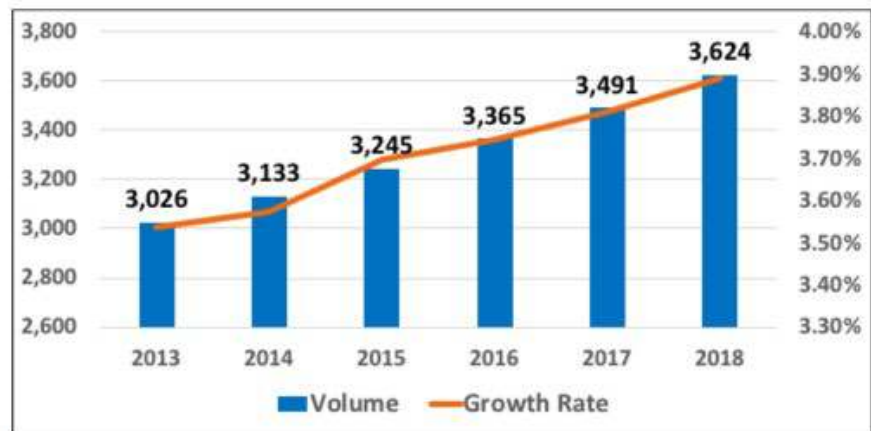




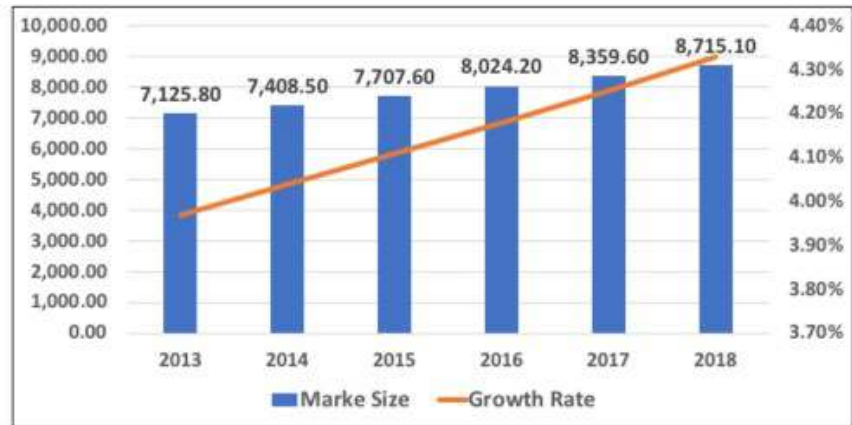




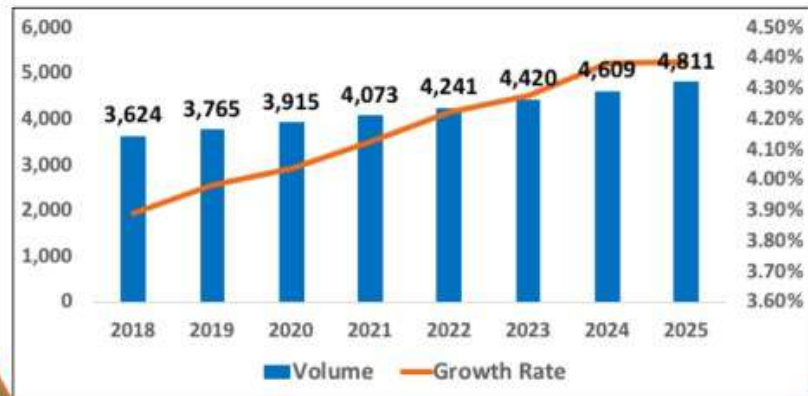
### Global 2013-2018 Titanium Bicycles Sales ('000 Units) and Growth Rate



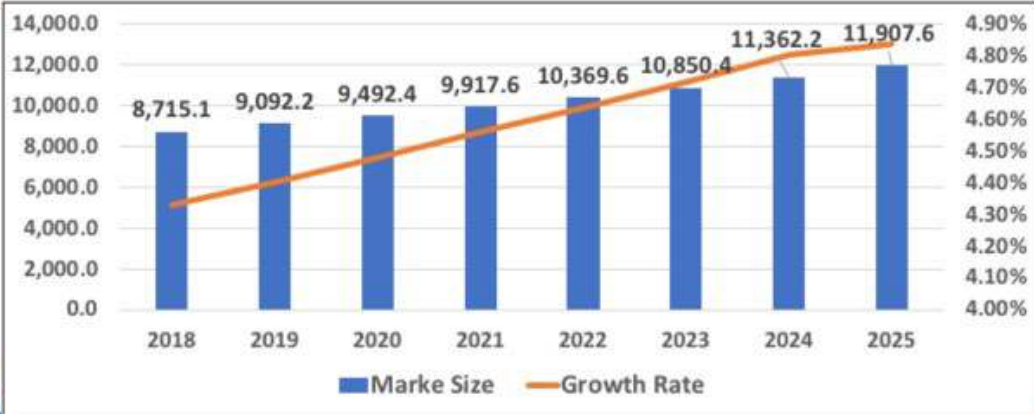
### Global 2013-2018 Titanium Bicycles Market Size (USD Million) and Growth Rate



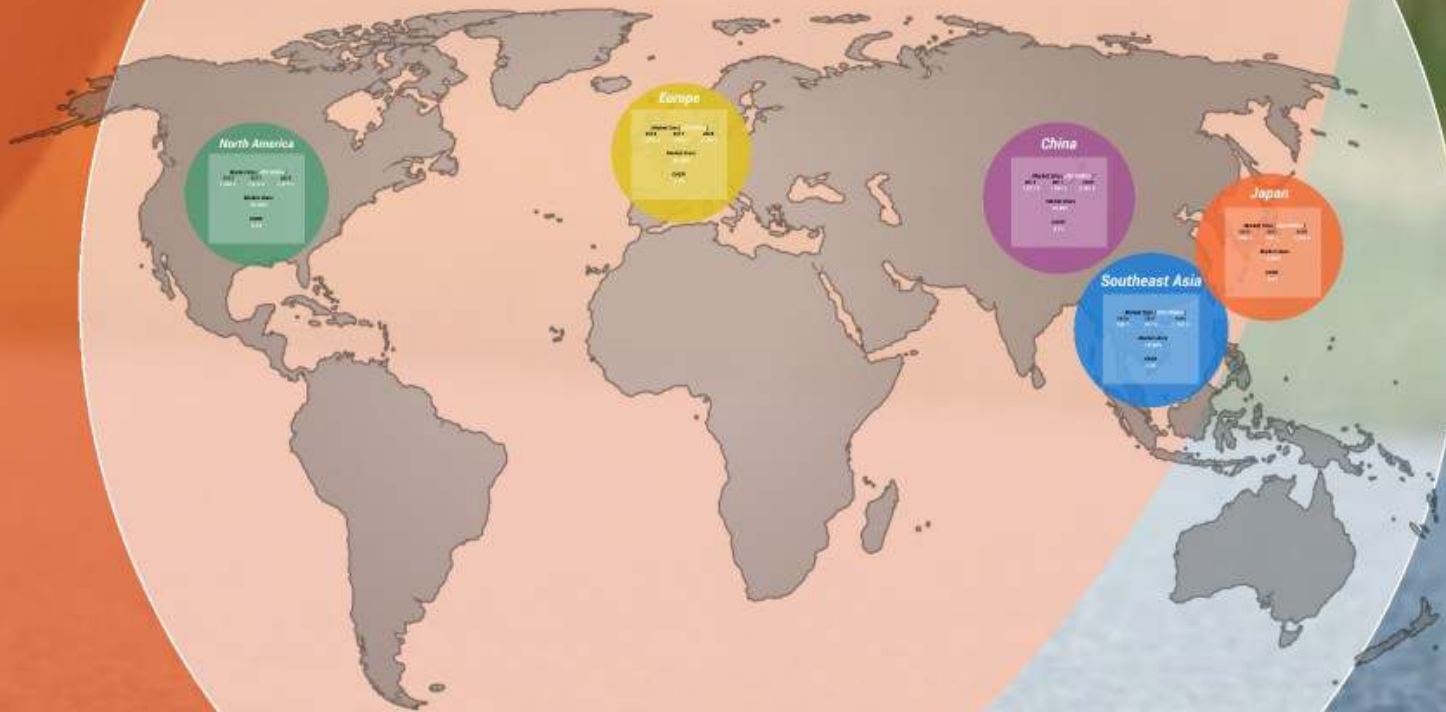
### Global 2018-2025 Titanium Bicycles Sales ('000 Units) and Growth Rate



### Global 2018-2025 Titanium Bicycles Market Size (USD Million) and Growth Rate



# Regional Market Share





## North America

**Market Size (USD Million)**

2013	2017	2025
1,920.4	2,315.6	3,477.0

**Market share**  
29.20%

**CAGR**  
5.2%

# Europe

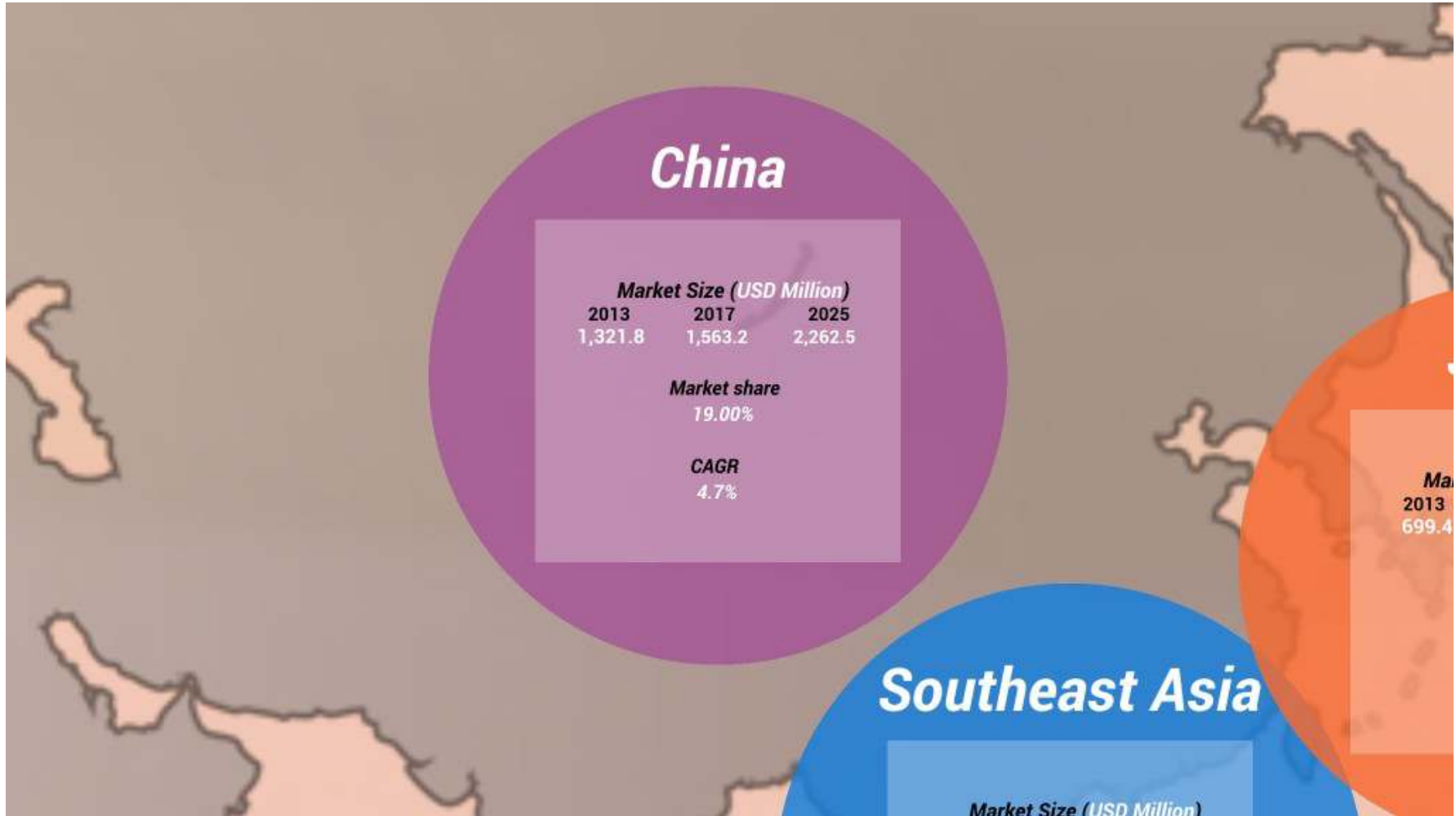
**Market Size (USD Million)**

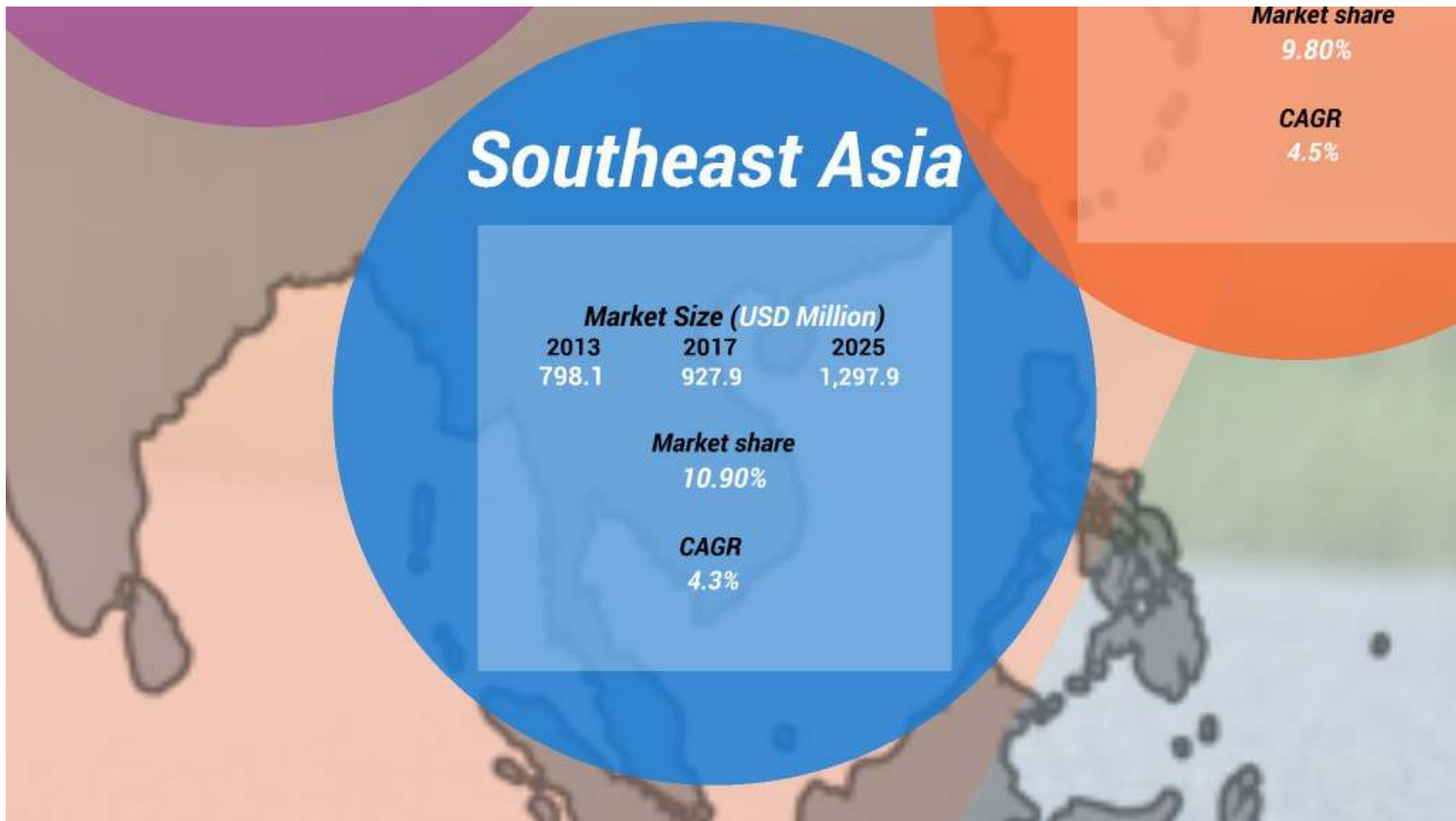
2013	2017	2025
1,586.2	1,892.6	2,786.4

**Market share**  
23.40%

**CAGR**  
5.0%







# Japan

## Market Size (USD Million)

2013	2017	2025
699.4	820.1	1,166.9

## Market share

9.80%

## CAGR

4.5%

East Asia

size (USD Million)

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