



German Bicycle Industry Association
ZIV Zweirad-Industrie-Verband

2022 Market Data – Bicycles and E-Bikes

Figures and Analyses for 2022

Press conference in cooperation
with the Association of the German Bicycle Trade (VDZ)

March 15th 2023

ZIV - the Federation of the German Bicycle Industry

116 members represent ~ 90% of the Bicycle and E-Bike Production in Germany



Overview of members
(excluding supporting members)

ZIV German Bicycle Industry Association (Zweirad-Industrie-Verband)

National representation of the interests of the German and international Bicycle Industry

- We currently represent 116 manufacturers and importers of Bicycles, E-Bikes, bike parts and accessories
- Approx. 90% of the Bicycles and E-Bikes produced in Germany in 2022 came from ZIV members
- What we do, e.g.
 - Development of the German and European Bicycle and E-Bike market
 - Member of the Confederation of the European Bike Industry (CONEBI) and a partner of EUROBIKE, the leading international trade fair for the Bicycle Industry
 - Involvement in international and national committees on technology, standardisation, transport and cycling infrastructure

Every year we compile and publish market data on the Bicycle Industry.



Overview – Current Situation (Q1 2023)

- Overall: normalisation of the market
- Supply chain problems are now over
- Warehouses of manufacturers and dealers are full
- Price advantages are being passed on / returning to normal levels
- Our forecast: very stable growth in medium and long term

For consumers: now is a good time to purchase a new Bicycle or E-Bike!



2022 Market Data – Bicycles and E-Bikes

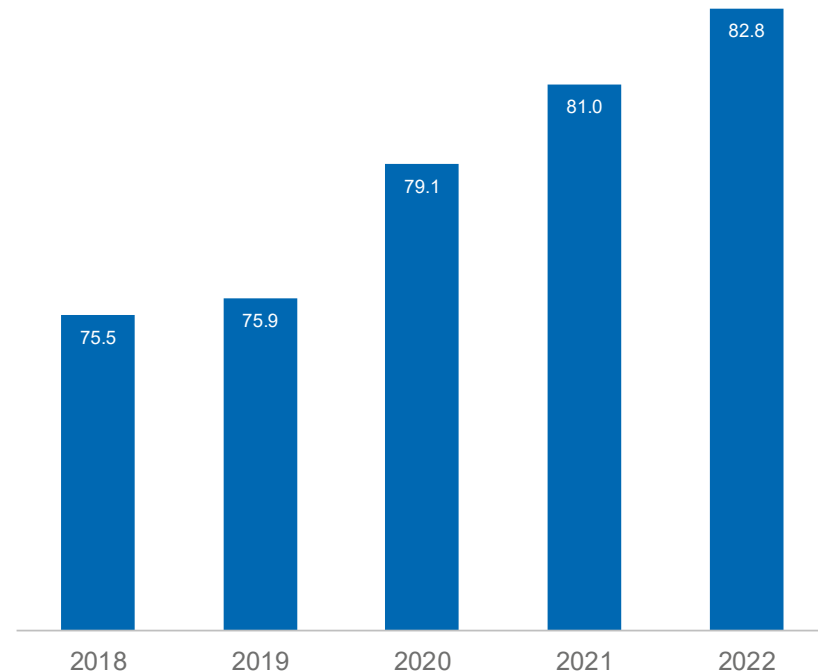
1. Stocks – Production – Delivery within Germany

Photo: Kalkhoff | timo.lutz.de

Bicycles and E-Bikes stocks in Germany (in million units*)

Stocks continues to grow!

- Further increase in stocks to 82.8 million units
- + 6.9 million units since 2019
- Statistically, almost everyone in Germany owns a Bicycle or E-Bike
- Market saturation has by no means been reached though!
- Growth drivers:
 - replacement of older bikes with an e-bike
 - clear trend towards ownership of 2–3 bikes, urban + sport + potentially also cargo bike, etc.

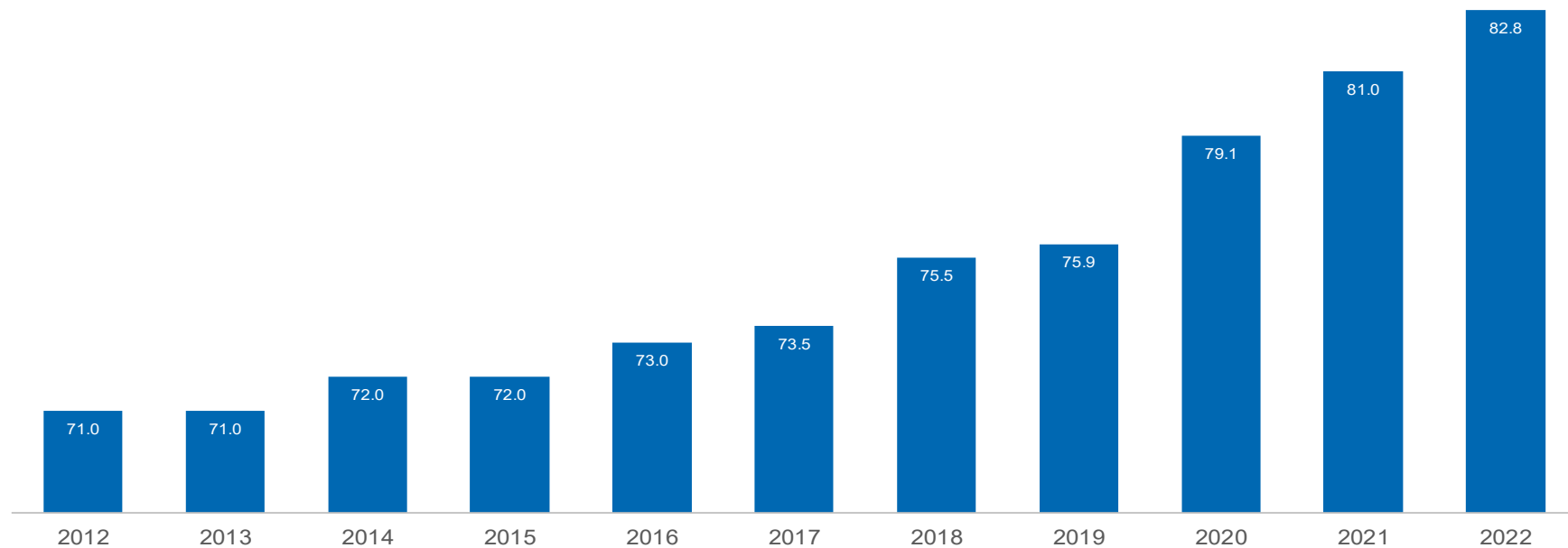


Source: ZIV (* figures adjusted by discarded bikes)

Bicycles and E-Bikes stocks in Germany (in million units*)

New stocks record and steady growth

- Bicycles and E-Bikes stocks has grown steadily over the past 10 years: from 71 to 82.8 million units
- Increase by 11.8 million units since 2012 (+16.6%)

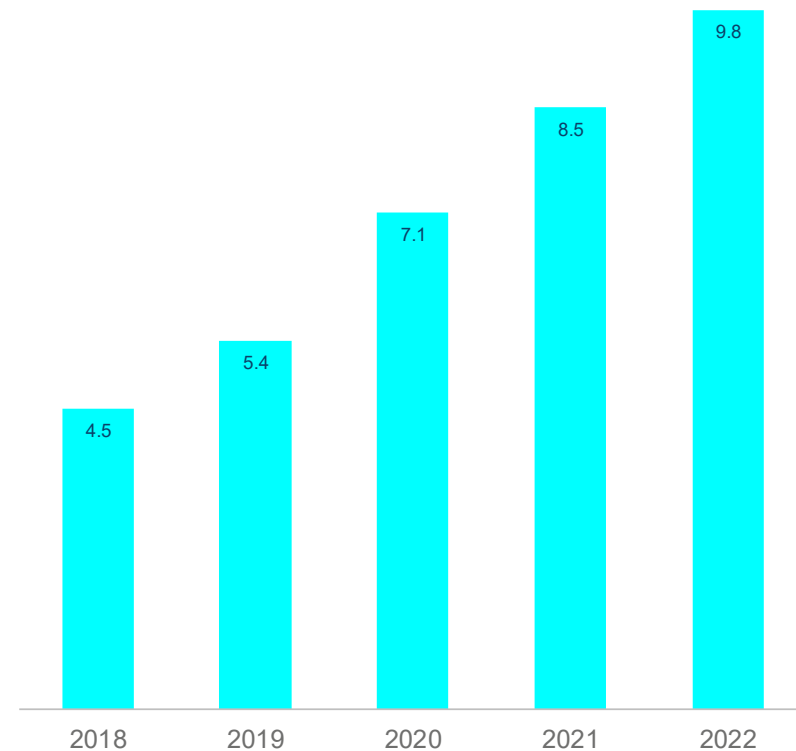


Source: ZIV (* figures adjusted by discarded bikes)

E-Bikes stocks in Germany (in million units)

Almost 10 million E-Bikes on the road in 2022!

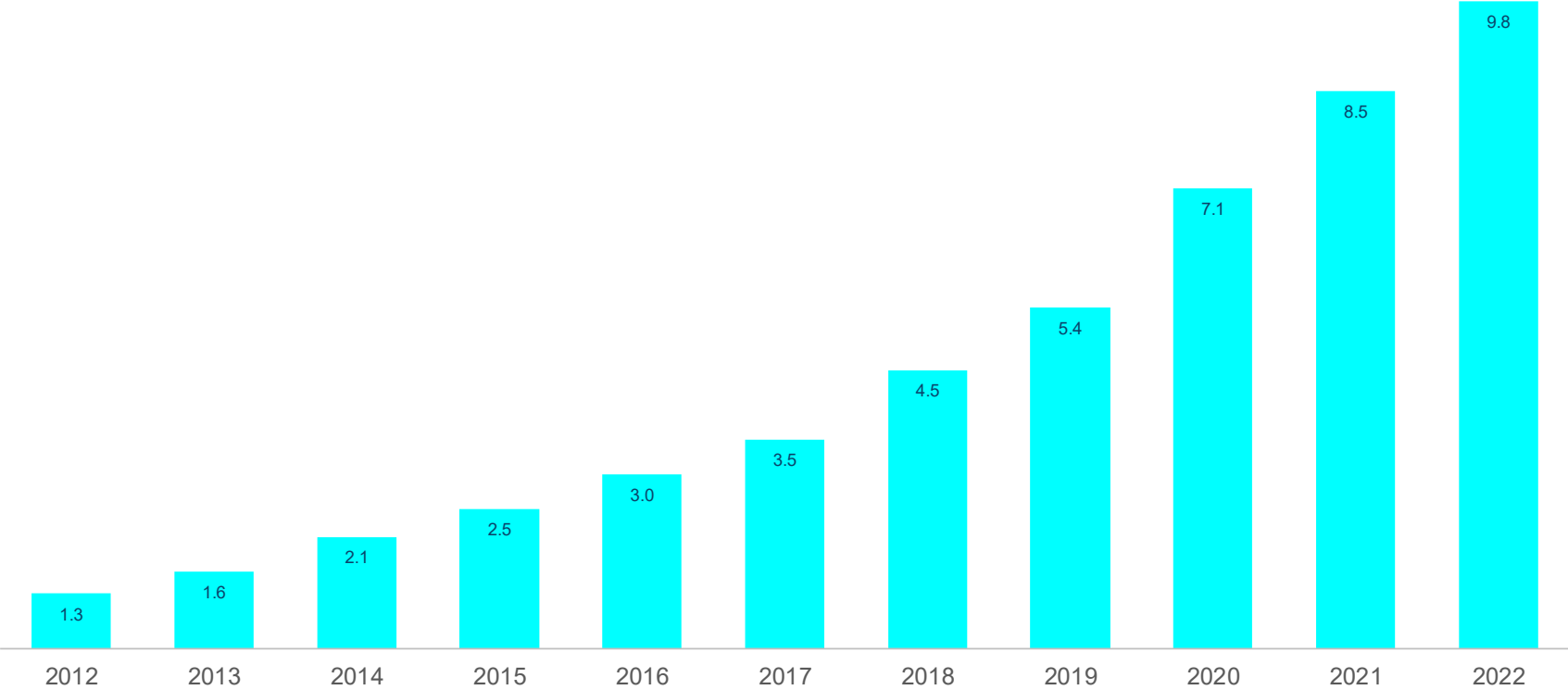
- E-Bikes stocks at the end of 2022: 9.8 million units
- Important: E-Bikes are used considerably more often and to cover greater distances (average of 1,500–2,000 km/year)



Source: ZIV

E-Bikes stocks in Germany (in million units)

From niche to mainstream product

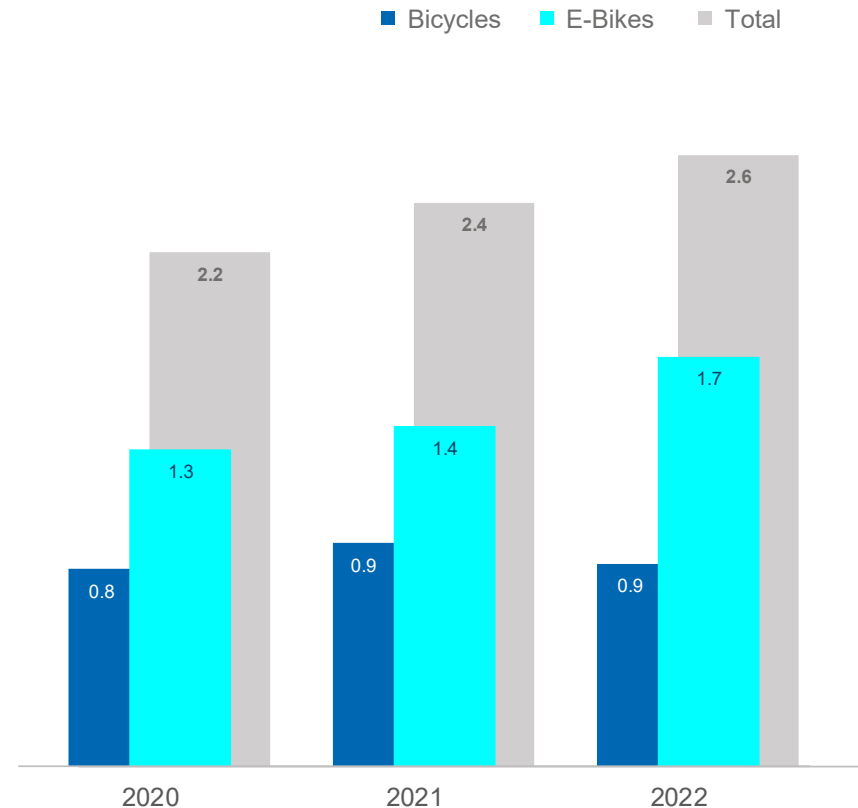


Source: ZIV

Bicycle and E-Bike production in Germany (in million units)

New production record

- Total Bicycles and E-Bikes produced: 2.6 million
→ **+8%**
- Of which E-Bikes: 1.7 million
→ **20%**
- Bicycle production remains constant

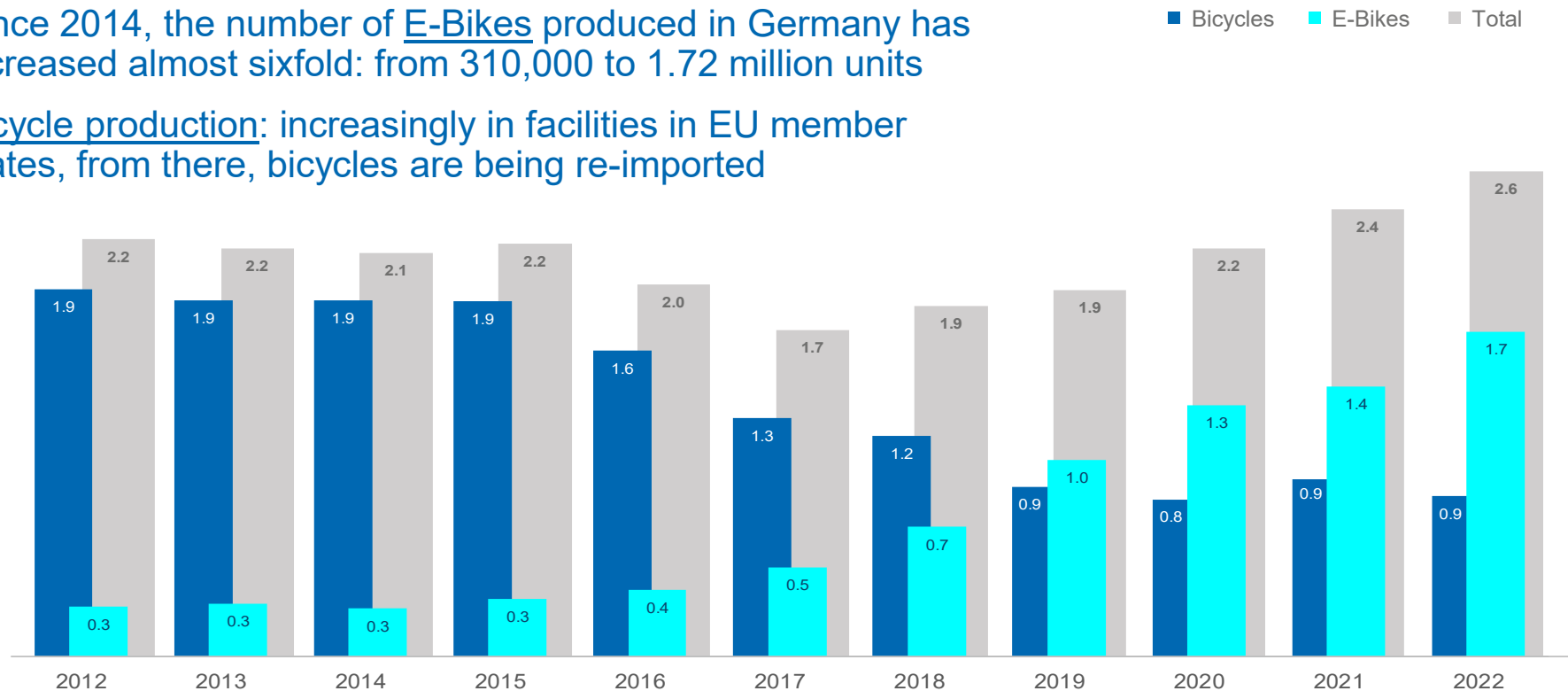


Source: ZIV

Bicycle and E-Bike production in Germany (in million units)

E-Bikes are the main production driver

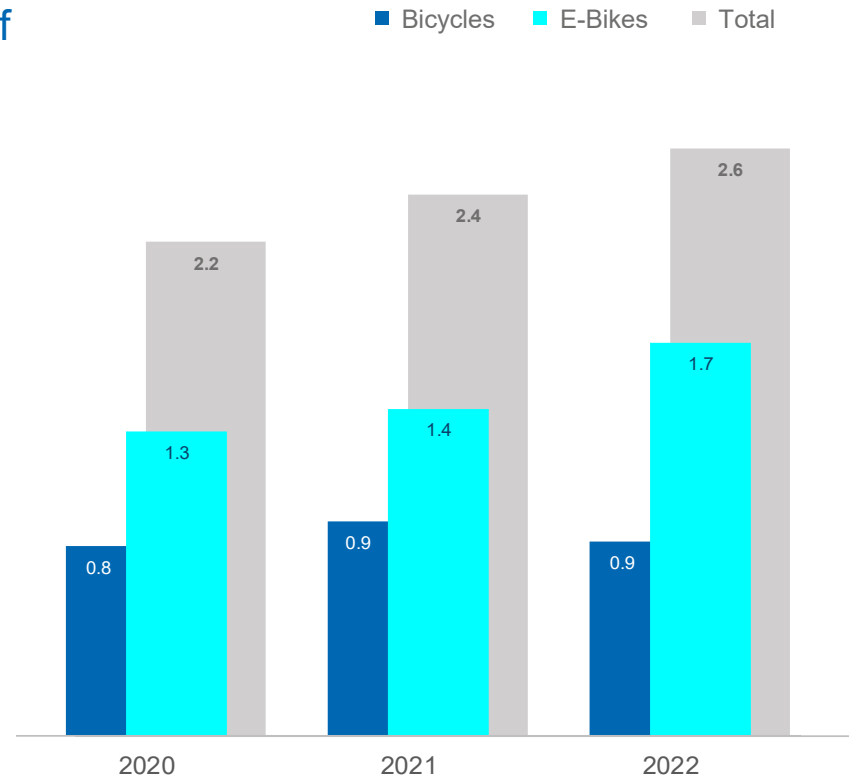
- Since 2014, the number of E-Bikes produced in Germany has increased almost sixfold: from 310,000 to 1.72 million units
- Bicycle production: increasingly in facilities in EU member states, from there, bicycles are being re-imported



Source: ZIV

Production of Bicycles and E-Bikes by German companies outside of Germany “Extended production line”

- Production of 780,000 Bicycles and E-Bikes outside of Germany in facilities owned by German companies
- More than 90% in the EU
- Total number of Bicycles and E-Bikes produced in Germany and by German companies abroad: 3.38 million units



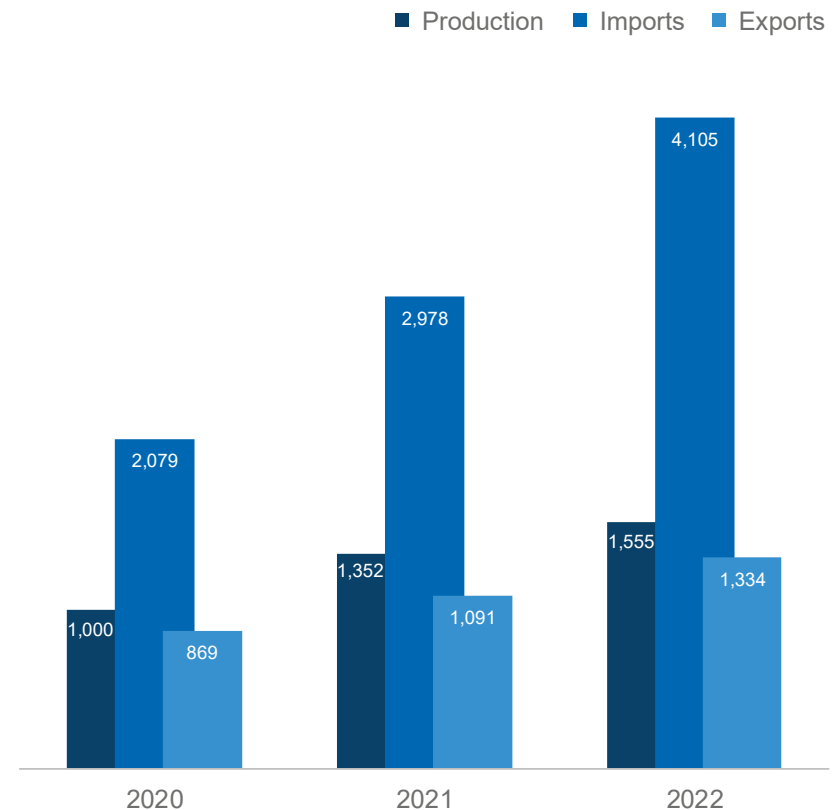
Source: ZIV

Market data – bike parts in Germany (in million euros)

Production, imports and exports of bike parts have increased sharply

Compared to 2020:

- Approx. 50% increase in production value
- Imports almost doubled
- Exports up approx. 60%

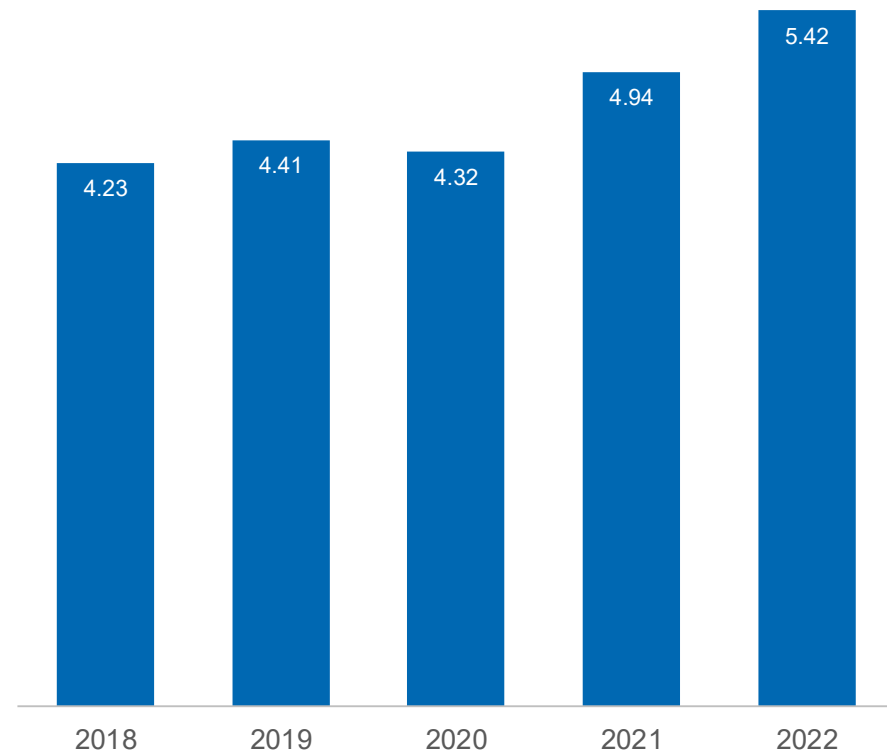


Source: StBA and ZIV

Domestic deliveries of Bicycles and E-Bikes to retailers (in million units) Further significant increase after 2021 record year

**Domestic deliveries =
production plus imports minus exports**

- Domestic deliveries to German retail:
5.42 million units in 2022
- 480,000 units more (approx. +9%) than
the ten-year record in 2021



Source: ZIV

A photograph of a worker in a factory setting, viewed from the side. The worker is wearing a dark jacket and is operating a piece of machinery. In the foreground, there is a metal rack filled with numerous bicycle components, likely handlebars or stems, which are being processed. The background shows industrial equipment and a window. The text '2022 Market Data – Bicycles and E-Bikes' is overlaid in white, and '2. Bicycle and E-Bike Market in Germany' is overlaid in cyan.

2022 Market Data – Bicycles and E-Bikes

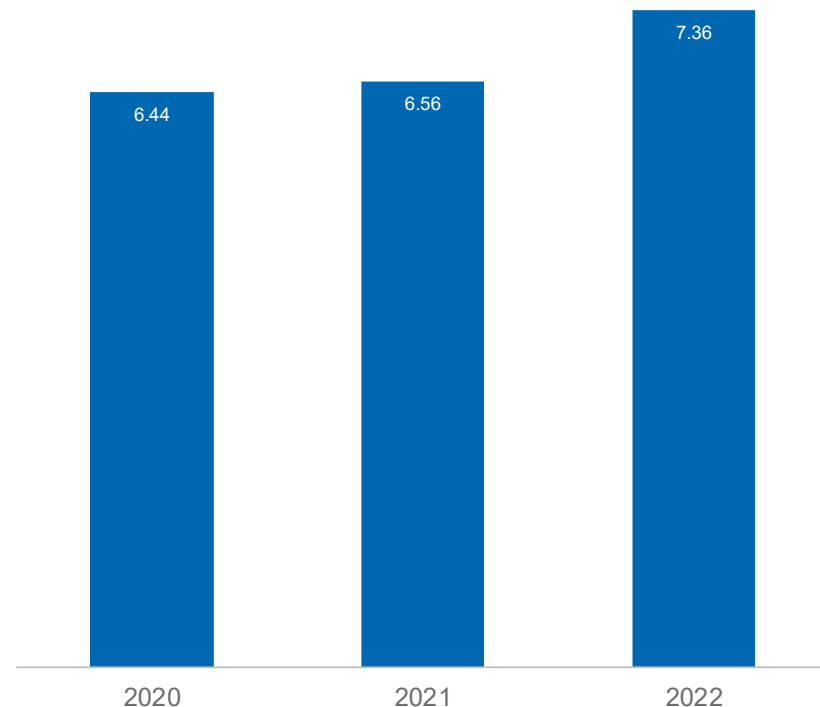
2. Bicycle and E-Bike Market in Germany

Foto: bumm

Sales value of Bicycles and E-Bikes in Germany (in billion euros)

New record high!

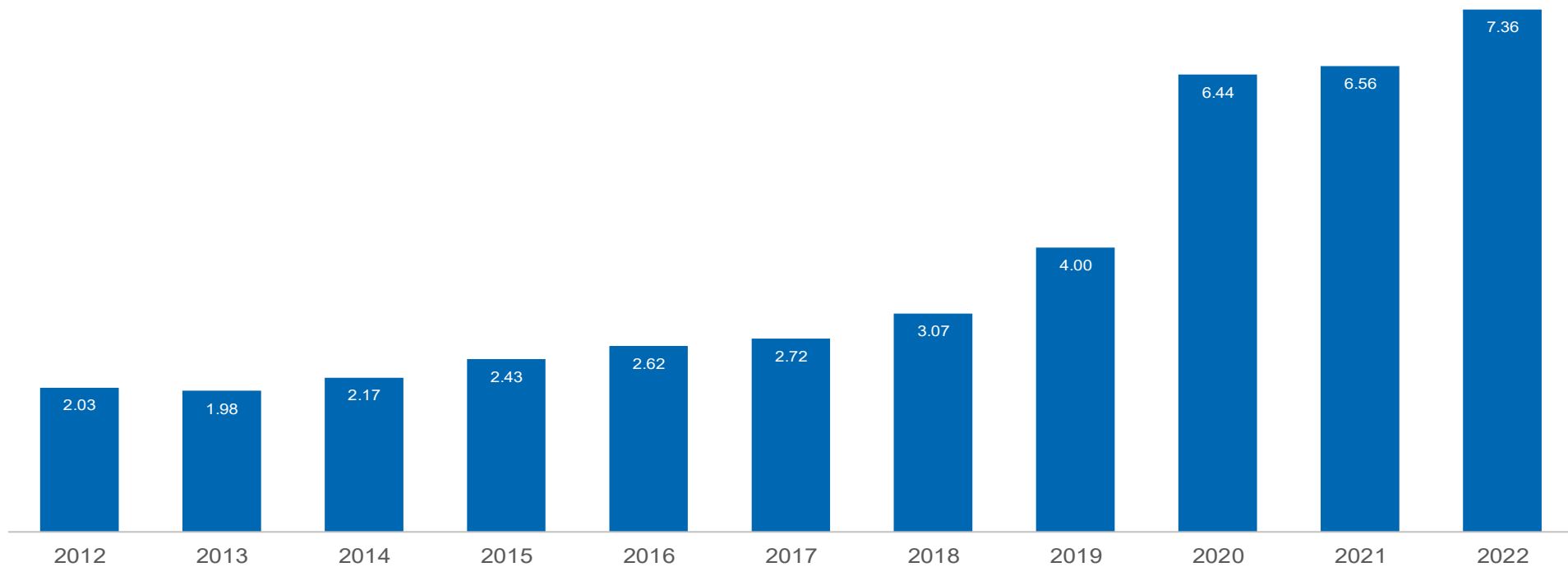
- Sales turnover for Bicycles and E-Bikes increased to 7.36 billion euros (+12%) in 2022
- Reason: further growth in the share of E-Bikes and other higher-priced products (e.g. cargo bikes)



Source: ZIV

Sales value of Bicycles and E-Bikes in Germany (in billion euros)

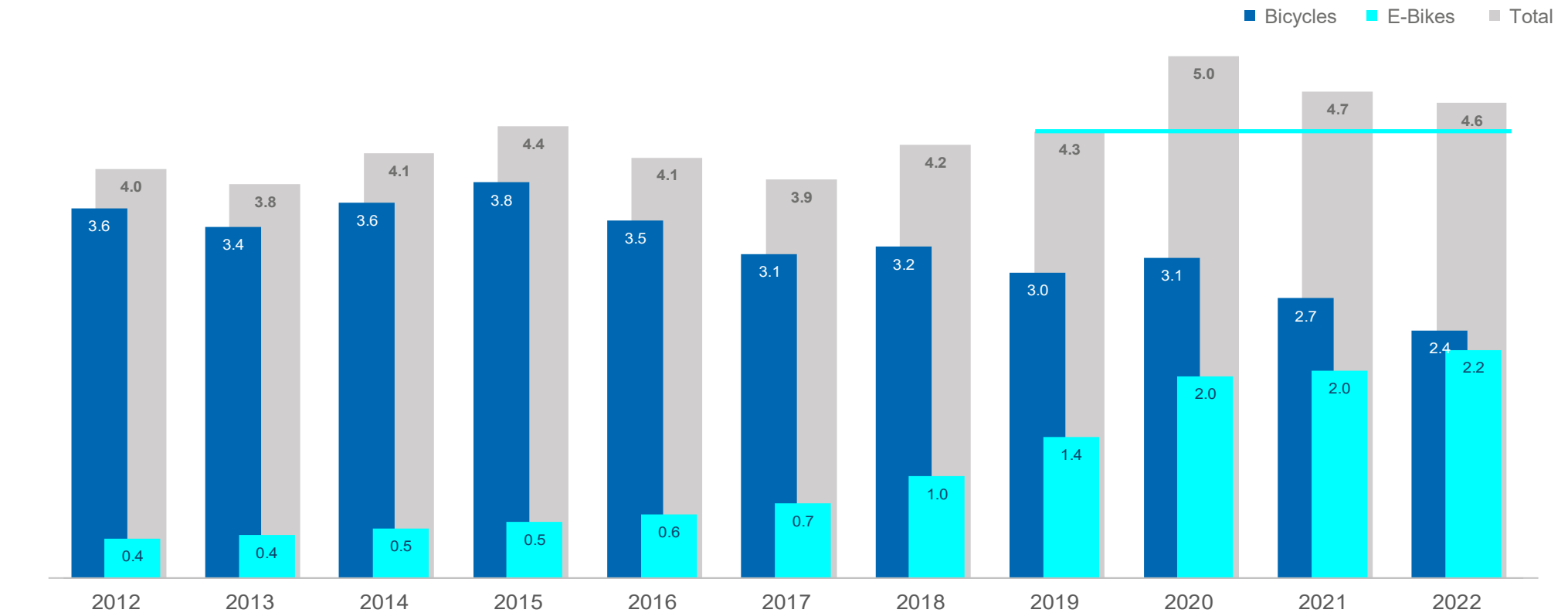
Ten-year comparison: turnover has almost quadrupled since 2012!



Source: ZIV

Sales of Bicycles and E-Bikes in Germany (in million units)

Compared to before the pandemic (2019): stable growth, especially for E-Bikes

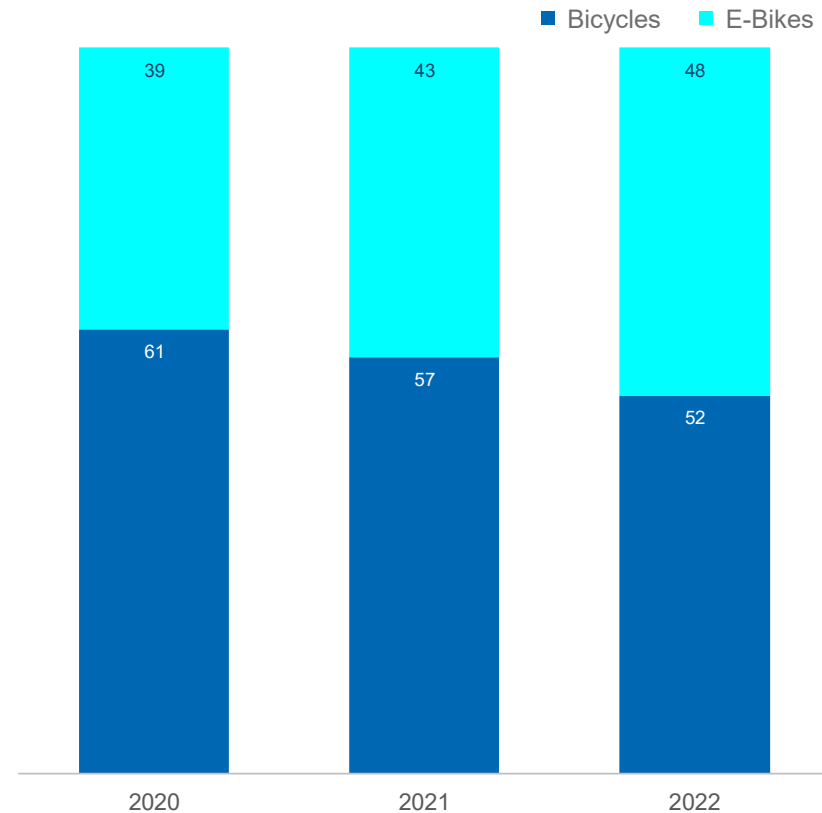


Source: ZIV

Shares of Bicycles and E-Bikes in sales in Germany (as a percentage)

In the fast lane: E-Bikes with a share of 48%

- The share of E-Bike sales in Germany continues to rise every year
- In 2022, the shares of Bicycles and E-Bikes in sales were almost identical:
 - **Bicycles: 2.4 million (52%)**
 - **E-Bikes: 2.2 million (48%)**
- ZIV forecast:
In 2023, we expect the number of E-Bikes sold in Germany to exceed the number of Bicycles sold for the first time

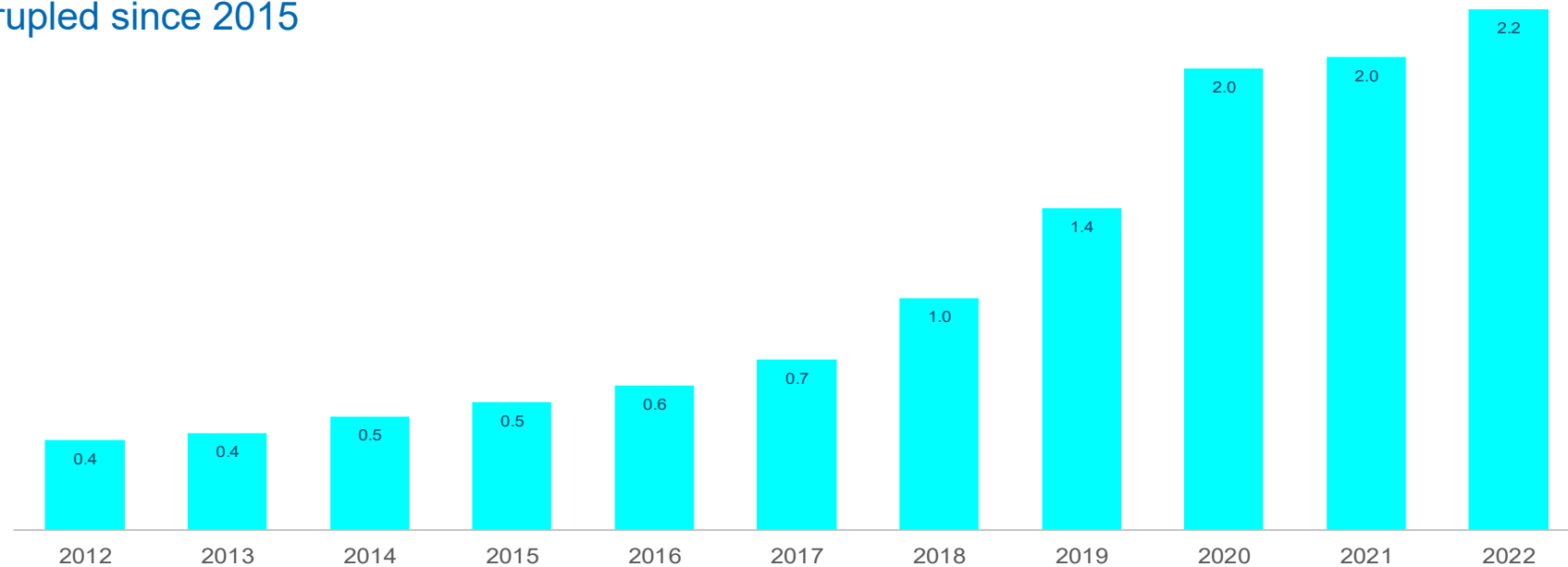


Source: ZIV

Sales of E-Bikes in Germany (in million units)

E-Bikes: drivers of sales, turnover and innovation

- **E-Bike sales have attained a new high: 2.2 million units (+10%)**
- Sales have more than doubled since 2018 and quadrupled since 2015



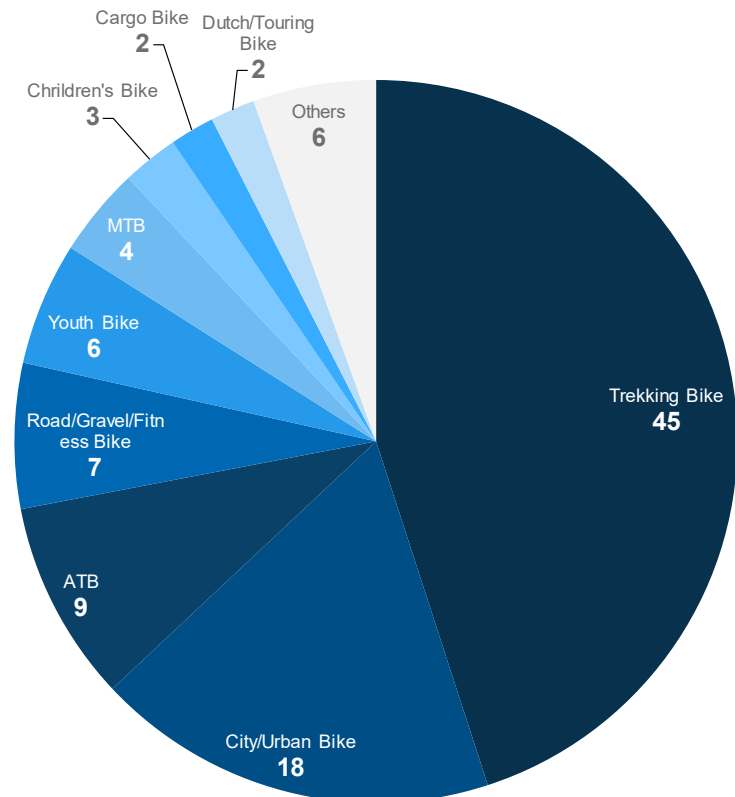
Source: ZIV

Shares of product categories – Bicycles (percentages of sales)

Bicycles for urban use: 76.5%

Mountain Bike sales continue to decline

- **Urban:** Across all product categories, bikes for urban use have a market share of 76.5% (excluding children's bikes, bikes for youths and miscellaneous bicycle types)
- Trekking Bikes (45% | 2021: 40%) and City/Urban Bikes (18% | 2021: 20%) account for the largest shares by far
- All Terrain Bikes (ATB) for roads and easy terrain: 9% (2021: 10%)
- **Sport:** Proportion of bikes for sport (Road/Gravel/Fitness Bikes, Mountain Bikes): 11%
- Further decrease: share of Mountain Bikes 4% (95,600 units)
The number of non-motorised Mountain Bikes sold has halved since 2019.
2019: 7% (206,500 units)
Reason: trend towards E-Mountain Bikes



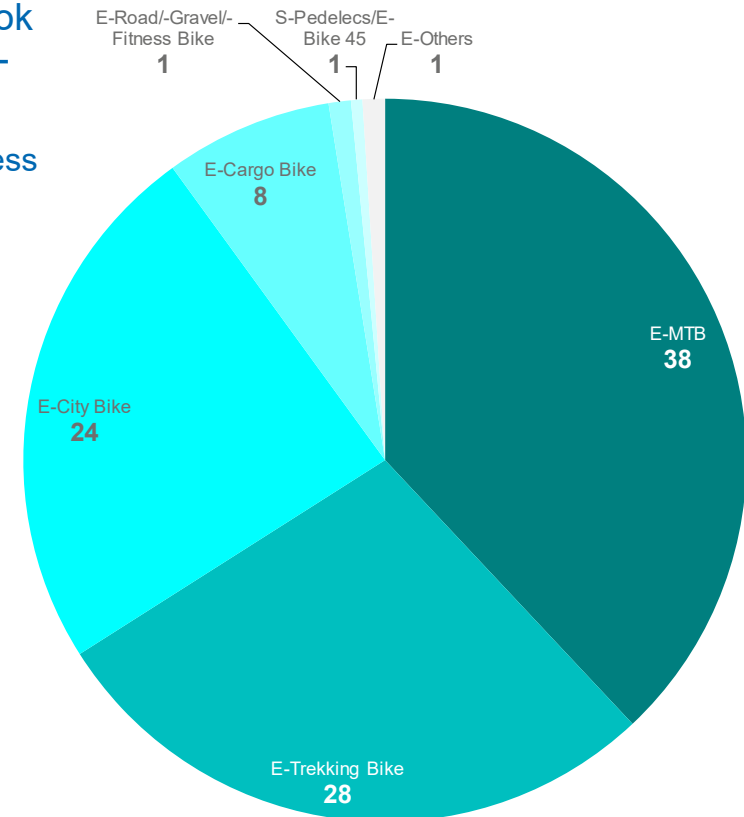
Source: ZIV

Shares of product categories – E-Bikes (percentages of sales)

Sharp increase in E-Cargo Bikes (+37.5%) and E-Mountain Bikes (+23%)

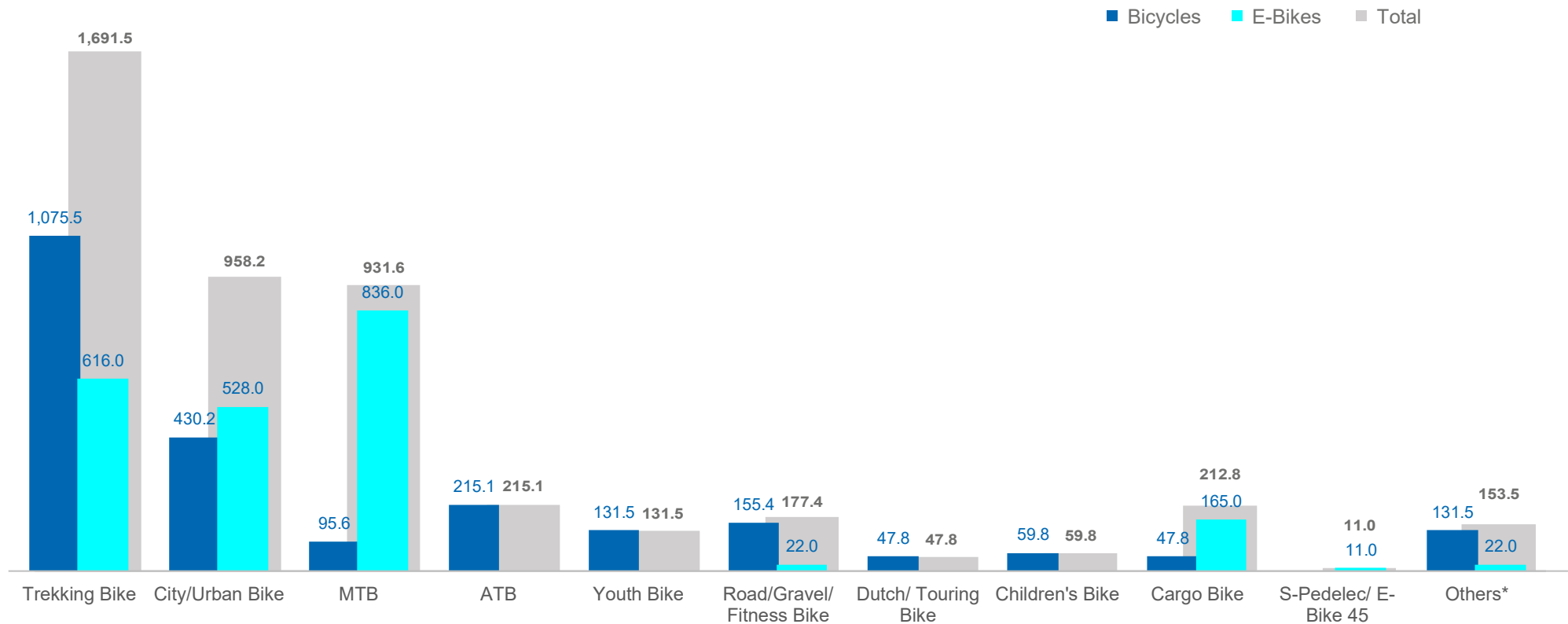
- For a long time, E-Trekking bikes were the most popular choice. In 2021, the popularity of E-Mountain Bikes increased sharply and took the lead for the first time. There was a further clear shift towards E-MTB in 2022.
- **Biggest increases:** sport bikes (E-Mountain Bikes and E-Road/Gravel/Fitness Bikes), E-Cargo Bikes and S-Pedelecs
- **E-Mountain Bikes**
38% / 836,000 units (2021: 680,000 units): 23% increase
- **E-Trekking Bikes**
28% / 616,000 units (2021: 642,000 units): 4% decrease
- **E-City/Urban Bikes**
24% / 528,000 units (2021: 520,000 units): 1.5% increase
- **E-Cargo Bikes**
7.5% / 165,000 units (2021: 120,000 units): 37.5% increase
- **E-Road/Gravel/Fitness Bikes**
1% / 22,000 units (2021: 10,000 units): 120% increase
- **S-Pedelecs/E-Bike 45**
0.5% / 11,000 units (2021: 8,000 units): 37.5% increase

Source: ZIV



Sales of Bicycles and E-Bikes by product category (in 1,000 units)

Clear differences between Bicycles and E-Bikes within the product categories

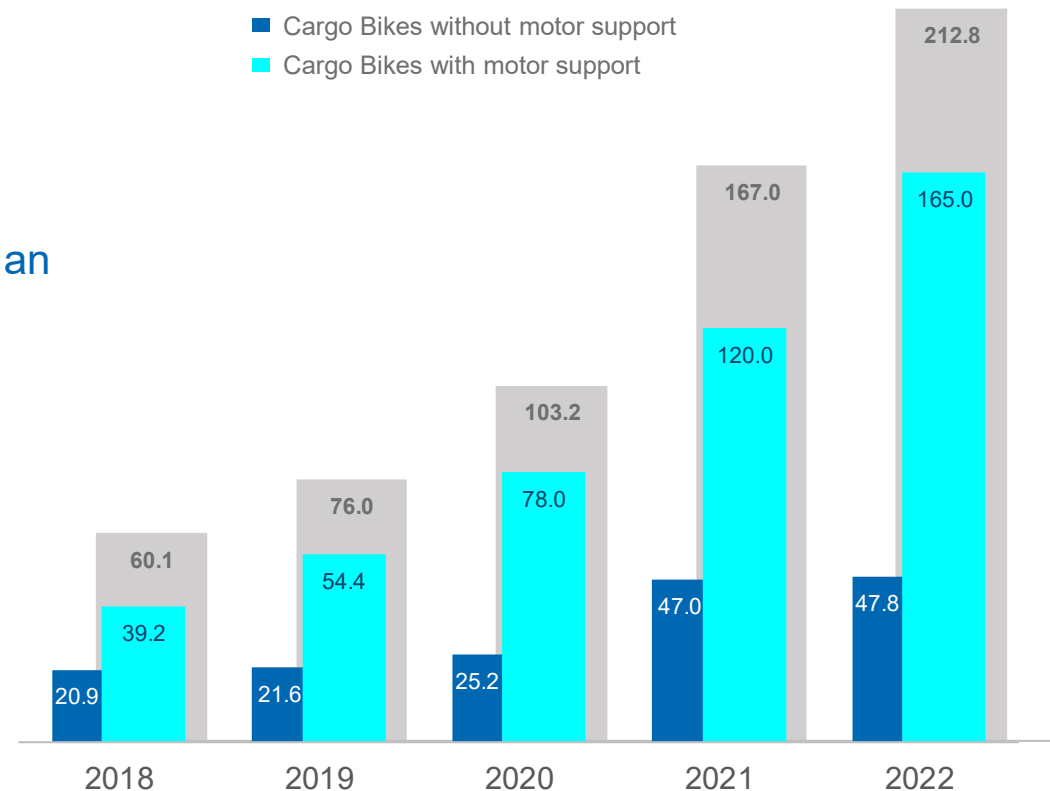


Source: ZIV

Sales of Cargo Bikes (in 1,000 units)

Cargo Bike trade is booming – especially E-Cargo Bikes

- Cargo Bikes are among the fastest-growing product categories
- The leap in growth is mainly due to the huge popularity of E-Cargo Bikes
- For many, the support provided by the motor is an enabler in the usage
- Increase in E-Cargo Bikes: 37.5%
- Total Cargo Bikes sold: 212,800 (2021: 167,000)
- Total increase compared to 2021: 27.4%



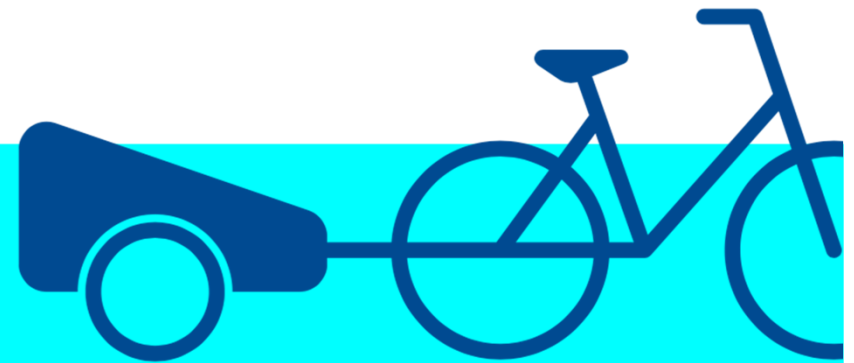
Source: ZIV

Bicycle Trailer sales

An entirely underestimated market

- Bicycle Trailers have been overshadowed by Cargo Bikes in the public perception and discussions
- However, they have proven themselves to be a safe, multifunctional solution for transporting children, shopping, cargo or dogs
- Convenient, flexible and future-oriented, especially in combination with an E-Bike

**Taken into account in the ZIV data for the first time:
Total number of Bicycle Trailers sold in 2022
293,000 units**
By way of comparison, Cargo Bikes: 212,800 units



Source: ZIV

Bike logistics

B2B market booming: +104% increase in sales

- Exponential growth in Commercial Cargo Bikes and Trailers for Bike Logistics
- Sales in 2022: 27,300 units (+104% compared to previous year)
- Turnover in 2022: 175 million euros (+46% compared to previous year)

More information:

German Cycle Logistics Association (RLVD)
Press conference on market data 30.03.2023

rlvd.bike



Source: RLVD



2022 Market Data – Bicycles and E-Bikes

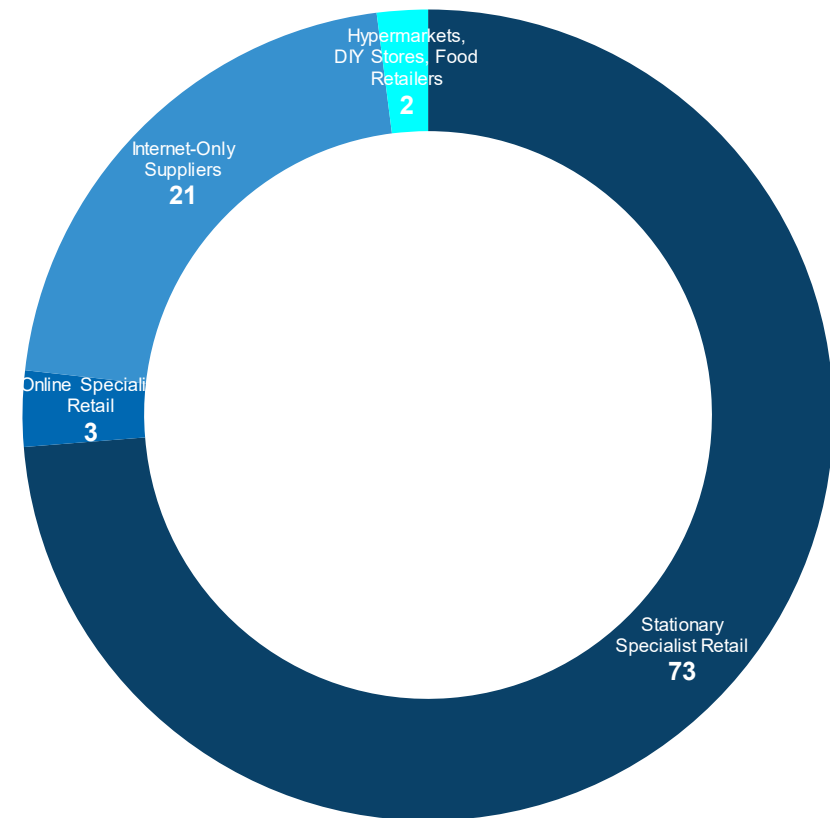
3. Sales – Retail – Price Development

Photo: ZEG

Shares of distribution channels (as a percentage)

Specialist Retail share remains high: 76%

- **Consumers continue to value quality, sales advice and service highly!**
- **Stationary Specialist Retail: 73%**
- **Online Specialist Retail: 3%***
(No change compared to 2021)*
- **Internet-Only Suppliers: 21%**
(Only a minimal change compared to 2021: +1%)
- **Hypermarkets, DIY Stores and Food Retailers continue to drop: down 2% from 4% in 2021 to 2% in 2022**



Source: ZIV

Average sales prices for Bicycles and E-Bikes (all sales channels) ZIV differentiates between Bicycles and E-Bikes for first time

- **Consumers value high quality and good technology, especially for E-Bikes**
- Average gross sales prices in Euros for all channels and product categories*
(not only stationary specialist retail):

	2019	2020	2021	2022
Bicycles	343	445	466	500
E-Bikes	2,200	2,600	2,650	2,800
Bicycles + E-Bikes	929	1,279	1,395	1,602

* Among others, this includes the growing share of high-priced Cargo Bikes, which raises the average prices

Source: ZIV



2022 Market Data – Bicycles and E-Bikes

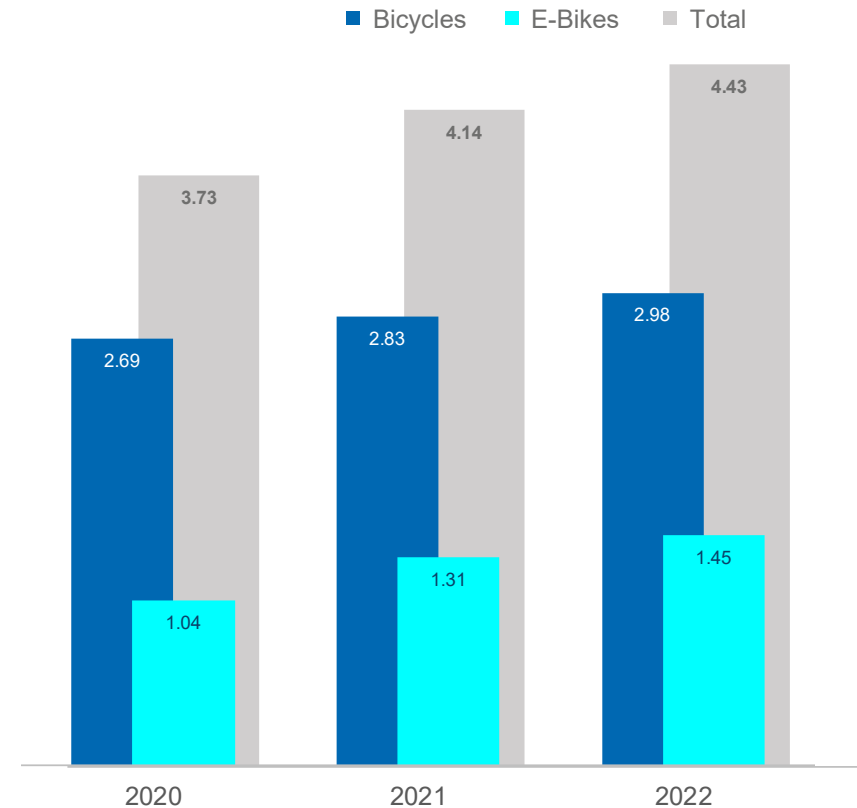
4. Import – Export

Foto: bumm

Imports of Bicycles and E-Bikes into Germany (in million units)

Imports at a record level

- 4.43 million Bicycles and E-Bikes were imported into Germany in 2022 (+7%) compared to 4.14 million in 2021
- Note: some German manufacturers have production facilities in neighbouring EU countries



Source: Federal Statistical Office Germany

Imports of Bicycles and E-Bikes into Germany (in million units)

E-Bikes: drivers of import growth

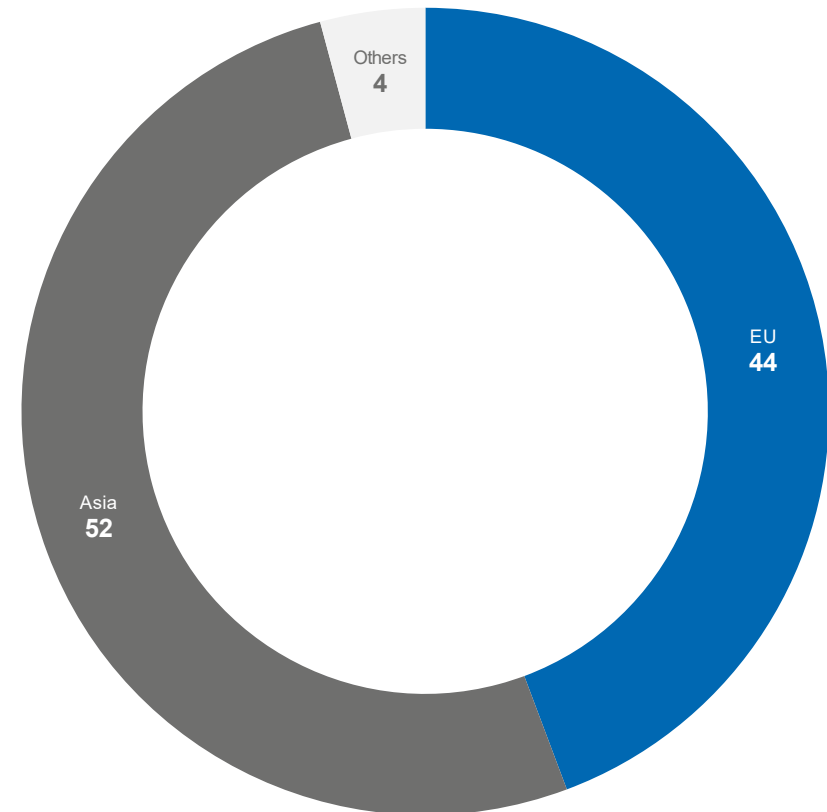


Source: Federal Statistical Office Germany

Imports of Bicycles (excluding E-Bikes) to Germany (as a percentage) EU countries just behind Asia as manufacturers

- Total of 2.98 million Bicycles were imported
- 44% originated from EU countries (often production sites of German companies)
- Share from Asia: 52%

The ZIV anticipates no large-scale relocation of production (reshoring) to Europe at the current time. However, it does expect production in the EU to continue to grow in importance. Reasons: proximity to the market, flexibility, quality

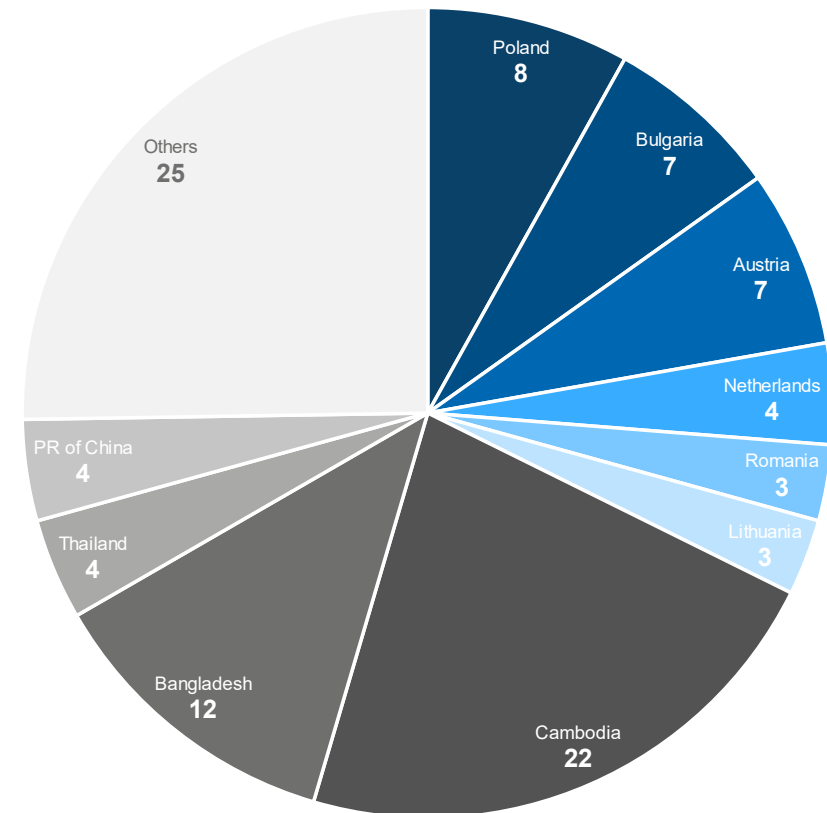


Source: Federal Statistical Office Germany

Shares of Bicycle imports (excluding E-Bikes) to Germany (as a percentage)

Main suppliers: Asia and EU countries

- Overview of the largest suppliers – Cambodia still far in the lead with 22%

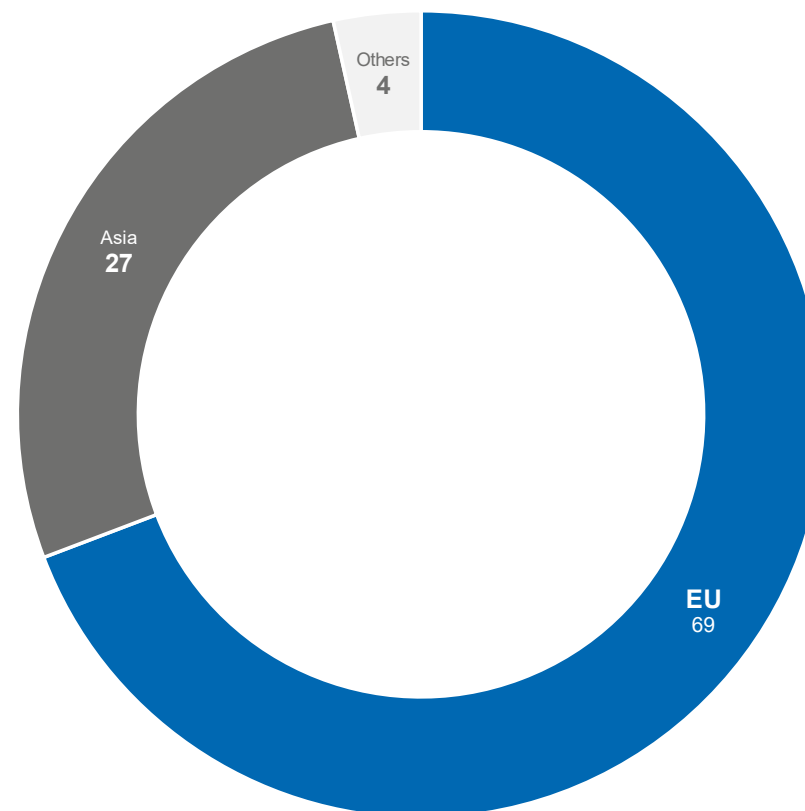


Source: Federal Statistical Office Germany

Shares of E-Bike imports to Germany – by region (as a percentage)

Asia vs. EU: around three times as many E-Bikes from EU countries

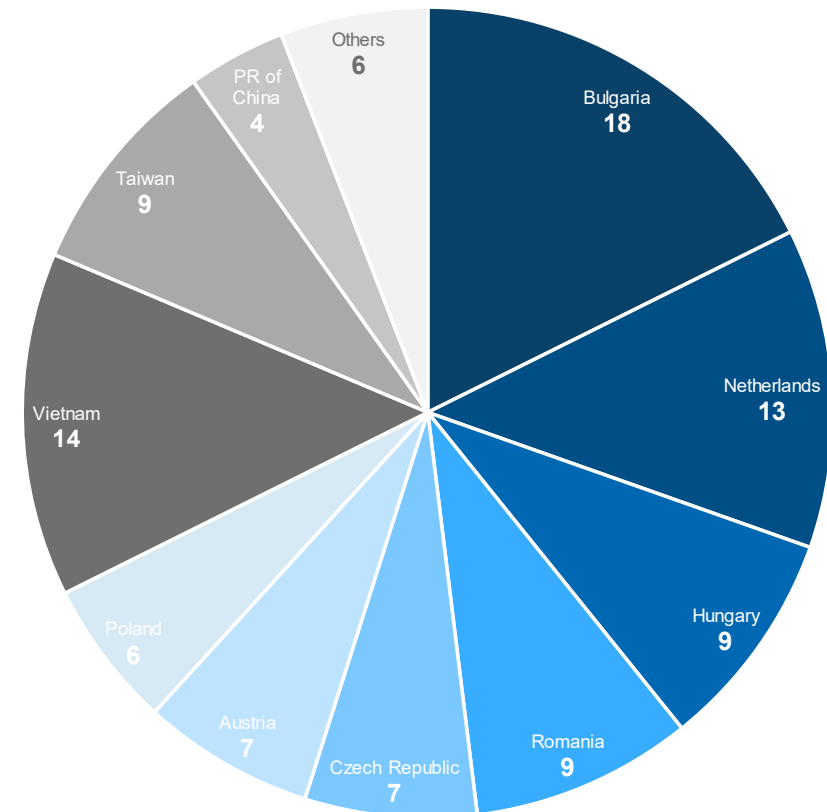
- Total of 1.45 million E-Bikes were imported
- Share of E-Bikes imported from EU countries lay at approx. 69% in 2022
- Share of imports from Asia rose slightly to 27%
- Reasons:
 - expansion of production in the EU/ production sites in neighbouring EU countries
 - within the EU, independence from developments in the customs regulations
 - anti-dumping duty on E-Bike imports from China



Source: Federal Statistical Office Germany

Shares of E-Bike imports to Germany – by country (as a percentage) E-Bike imports – partly “extended production lines”

- Largest suppliers in the EU:
Bulgaria, the Netherlands and Hungary
- Largest suppliers in Asia:
Vietnam and Taiwan

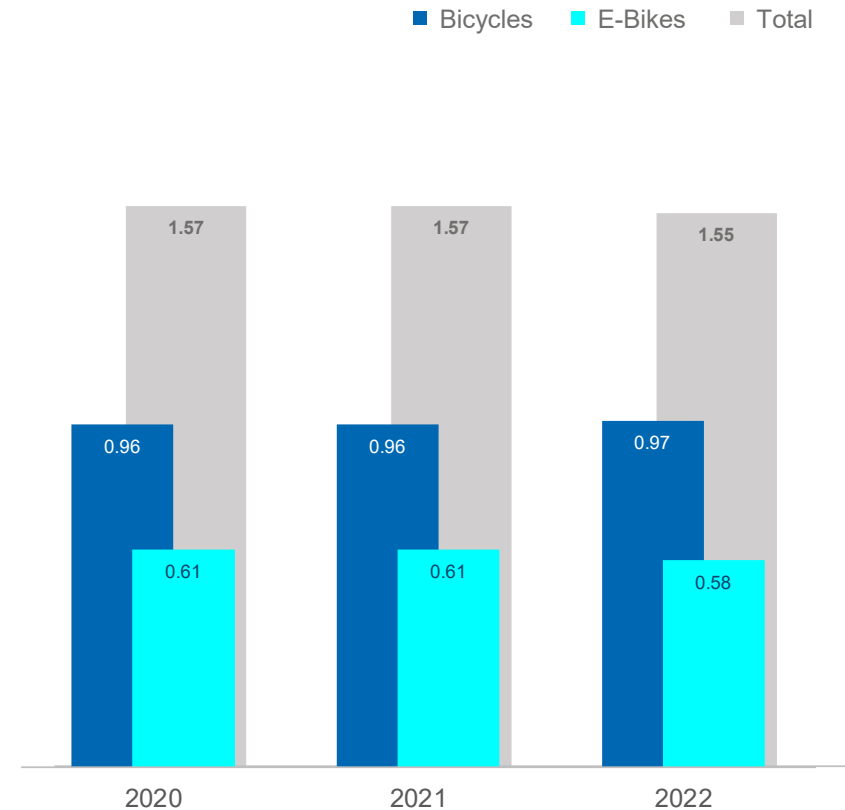


Source: Federal Statistical Office Germany

Exports of Bicycles and E-Bikes from Germany (in million units)

Slight drop in E-Bike exports

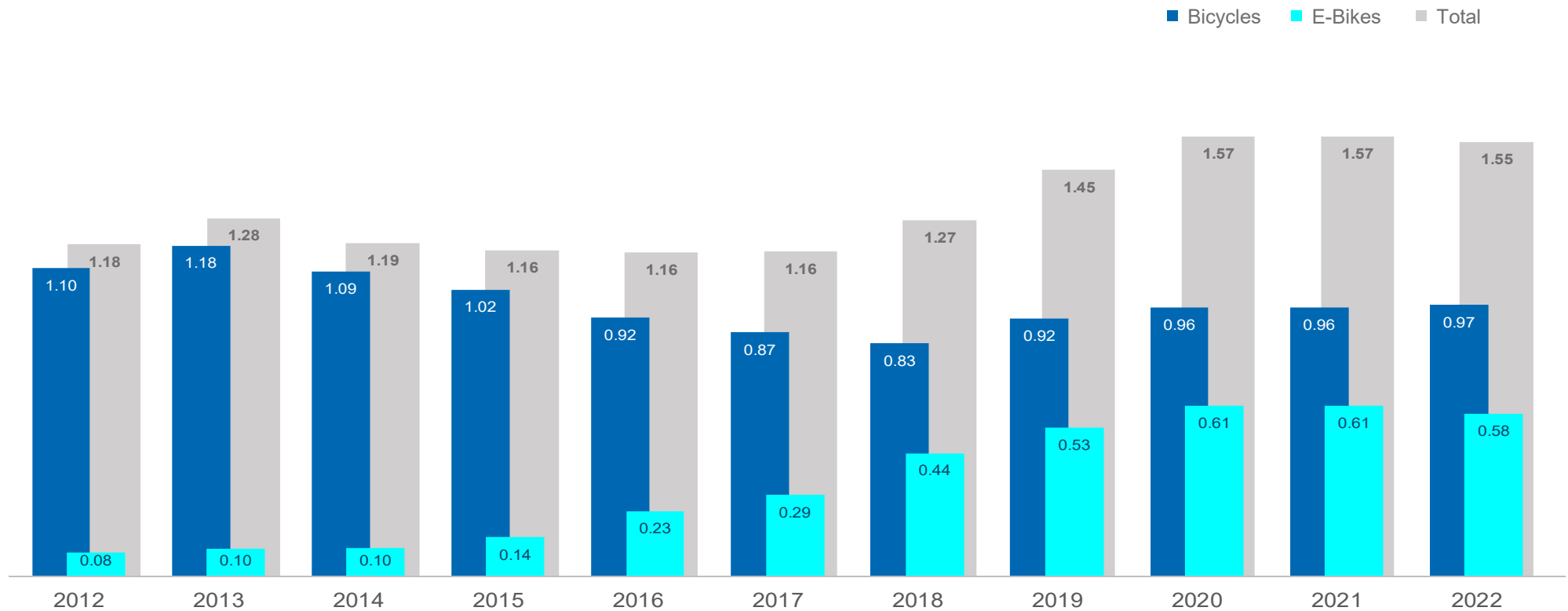
- Number of Bicycles exported increased slightly by 10,000 units to 970,000 units
- Number of E-Bikes exported dropped slightly by 30,000 units to 580,000 units
- This resulted in a slight overall decrease by 20,000 units to 1.55 million units



Source: Federal Statistical Office Germany

Exports of Bicycles and E-Bikes from Germany (in million units)

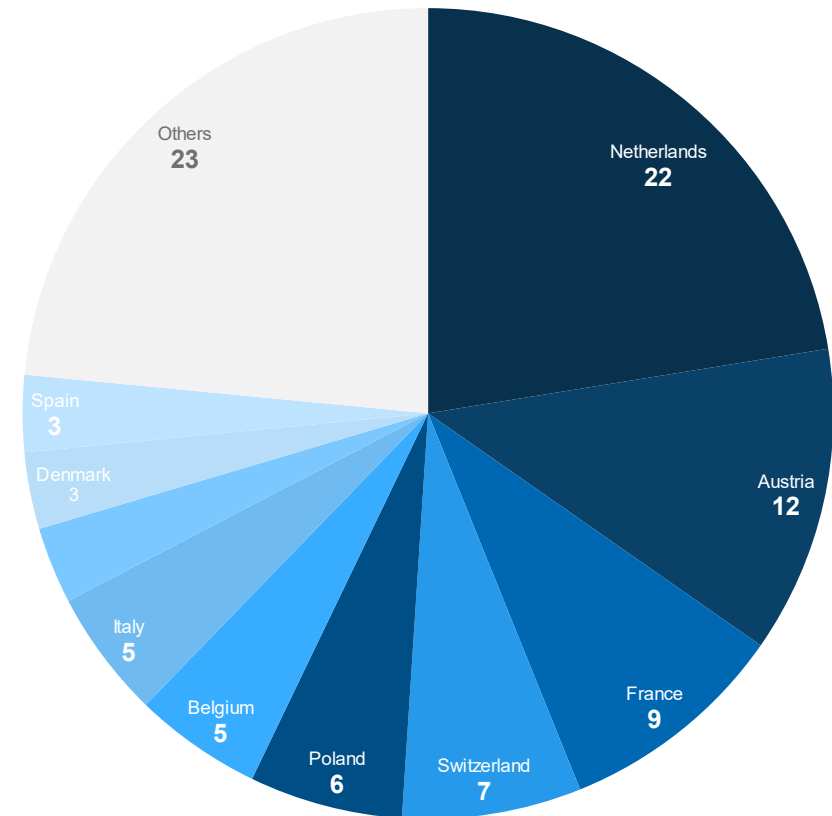
Exports remain high overall



Source: Federal Statistical Office Germany

Shares of Bicycle exports (excluding E-Bikes) from Germany (as a percentage) The Netherlands are once again the main customer

- Over 93% of exported Bicycles are delivered to EU/EFTA countries
- With a share of 22%, the Netherlands is the most important export destination (2021: 28%), followed by Austria with 12% and France with 9%
- Bicycles “Made in Germany” are in high demand in European countries

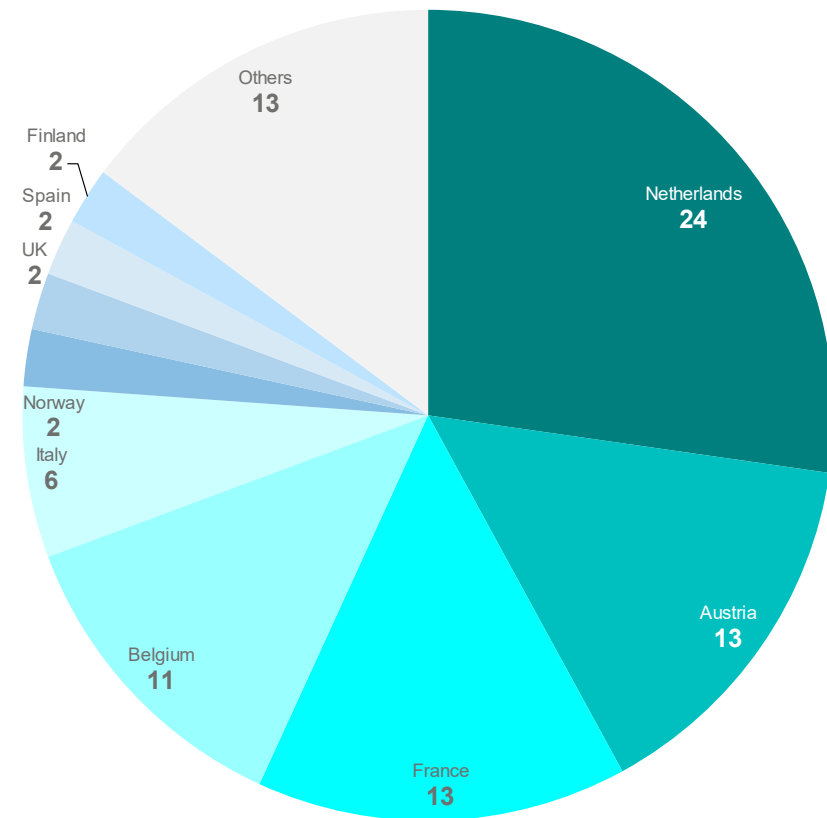


Source: Federal Statistical Office Germany

Shares of E-Bike exports from Germany (as a percentage)

Exports almost exclusively to EU/EFTA countries

- Approx. 96% of exports went to EU/EFTA countries
- The Netherlands remains the most important export destination with 24% / 139,000 units, though there was a significant decrease compared to 2021 (34% / 209,000 units)
- Austria and France come next, though some way behind, with 13% each (2021: 12%), followed by Switzerland with 11% (2021: 9%), Belgium with 11% (2021: 8%) and Italy with 6% (2021: 6%)



Source: Federal Statistical Office Germany

Your contacts

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