



# Market Report

A Snapshot of your Marketing Sector

## Bicycle Retailing

This pack has been designed to provide information on setting up a business in the **Bicycle Retailing** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website ([www.bgateway.com/businessplan](http://www.bgateway.com/businessplan)), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **April 2026**.

## What do I need to know about the Bicycle Retailing market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ The **sales value of new bicycles in the United Kingdom is forecast to be €1.13 billion in 2026** – total market value has been falling since its peak in 2021. **Sales volume is estimated to be 1.52 million units in 2026**. Demand for bikes peaked during the COVID-19 pandemic but began losing momentum from 2022. While sales are expected to continue falling into 2026, the market is expected to stabilize after that point. (Statista, *Bicycle Industry in the UK*, 2024).
- ◆ **146,000 electric bikes were sold in the UK in 2024**. The largest market for electric bicycles in Europe in 2024 was Germany, where 2.1 million new e-bikes were sold. (Statista, *Bicycle Industry in the UK*, 2024).
- ◆ As in other parts of Europe, many bikes sold in the UK are now imported from overseas, particularly from manufacturers based in Asia. The **UK is also an important bicycle export market for the EU, with nearly a fifth of bicycles and an even larger share of e-bikes shipped to the UK**. Trade has been heavily impacted by Brexit, and bicycles that could previously be imported from the EU without import duty are now subject to a 14 percent tariff if less than 70 percent of their parts are manufactured in the UK. (Statista, *Bicycle Industry in the UK – Statistics & Facts*, December 2025).
- ◆ **383 million kilometres were cycled on all roads by pedal cycles in 2024**. In 2024, 5.4% of people said they have cycled for leisure in the previous seven days and 4.5% for transport. In 2024, 4.1% of people cycled to work at least regularly. In 2024, 5.6% of primary school pupils and 1.2% of secondary school pupils cycled to school. (Cycling Scotland, [Annual Cycling Monitoring Report 2025](#).)
- ◆ The overall **value of Scotland's mountain biking sector was £105m in 2015 and is predicted to rise to £158m by 2025**. (Visit Scotland, [Scotland Made for Cycling](#), 2023)
- ◆ The national organisation for this industry is the [Bicycle Association of Great Britain](#). Other industry bodies include [Scottish Retail Consortium](#), [British Cycling](#), [Association of Cycle Traders](#), [Cycling Scotland](#), [Cycling UK](#) and the [European Cyclists' Federation](#).



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## Where can I find more information on my market?

The Information Service provides a bespoke research service for all Scottish businesses. If you have a more detailed research enquiry that you would like to explore, please contact us on **0300 013 4753** or email [info@bgateway.com](mailto:info@bgateway.com).

There are also a number of online resources you may find helpful:

- ◆ **Cycling Scotland – Annual Cycling Monitoring Report 2025.** In 2024, 27.4% of households in Scotland did not have access to a car for private use. In 2024, 33.6% of households in Scotland had access to one or more bikes for private use and 41% were aware of cycle hire schemes. In 2024, 66% of people said that ‘good exercise/fresh air’ is a reason they cycle to work. ‘Too far to cycle’ continued to be the most common reason given for not cycling to work in 2024. ([Annual Cycling Monitoring Report 2025](#)).
- ◆ The [National Library of Scotland](#) provides free access to a range of [eResources for Scottish businesses](#). For example, **IBISWorld: Bicycle Retailing in the UK (September 2025)**.
- ◆ The **Sustrans** [Walking and Cycling Index](#) is an assessment of walking, wheeling and cycling in urban areas across the UK and Ireland. It includes data from cities across Scotland.
- ◆ **Cycling Weekly** is an online [industry news publication](#) providing news and reviews ranging from global races, products to cycling safety.
- ◆ **We Are Cycling UK** have published UK wide [cycling statistics](#) that also provide information specific to Scotland.
- ◆ **Cycling Scotland** – offers an [Online Data Portal](#) that collects data from survey points across Scotland.
- ◆ **Transport Scotland** – [Cycling by Design 2026](#) – “Cycling by Design provides guidance for permanent cycling infrastructure design on all roads, streets and paths in Scotland. It aims to ensure that cycling is a practical and attractive choice for the everyday and occasional journeys of all people, particularly new, returning or less confident users.”
- ◆ **Walk Wheel Cycle Trust** – “e-bikes make up only 9% of all bike sales in the UK, with 4% of the Scottish population having access to one. By contrast across Europe e-bikes account for 27% of bike sales.”  
[Transport Scotland: SRP10: The potential for E-bikes in Scotland, February 2025](#).

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## How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#) ,[Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing [info@bgateway.com](mailto:info@bgateway.com) or by calling **0300 013 4753**



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## What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please contact us on [info@bgateway.com](mailto:info@bgateway.com) or by calling **0300 013 4753**.

## Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.



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## How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

### Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) ["Find a Chartered Accountant"](#) tool

### Funding

[Practical information](#) on finance and funding for starting and growing your business

### Insurance

[Business insurance guide](#)

### Legal Help

Gov.uk ["Licence Finder"](#) tool

Law Society of Scotland's ["Find a Solicitor"](#) tool

### Pricing

Business Companion [Pricing & payment guide](#).

**Please note:** the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

### Promotion

[BG guides to Marketing](#)

### Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

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**Updated by: Eleanor**

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