

CYCLING INDUSTRY GUIDE

Updated July 2019



This is a guide to some of the resources available within the British Library Business & IP Centre relevant to the cycling industry, covering cycling equipment, accessories and services.

Inside you will find sources of information such as market research (statistics, trends, developments), key companies, trade magazines, newsletters, and Internet sources.

This guide will be useful to anyone starting a business within the cycling industry and also for those wanting to further their knowledge within this area.

Start-Up Information



The Cobra database contains practical fact-sheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing, company structures etc.

accessible via
electronic databases

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences and legislation etc. and highlights other sources of information and advice available.

Business Opportunity Profiles (BOP)

Bike Shop	BOP196
Outdoor Activity Centre	BOP174
Outdoor Equipment Retailer	BOP543
Sports Shop	BOP317

Mini Business Opportunity Profiles (MBP)

Bike and Watersports Equipment Hire	MBP373
Outdoor and Extreme Sports Instructor	MBP422

Market Research & Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry which can all be found from market research.

Market research also covers market size and forecasts, consumer demographics and attitudes, the key players and products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc.



- **Bicycle and Bicycle Part Market in United Kingdom to 2022 (Global Research & Data Services)**
- **Global Electric Bikes Market, 2018-2025 (Allied Market Research)**



- **European Bike Sharing Market, Forecast to 2025**
- **Cycling for a Greener Tomorrow - Public bike sharing experiences rapid growth as a part of sustainable mobility drive around the globe**



- **The UK sports market 2017 – 2022**
A comprehensive overview of sports retailing in the UK, including bicycles.



- **Sporting and Outdoor Equipment Retailers in the UK**
Covers a broad range of sports sectors in the UK, including cycling among other popular general fitness sports.



- Active Holidays Worldwide
- Bicycles
- Bicycle Accessories
- Cycling
- Sports Participation

Please note that many articles about the cycling industry are available from our electronic sources: Factiva, Business Source Complete (EBSCO), EMIS, GlobalData.

Also, contact details and individual reports of companies in the cycling industry are available from our electronic sources: Fame, Orbis, Market IQ.

Business News & Journals



In order to find the latest news on your topic it is always worth searching Factiva, Business Source Complete and EMIS.



You will find articles from specialist business and academic journals, as well as newspapers and magazines. You may also find market research reports and case studies. As well as profiles of leading industry figures.



You will also find articles covering recent developments, and predicting future trends in your industry.

Trade Magazines and Newsletters

Useful for gaining inside knowledge, recent trends, industry news, company profiles, reviews of new products and services. Some contain annual reviews and company contact lists. Ordered via Explore the British Library (please ask for help).



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



Bicycling (H.M. Leete & Co) [(P) VK 36 - E(4)]

The world's leading cycling magazine connecting with millions of active, affluent professionals for whom cycling is the centrepiece of a vibrant, experiential lifestyle.

www.bicycling.com



Cyclist (Dennis Publishing) [General Reference Collection ZK.9.b.32254]

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 Weekly (IPC Media) [General Reference Collection REG2096]

News, race reportage, fitness advice, product reviews and inspirational features.

www.cyclingweekly.com



Mountain Biking UK (Immediate Media) [General Reference Collection ZK.9.b.3807]

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.

www.mbuk.com



Singletrack (Gofar Enterprises) [General Reference Collection ZK.9.b.20178]

UK-based mountain biking magazine aimed at more mature mountain bikers.

<http://singletrackworld.com>

Directories

Contain lists of companies and industry contacts.



BikeBiz directory: the essential guide to retailers, suppliers and services within the cycle trade (NewBay Media, 2018) [(B) DIR 381.45629227202541 BUS] Directory of retailers, suppliers and services within the cycle trade in the UK. Includes distribution and wholesale; e-commerce and EPOs; event organisers, hosting, holiday and hire; manufacturers; marketing, PR and consultancy; media and publishing; organisations, charities and associations; retailers, workshops and mail order; services and training; events.

Internet Sources

Websites containing free sources of industry statistics, information and contacts.

Adventure Activities Licensing Authority (AALA)

Operates a licensing scheme in the UK ensuring that activity providers follow good safety management practices. www.hse.gov.uk/aala

Association of Cycle Traders (ACT)

A trade body representing independent cycle retailers in the UK. It produces industry updates and provides business support services for its members, who are listed on the Cycling Experts website (www.thecyclingexperts.co.uk). www.cycleassociation.uk

Bicycle Association

The national body representing the bicycle industry in the UK; membership is open to bicycle manufacturers; manufacturers of bicycle accessories and components; distributors and wholesalers; retailers; publishers and other companies having a particular interest in the industry. www.bicycleassociation.org.uk

British Activity Providers Association (BAPA)

A trade association for private sector providers of activity holidays and courses in the UK. www.thebapa.org.uk

British Cycling

The national governing body for cycle racing in Great Britain, formerly known as the British Cycling Federation; 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. www.britishcycling.org.uk

Department of Transport: Walking and cycling statistics

Presents results relating to walking and cycling prevalence at local authority level in the UK. <https://www.gov.uk/government/collections/walking-and-cycling-statistics>

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. 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. www.sgiuk.com/home

The Cycle Show

An annual show for the cycling trade and cycling enthusiasts, featuring seminars, performances and celebrity guests. www.cycleshow.co.uk

The London Bike Show

An annual trade and consumer show for the cycling industry, providing opportunities to view and test the latest bikes and technology and to network with suppliers and cyclists.

www.thelondonbikeshow.co.uk

Please note that every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection. Please ask for help at the enquiry desk or check the online catalogue “Explore the British Library” (<http://explore.bl.uk>) for more details.



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