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**LOUIS WIGSTON**  
Paradise Cycles

# INDUSTRY GUIDE **CYCLING**

# Cycling Industry Guide

This guide is designed for anyone starting or running a business related to the Cycling Industry, covering cycling equipment, accessories and services.

We have highlighted some of the key resources about the Cycling Industry that you can find at the Business & IP Centre such as general research (statistics, trends and developments), key companies, trade magazines and newsletters.

All you need is a free Reader Pass.

## About the Business & IP Centre (BIPC)

The Business & IP Centre is here to help you start and grow your business. We offer one-to-ones, specialist workshops, inspiring events and access to premium market data and intelligence - all for free. We are home to the UK's largest collection of business and intellectual property (IP) information, as well as a thriving community of entrepreneurs. Based in the British Library and over 70 libraries across the UK.

## Here to help

If you have any questions, our information specialists at the Business & IP Centre will be happy to help. You can pop into the BIPC reading room on the first floor in the British Library, or email one of the team at [bipc@bl.uk](mailto:bipc@bl.uk)

Updated January 2023  
William Davis

[bl.uk/bipc](https://bl.uk/bipc)

 [linkedin](#)

 [Instagram](#)

# 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.

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.

Accessible via electronic resources.

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## Business Opportunity Profiles (BOP)

Bike Shop	BOP196
Outdoor Activity Centre	BOP174
Outdoor Equipment Retailer	BOP543
Sports Shop	BOP317
Country Sports Retailer	BOP569

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## Mini Business Opportunity Profiles (MBP)

Bike and Watersports Equipment Hire	MBP373
Courier/ Delivery Driver	MBP453
Pedicab Service	MBP195

# Market Research and 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.

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## EMIS

EMIS is a research database covering markets research, data and news for international markets, companies, and industries.

- Europe Bicycle Market - Growth, Trends, COVID-19 Impact, and Forecasts (2022 - 2027) (Mordor Regional Industry Reports)
- Global Bicycle market, 2021-2027 (Allied Market Global Industry Reports)
- United Kingdom E-bike Market - Growth, Trends, COVID-19 Impact, and Forecasts (2021 - 2026) (Mordor Country Industry Reports)
- Europe Electric Bike Industry Market Share Report (Chromatus Regional Industry Reports), July 2021
- Europe E-bike Market - Growth, Trends, COVID-19 Impact, and Forecasts (2021 - 2026) (Mordor Regional Industry Reports)
- Global E-bike Market - Growth, Trends, COVID-19 Impact, and Forecasts (2022 - 2027) (Mordor Global Industry Reports)
- Global Electric Bicycle Market, 2021-2030 (Allied Market Global Industry Reports)
- Global E-Bike Battery Pack Market - Growth, Trends and Forecasts, 2020 – 2025 (Mordor Global Industry Reports)
- Global Folding Bikes Market, 2020-2027 (Allied Market Global Industry Reports)
- United Kingdom - Sports Equipment Retail, September 2021 (Marketline)
- Europe - Sports Equipment Retail, September 2021 (Marketline)
- Global Bike Sharing Market, 2020-2027 (Allied Market Global Industry Reports)
- Global Bicycle Tires Market 2022 (Chromatus Global Industry Reports)

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## Frost & Sullivan

Frost & Sullivan publish many reports analysing market and technological developments within the global energy market. The following list is a selection of recent titles:

- Global Mobility-as-a-Service Growth Opportunities, PC4F, Dec 2021
- Global Corporate Mobility Growth Opportunities, PC4E, Dec 2021
- Impact of Covid on Transportation Network, MG22, May 2021
- Strategic Analysis of the Global Micro Mobility Sharing Market, Forecast to 2025, MG23, May 2021
- Government Push and Disruptive Technologies Driving Growth of the Global Bike-Sharing Market, MFB8, Dec 2020
- European Bike Sharing Market, Forecast to 2025, MC86, Nov 2016
- Europe; Technology Innovation Award - Electric Bikes and Charging, 9542/F8, Sep 2019
- Future of Smart Cities: Key City Profiles, MF2B, Feb 2020



## GlobalData

GlobalData is a market research platform that offers consumer and retail information and trends, and actual and forecast sales data for Fast Moving Consumer Goods businesses.

- Analyst Briefing: Sportswear Growth Opportunities Out to 2025 – Dec 2021
- Global Trends in Sports Retailing - Jul 2019  
This hot topic report offers comprehensive insight into trends in sports retailing across the globe. It covers key trends in sports retailing and various strategies followed by retailers. It also lists the leading sports retailers, their sales, store count and sales per store.
- UK: Clothing & Footwear - Sports 2017-2022  
A comprehensive overview of sports retailing in the UK, including bicycles.



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. IBIS World provides trusted industry research on thousands of industries worldwide. Their analysts leverage economic, demographic and market data, then add analytical and forward-looking insight, to help organizations of all types make better decisions.

- 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.



## Mintel

Mintel provides market research and consumer intelligence solutions to consumer-focused businesses with a combination of syndicated tools and custom insight solutions.

- Cycling and Walking Holidays - UK - 2021
- Cycling - UK - 2022
- Exercise Trends - UK - 2022
- Sports Participation - UK - 2022
- Sports Fashion: Inc Impact of COVID-19 - UK - December 2020
- Bicycle Accessories - UK - Jun 2015

# Trade Magazines and Journals

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. Mostly available on open shelves in the Business & IP Centre reading room; older issues may be ordered via Explore the British Library (please ask for help).



## **BicycleBusiness (Intent Media)**

[General Reference Collection ZK.9.b.16945]

Monthly, contains news and articles on new products and developments within the bicycle industry.

[bikebiz.com](http://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.

[bicycling.com](http://bicycling.com)



## **Cycle (James Pembroke Publishing, on behalf of CTC)**

[General Reference Collection REG2095]

Reaching nearly 70,000 members Cycling UK's Cycle magazine has the highest circulation of any cycling publication in the United Kingdom.

[cyclinguk.org/publications/cycle](http://cyclinguk.org/publications/cycle)



**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.

[cyclistmag.co.uk](http://cyclistmag.co.uk)



**Cyclist OffRoad**  
**(Dennis Publishing)**

[General Reference Collection ZK.9.b.36876]

Why stop where the tarmac ends? Cyclist Off-Road is our brand new magazine for gravel and adventure riding. Just like Cyclist it's a premium magazine.

[cyclistmag.co.uk](http://cyclistmag.co.uk)



**Cycling Weekly**  
**(IPC Media)**

[General Reference Collection REG2096]

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

[cyclingweekly.com](http://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.

[mbuk.com](http://mbuk.com)



**Singletrack  
(Gofar Enterprises)**

[General Reference Collection ZK.9.b.20178]

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

**[singletrackworld.com](http://singletrackworld.com)**

# Business News and Journals

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## **Factiva**

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

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## **Business Source Complete**

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.

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## **EMIS**

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

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# Directories



**BikeBiz directory: the essential guide to retailers, suppliers and services within the cycle trade (NewBay Media, 2014 - )**

[(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 policy, 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.

[hse.gov.uk/aala](https://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

[thecyclingexperts.co.uk](https://thecyclingexperts.co.uk)

[cycleassociation.uk](https://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.

[bicycleassociation.org.uk](https://bicycleassociation.org.uk)

## **British Activity Providers Association (BAPA)**

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

[thebapa.org.uk](https://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).

[britishcycling.org.uk](https://britishcycling.org.uk)

## **British Independent Retailers Association (BIRA)**

Representing independent businesses. We're proud to represent thousands of members across the UK, from single retail outlets to small chains, to large department stores and agricultural dealerships.

[bira.co.uk](https://bira.co.uk)

## **Cycling UK**

We are the national cycling charity. Our mission is to enable millions more people to cycle. Formerly known as the CTC, Cycling UK has championed cycling for more than 140 years. As well as supporting our members, we also play a prominent campaigning role, fighting to defend cyclists' rights for safer roads, better infrastructure and legal protection.

[\*\*cyclinguk.org\*\*](https://www.cyclinguk.org)

## **Department of Transport: Walking and cycling statistics**

Presents results relating to walking and cycling prevalence at local authority level in the UK.

[\*\*gov.uk/government/collections/walking-and-cycling-statistics\*\*](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.

[\*\*outdoor-learning.org\*\*](https://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.

[\*\*sgiauk.com/home\*\*](https://www.sgiauk.com/home)

## **The Cycle Show**

An annual show for the cycling trade and cycling enthusiasts, featuring seminars, performances etc.

[\*\*cycleshow.co.uk\*\*](https://www.cycleshow.co.uk)

## **Road Cycling UK**

Expert road cycling reviews along with the latest road bike news, features and advice. Find rides & events, training articles and participate in our forums.

[\*\*roadcyclinguk.com\*\*](https://www.roadcyclinguk.com)

## **Sustrans**

The charity responsible for the UK's National Cycle Network and other cycling initiatives

[\*\*sustrans.org.uk\*\*](https://www.sustrans.org.uk)

# Disclaimer

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" [explore.bl.uk](https://explore.bl.uk) for more details.

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