



# THE SPANISH BICYCLE SECTOR IN NUMBERS 2021

In collaboration with:



## INTRODUCTION

**The Spanish Bicycle Industry Association (AMBE)** is comprised by companies that produce, import and/or distribute bicycles, parts and accessories in Spain.

**AMBE** is a non-for-profit association that aims to promote the use of the bicycle in Spain as a means of transport, leisure, tourism and sport. Furthermore, AMBE work with policy makers in order to implement public policies that increase the use of the bicycle in the country.

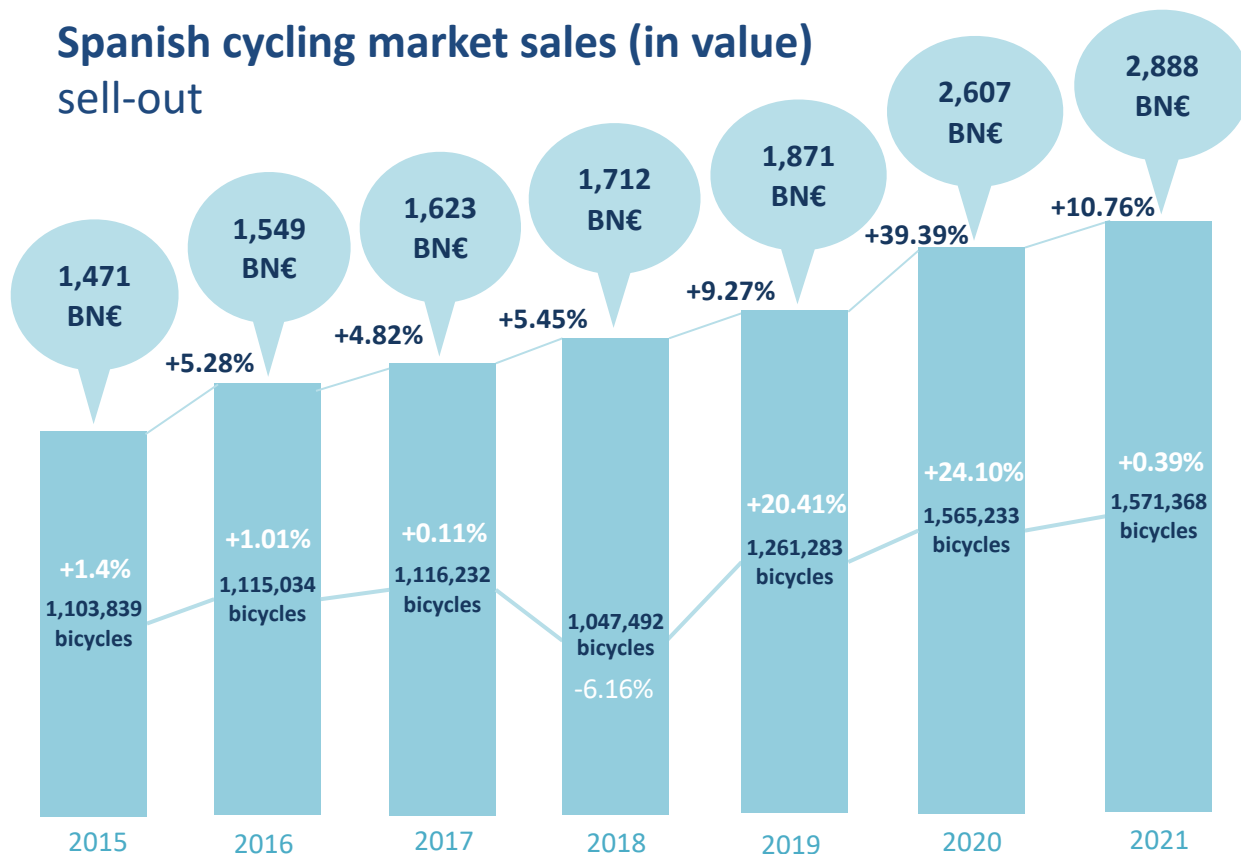
### **“The voice of the cycling sector in Spain”**

AMBE publishes every year in collaboration with Cofidis the market report “The Spanish Bicycle Sector in Numbers”. A complete study that includes the most relevant data about the industry and that helps to analyse every year the behaviour and main trends of the industry in Spain.

AMBE is comprised by 45 companies that represent 67% of the bicycle sector in Spain. AMBE produces this report in collaboration with Cofidis and Sport Panel.



## Spanish cycling market sales (in value) sell-out









In 2021, the Spanish bicycle market grew by 10.76% compared to the previous year.

The market size has almost doubled in 5 years.



# Bicycle sales by category and average price (sell-out)

Total 2021		€ 984€	+14.9%	1,571,368 units (+0.4%)	Market share in units
	Mountain Bikes	€ 832€	+12.7%	60,995 units (+0.1%)	38.7%
	Road Bikes	€ 2,303€	-7.5%	90,740 units	5.8%
	Gravel Bikes	€ 1,116€		69,195 units	4.4%
	Urban Bikes	€ 306€	+5.3%	119,686 units (-12.0%)	7.6%
	Kids Bikes	€ 169€	0.0%	460,191 units (-8.6%)	29.3%
	E-bikes (EPACs)	€ 2,861€	+8.1%	223,561 units (+5.1%)	14.2%



## Companies in the Spanish cycling sector



**362** Companies

**+6.78%**



**180** National Producers

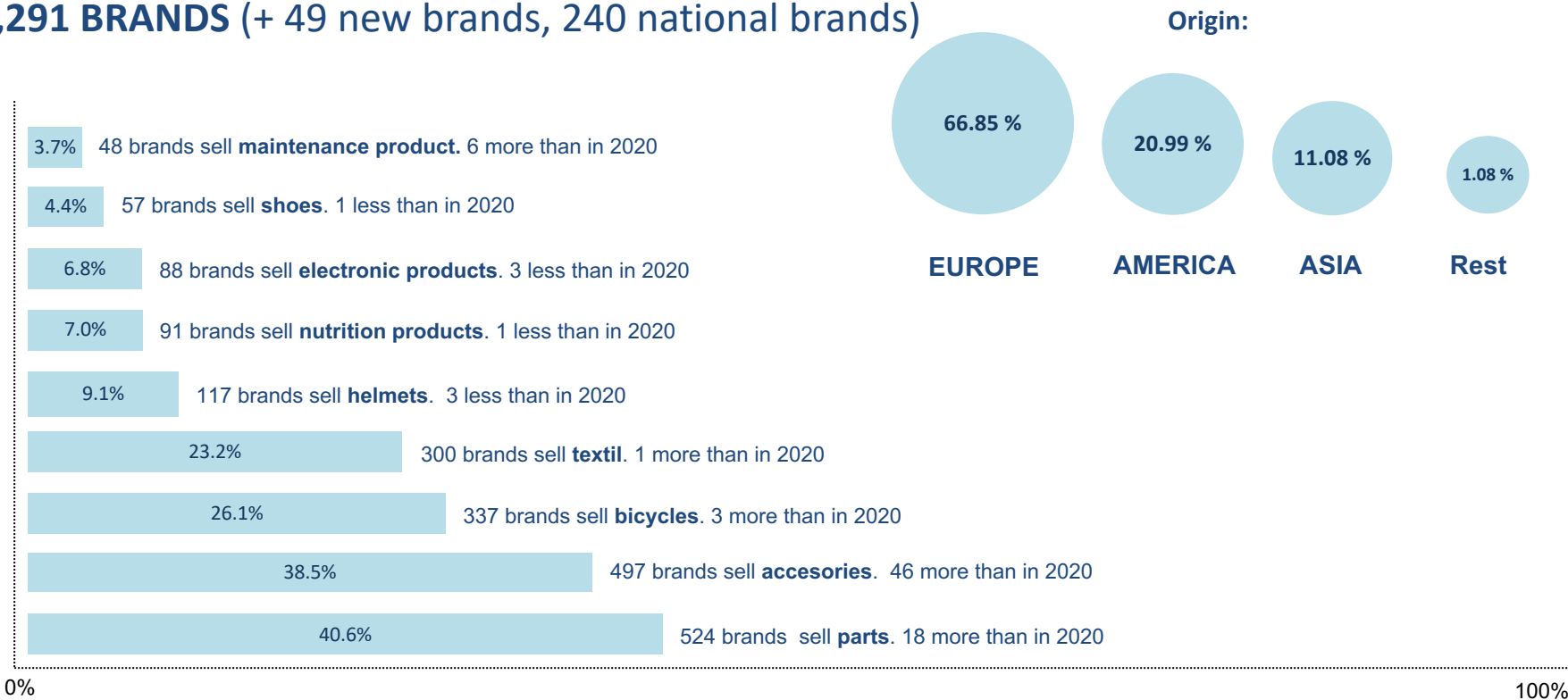
**+7.14%**

In 2021, in Spain there were **3,028 bicycle, repair and rental shops**. This is **+1.58%** more than the previous year.

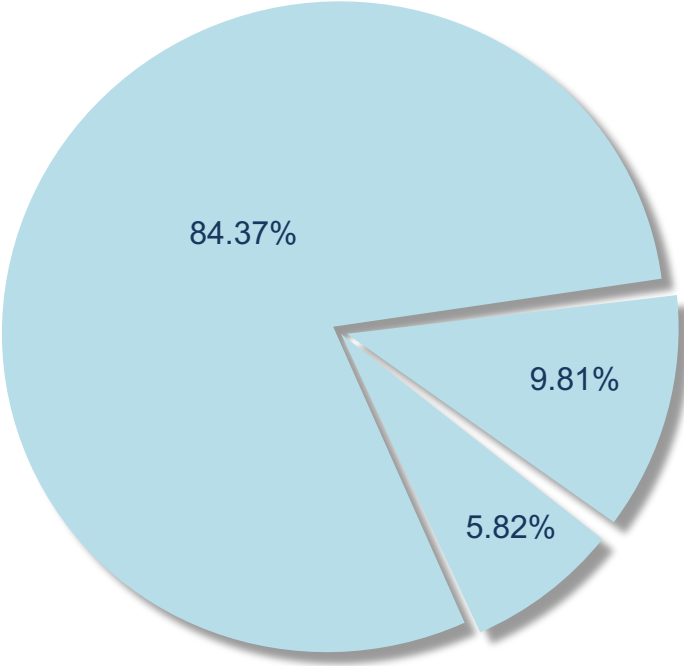


# Bicycle brands in Spain

## 1,291 BRANDS (+ 49 new brands, 240 national brands)



Bicycle sales by channel (value and evolution) sell-out



**SPECIALIST SHOPS**

In 2021, specialist shops had a market share of 84.37%, **gaining 1.36% of the market share compared to the previous year.**

**MULTI SPORT STORES**

In 2021, multi-sport stores had a market share of 9.81%, **losing 1.12% of the total market share compared to the previous year.**

**DEPARTMENT STORES**

In 2021, department stores had a market share of 5.82%, **losing 0.24% of the total market share compared to the previous year.**





# Direct jobs in the cycling sector in Spain (2021)

**23,221**  
**Direct jobs**

**9,323**

**Jobs**

9,323 people work for the bicycle brands in Spain (an average of 25.75 people per company)

**13,898**

**Jobs**

13,898 people work in the Spanish bicycle retail, an average of 4.59 people per shop.

## Jobs growth in the cycling sector in 2021





## SUMMARY:

**After an exceptional 2020, the Spanish Bicycle Market grow in 2021 as well.** Although affected by the lack of stock, supply chain issues and increase of prices (raw materials and transport), it shows a high level of strenght and capacity to adapt.

- The market grow by **10.76%**, reaching **2,887.90 BN€ in value.**
- Bicycle sales grow by **15.33% in value.**
- The number of companies in the cycling sector grow by 6.78% and the number of national producers by 7.14%.
- There are 47 more shops in 2021 compared to previous years (3,027)
- By bicycle category, **Gravel Bikes grow the most in term of units sold**, followed by E-bike, Road bikes and MTB.
- **The average of a bicycle in Spain grow by 14.88% compared to the previous year.**
- **For a second consecutive year, e-bikes are leading in sales (by volumen)**
- **The sales of Urban Bikes fall by 12% compared with 2020 that registered a record in sales.**
- **Sales of part and accesories grow as well: helmets –in value - (+43.25%), glasses (+38.23%) and shoes (+38.38%).**
- The Spanish cycling sector keeps creating jobs and business opportunities for the country.



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Study carried out by:



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