

Eurobike Spotlights International Dialog, Innovation and a Sharper Profile

- **Leading trade fair to focus on B2B in future**
- **Market data underscores that personal networking and technological progress are gaining importance**

Frankfurt am Main – At the opening press conference of Eurobike 2026, the leading international trade fair presents key trends, growth potential and its future direction. With its realignment from 2027, Eurobike is sharpening its profile as Europe's leading B2B platform for the bike business, ecomobility and innovation. At the pre-event Media Day, Philipp Ferger, Managing Director of fairnamic GmbH, presents the next stages in Eurobike's development. The aim is to align the leading international trade fair even more closely with market needs and to further expand its role as a central B2B platform. "The industry needs a strong international meeting point for personal interaction. That is why we are sharpening Eurobike's focus and aligning it even more closely with the needs of our exhibitors, trade visitors and market partners. We are pleased to welcome around 800 exhibitors from 44 countries who will showcase their latest innovations here in Frankfurt from June 24 to 27."

Market data underscores the importance of personal networks

The importance of trade fairs as a central hub for the bicycle industry is also underlined by Dr. Ralf Deckers, Head of Strategic Insights & Analytics and Member of the Executive Board at IFH Köln. The analysis of an international survey shows: "The industry has to hold its own in a challenging economic environment. Geopolitical uncertainty is a key burden." 70 percent of respondents expect rising procurement costs, 61 percent see increasing overall uncertainty and 55 percent anticipate continued pressure on margins. At the same time, there are early signs of improvement in the business climate and sourcing. Against this background, personal contacts are becoming even more important: 73 percent regard personal networks and 68 percent direct supplier visits as particularly relevant channels.

Women as a key driver of the industry's future

A recent study by Women in Cycling Germany and IFH Köln shows that women are among the largest untapped sources of growth in the cycling industry. While

the overall German market is expected to stagnate until 2030, a more targeted approach to female audiences could unlock additional revenue of up to 950 million euros. The decisive factor here is not so much new demand as the removal of existing access barriers. "The bicycle industry does not have a demand problem, it has an access problem. Those who focus less on technology and more on safety, comfort and everyday usability open up significant growth potential," says Isabell Eberlein, Managing Director of Velokonzept and founder of Women in Cycling Germany. This creates significant additional revenue opportunities for companies in the bicycle industry.

Technological disruption is changing mobility

A forward-looking perspective was provided by Hannes Neupert, expert in EPACs and micromobility. In his view, the industry is entering a phase of technological transformation, comparable in significance to the major mobility revolutions of the early 20th century. Software will increasingly permeate all areas of mobility – from vehicle control and connectivity to service, maintenance and user experience. The distinction between hardware and software companies is fading more and more. At the same time, new vehicle categories, new mobility concepts and new requirements for regulation and product safety are emerging. Technological innovation needs to be explained, but also experienced firsthand. "Especially in an increasingly digitalized world, physical events are gaining in importance as they enable direct comparison of products, technologies and applications. However, it is not easy to present software as a core trade fair topic. This calls for a fundamentally new way of thinking," Neupert said, in a strong appeal to all market participants.

Latest innovations and further information

Further information on the innovations presented at Eurobike Media Day 2026 can be found at: <https://eurobike.com/frankfurt/en/press-and-media/press-kit.html>. The 34th Eurobike will take place on the grounds of Messe Frankfurt from Wednesday, June 24 to Saturday, June 27, 2026. The three kick-off days (June 24–26), reserved for the international trade audience, will then be followed by a public day on June 27, 2026. For more information, go to: www.eurobike.com.

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About Eurobike:

Eurobike is the leading international trade fair for the bicycle industry and the ecomobility sector, representing sustainable urban mobility, transport and logistics solutions. Together with all participants from politics, business, industry and society, the trade fair creates space for communication, new ideas, a change of perspective, strong partnerships and new business models. It identifies current key topics in the areas of sports, leisure, health and everyday mobility.

About Fairnamic GmbH:

The fairnamic GmbH joint venture, founded in 2021 by the two exhibition companies Frankfurt and Friedrichshafen, is a highly specialized organizer for innovative and future mobility. With AERO – The Leading Show for General Aviation and Eurobike as the world's leading trade fair for the bicycle industry and the growing field of ecomobility, Fairnamic GmbH is the market leader in the world of avionics and sustainable urban mobility. Through bundled competencies, market expertise, global networks, brand strength and agility, fairnamic GmbH is gradually expanding the market position of its two leading trade shows and international satellites globally.