

More international and more versatile: Eurobike 2025 sets new industry trends

- **International growth: More companies from Asia, Europe and North America than ever before.**
- **Stepping stone and innovation platform: More than 200 start-ups and first-time exhibitors from the bicycle and ecomobility sector.**
- **Larger B2C offer: Enhanced testing opportunities, new interactive formats and on-site purchase options.**

Friedrichshafen/Frankfurt am Main – The global bike and ecomobility industry continues to place its trust in Eurobike in 2025. This is already certain four months before the start of the 33rd edition of the world's leading trade fair (June 25-29, 2025, at the Messe Frankfurt exhibition grounds). Among other things, organizer fairnamic is pleased about the stronger international participation, a broader range of topics and the growing presence of new market segments. This means that Eurobike is defying the changed market conditions in the bicycle and mobility sector while simultaneously setting new trends for the industry.

International growth: More companies from Asia, Europe and North America than ever before

Although the registration process for participating companies is currently still in full swing, it is already evident that international interest is greater than in previous years. The increasing presence of companies from Asia, Europe and North America highlights the significance of Eurobike as a global platform for innovation and business. At the same time, it shows that the trade fair is a key driver for the further development of the bicycle industry, even in a highly challenging market environment. Innovations, market developments and new business models are presented and discussed here.

Stepping stone and innovation platform: More than 200 start-ups and first-time exhibitors from the bicycle, sports and mobility industry

This is also confirmed by the already high number of first-time exhibitors. More than 200 companies, including numerous start-ups, will be presenting their services and products at the Messe Frankfurt exhibition grounds for the first time. This not only increases the variety of innovations presented, but also enhances the opportunity for trade visitors to meet new business partners and experience technologies first-hand.

Extended B2C offer: More testing opportunities, interactive formats and on-site purchase options

At the same time, the organizers of Eurobike 2025 are placing greater emphasis on expanding their offer for end consumers. This includes a larger event program with workshops, demonstrations and exclusive product presentations as well as an extended demo area with longer test tracks. Another highlight: On-site purchase options allow visitors to try out and buy products directly at the fair – a concept that further strengthens the connection between expert trade and public trade fairs.

New market segments: Area expanded with a focus on gravel, bikepacking, cycling tours and outdoor

Another initiative: Experience and adventure are even more in focus in Frankfurt. With the new Adventure Area, Eurobike is expanding its portfolio and offering a broader range than ever before with new topics for gravel, bikepacking, cycling tours and outdoor. Interactive formats, guided tours and live demonstrations create an authentic experience for trade visitors and end customers alike. Exciting fact: Eurobike also offers attractive exhibition formats for the traditionally bicycle-friendly outdoor segment.

"Eurobike 2025 shows that the bicycle and ecomobility industry is changing rapidly to meet the current challenges. The strong participation of international exhibitors and the growing interest in new participation formats confirm that, despite understandable economic caution among some industry participants, we are on the right track and will continue to develop the trade fair in the future. With a mix of global meeting points for decision-makers, the gradual expansion of the event character for bike fans, new trends and formats to specifically promote innovations as well as the use of synergies, we are setting impulses for the future of the entire ecosystem – from suppliers, manufacturers, brands,

trade, consumers, media and politics," says fairnamic Managing Director Stefan Reisinger, looking positively ahead to the already heavily booked 2025 edition. A first excerpt from the list of exhibiting companies at Eurobike 2025 can be found on the website at: <https://eurobike.com/frankfurt/en/exhibitor-search-preview-2025.html>

Further information:

The 33rd Eurobike will take place on the grounds of Messe Frankfurt from Wednesday, June 25 to Sunday, June 29, 2025. The three kickoff days reserved for international trade visitors (June 25 - 27) will then be opened up to the general public on the weekend of June 28 and 29, 2025. For more information, go to: www.eurobike.com

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About Eurobike:

Eurobike is the central platform for the bike and ecomobility universe. Together with visionaries from politics, business, society and the mobility industry, it creates space for communication, new ideas, change of perspective, and strong partnerships for innovative mobility solutions and new business models. With Eurobike, the booming and rapidly changing bicycle and ecomobility industries have found a common platform. It sets new standards and identifies key topics in the areas of sports, leisure, health and mobility, makes continuous progress and brings the global community together live.

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 the AERO – International Leading Trade Fair for General Aviation and Eurobike as the world's leading trade fair for bicycles, e-bikes and ecomobility, fairnamic GmbH is the market leader in the world of avionics and 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 fairs and international satellites globally.

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