

Eurobike 2025 demonstrates global appeal in a tense market environment

- **World's leading trade fair reaffirms its role as an international platform for cycling and ecomobility in a challenging market environment**
- **The entire cycling world gathered in Frankfurt: 1,500 exhibitors, 31,270 trade visitors and 30,420 cycling fans**
- **Eurobike and Mobifuture: Starting in 2026, two parallel event formats at Messe Frankfurt**

Frankfurt am Main – The 33rd edition overall and the fourth time in the Main metropolis: From June 25 to 29, Eurobike once again opened its doors at Messe Frankfurt, reaffirming its status as the world's leading platform for the cycling and ecomobility industry. 31,270 trade visitors (2024: 35,080) and an additional 30,420 cycling enthusiasts during the festival weekend (2024: 33,090) experienced the latest product innovations from 1,500 international exhibitors across more than 130,000 square meters in six halls and the vast outdoor area.

The market data for the first quarter of 2025, announced by the German ZIV – German Bicycle Industry at the start of the trade fair, indicate a slight upward trend and offer reason for optimism, even though a full market recovery has yet to materialize. Ongoing challenges did not spare the world's leading trade fair, which this year had to do without the participation of some major industry players. This was compensated for by the strong international presence among exhibitors, many of which were showcasing their products on the European market for the first time.

From ultralight and aerodynamic carbon road bikes to commercial electric cargo vehicles, from new drive system manufacturers to apparel made from recycled plastic – the industry's innovative spirit remains as strong as ever.

Paul Walsh, Managing Director of the newly established united European umbrella organization CONEBI-CIE, founded on the very first day of the trade fair, explains: "Eurobike 2025 was a powerful showcase of the vitality and creativity driving the European cycling industry. It left no doubt that cycling is a

cornerstone of Europe's innovation ecosystem and a key contributor to its industrial competitiveness."

Uwe Wöll, Managing Director of the industry association VSF Service GmbH, is convinced: "The bicycle industry needs a stage to showcase its achievements and gain public visibility. Neither in-house nor internal order fairs can take over this part. Once again this year, leading brands at Eurobike demonstrated how it's done – through strong presence, innovation and cool, modern presentations."

The vast majority of exhibitors were highly satisfied with the quality of visitors and the conversations held, as Bernhard Lange, Managing Director of the German Shimano importer Paul Lange GmbH & Co. KG, summarizes:

"Eurobike 2025 was a very successful trade show for us. Although many well-known players no longer exhibited this year, they were all present as visitors. The quality of the conversations was consistently positive and shows that the industry as a whole is on a very promising path."

"Whether as exhibitors or visitors, the entire bicycle and ecomobility community was present at Eurobike, using the platform to network, initiate new business and engage in meaningful dialogue," noted Stefan Reisinger, Managing Director of trade fair organizer fairnamic. "This underscores the importance of Eurobike as the leading international meeting point for the industry, even in challenging times."

During the trade-only days, visitor numbers fell slightly short of the high levels seen last year. As with the number and profile of exhibitors, the decline here was primarily due to fewer experts from Germany – a result of newly introduced association and ordering trade fairs – while international attendance remained at a top level. With 53.7%, more than one in two visitors (compared to 49.2% in 2024) came from outside Germany.

Thematic areas and expert program as additional crowd-pullers

Product trends were presented in dedicated special areas thematically tailored to specific target groups. The Sports & Performance, Adventure, Handmade, Cargo and Start-up Areas proved to be excellent community hubs for in-depth exchange on innovations and development trends. The trade fair was

accompanied by a wide range of networking opportunities, the renowned Eurobike Award with a total of 37 awards and an extensive conference program across multiple stages.

Under the motto "Hello Future. Shaping Active Mobility," industry professionals gathered at 15 high-level expert events – featuring over 200 keynotes, presentations and panel discussions – to explore the trends of the sector, cycling infrastructure and future mobility.

Test track, action and trade fair highlights: A festival weekend celebrating bicycle diversity

Cycling and mobility enthusiasts from near and far took advantage of the Eurobike festival weekend to gain comprehensive insights into the latest developments and trends in the cycling world. With 45,000 test rides, they explored new vehicle models, found inspiration in travel talks and followed the thrilling race and show highlights with great enthusiasm. With a wide range of activities for children and parents, the topics of cycling and mobility were brought to life for families.

For the first time, Friday afternoon was integrated into the festival: cycling enthusiasts were granted early access to the trade fair on the day before the festival weekend and had the chance to experience the bike industry up close at events such as the trend lounge, the Bike Film Tour award ceremony and the festival party. After a strong turnout on Saturday, on Sunday Eurobike had to share the cycling enthusiasts with the Ironman European Championship taking place simultaneously in Frankfurt. Also new this year was the option for exhibitors to sell their products directly at the trade fair over the weekend. Many brand booths, but also retailer booths set up specially for the festival, featured exclusive trade fair offers, ranging from apparel and accessories to bike parts and complete bicycles.

Mobifuture: Ecomobility topic area launches its own exhibition format

Once again this year, exhibitors in the field of ecomobility successfully captured the attention of both trade and festival visitors. A special exhibition in Hall 8, test vehicles and a dedicated conference brought the possibilities of future forms of mobility to life.

Under the name Mobifuture, light electric vehicles from e-scooters to microcars will receive their own dedicated trade fair format starting in 2026, held alongside Eurobike. The realignment strengthens the growth markets of Sport & Performance as well as ecomobility. Both events will take place in parallel at the same location at Messe Frankfurt, leveraging shared synergies. This shift allows Eurobike to place greater emphasis on its sporting core – road cycling, gravel and e-mountain biking – while bicycle and e-bike manufacturers and suppliers, along with components, parts and accessories, will continue to form the heart of the trade fair. At the same time, Mobifuture is evolving into the leading platform for urban and connected mobility, targeting manufacturers and operators, city administrations, policymakers and infrastructure providers, offering concrete solutions for the urban mobility of the future. This creates a forward-looking concept for two dynamically growing industries.

The 34th Eurobike and the first edition of Mobifuture will take place at Messe Frankfurt from June 24 to 28, 2026. For additional information, visit www.eurobike.com and <https://eurobike.com/frankfurt/de/mobifuture.html>.

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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 Show for General Aviation and Eurobike as the world's leading trade show 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 shows and international satellites globally.