



people**for**bikes

2025 Eurobike Press Conference

24 JUNE 2025

HEADWINDS



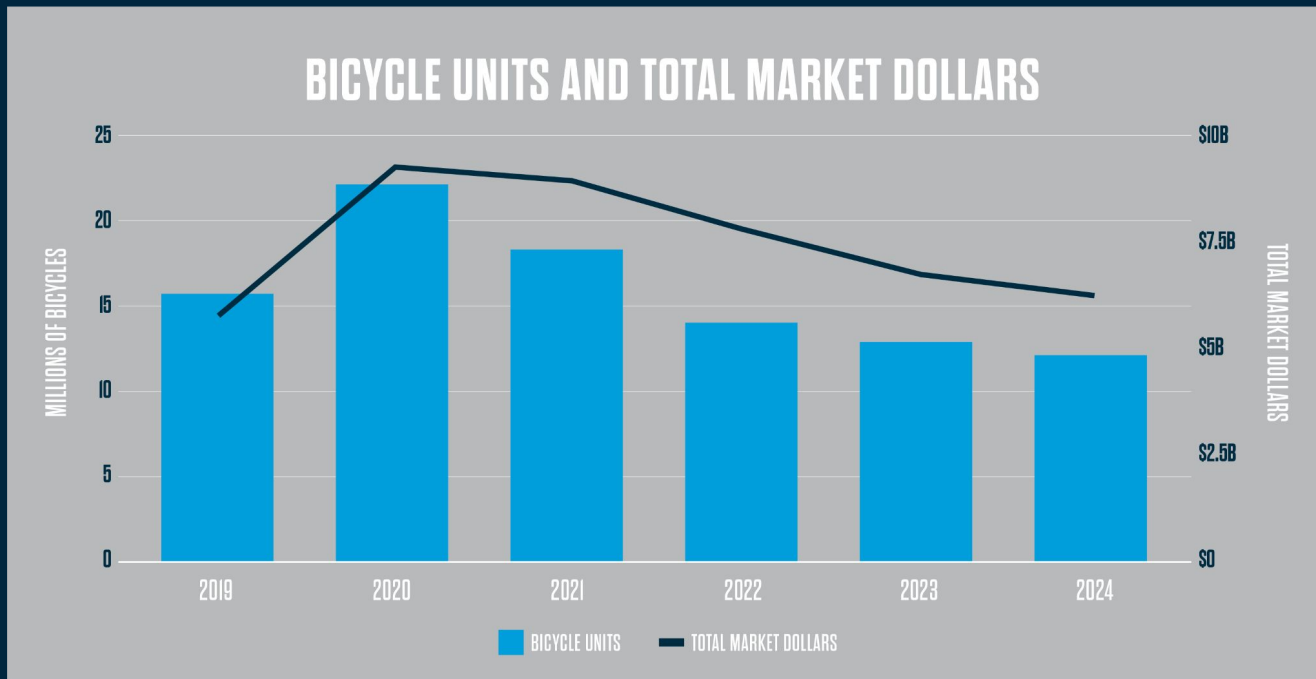
U.S. SALES - UNITS VS. DOLLARS (2016 - 2024)



Jenn Dice
PeopleforBikes
CEO + President



PeopleForBikes' 2025 Eurobike Press Kit



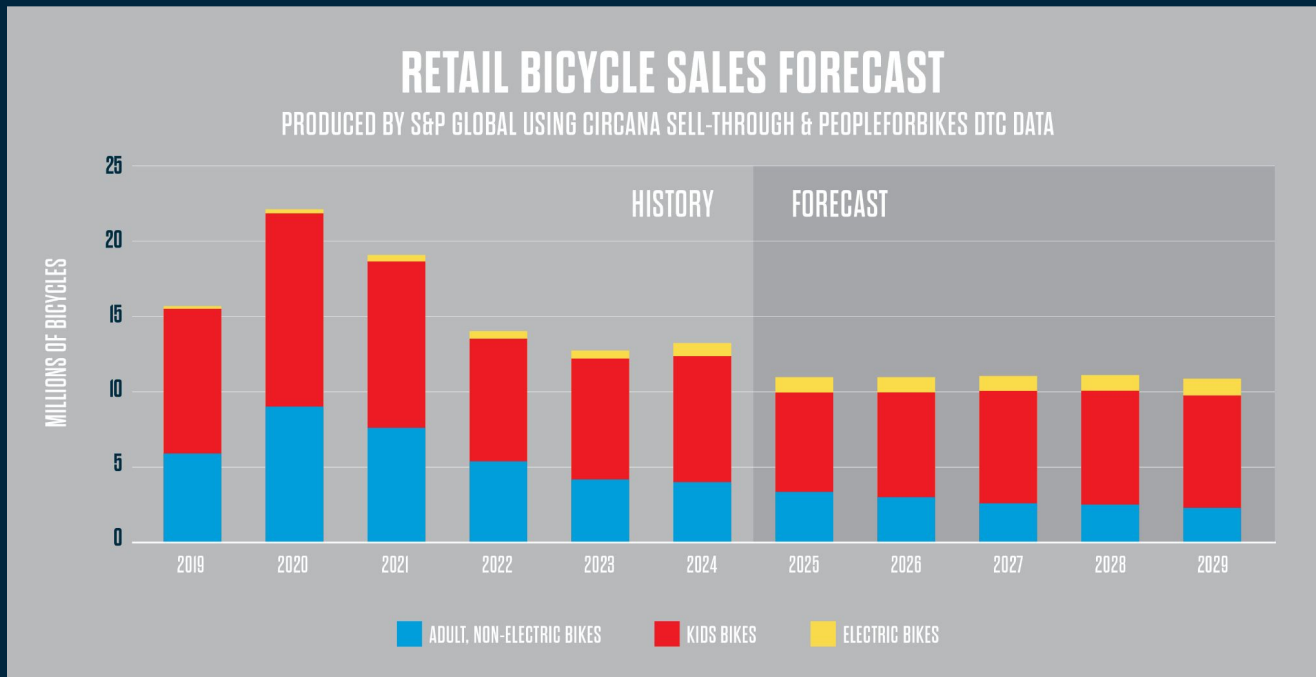
UNIT SALES FORECAST THROUGH 2029



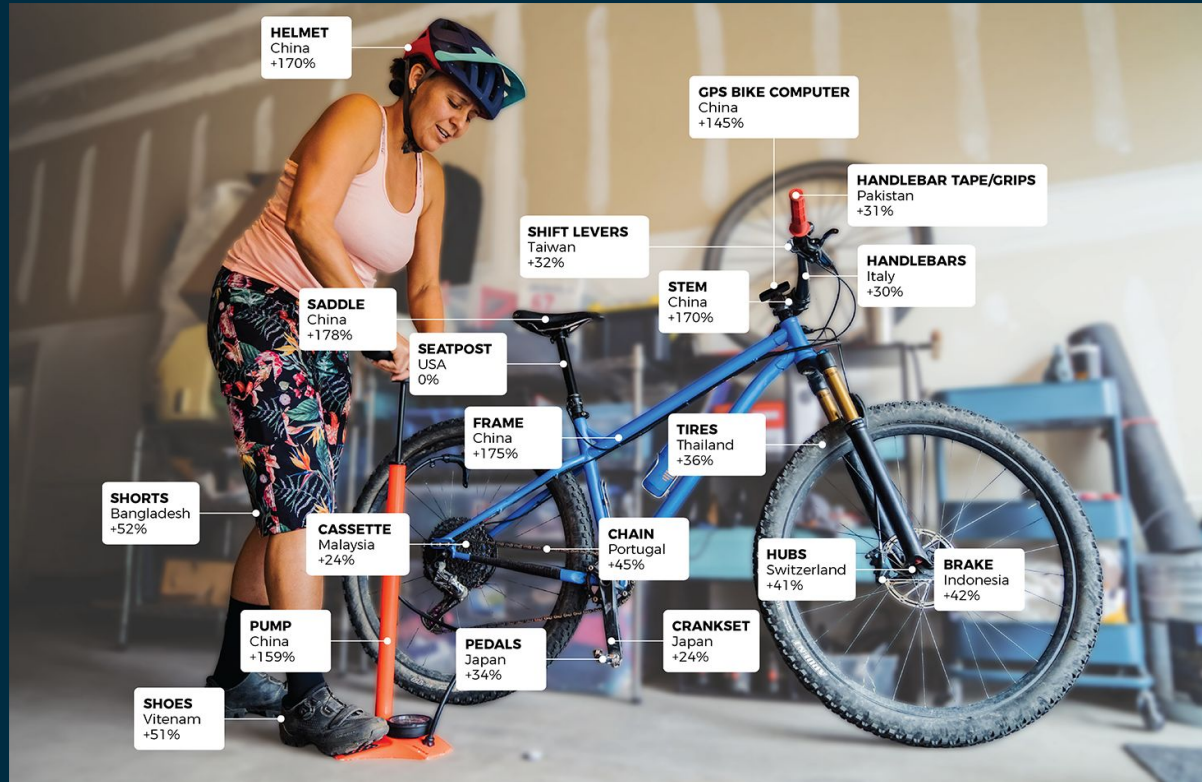
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NAVIGATING TARIFFS: PROTECTING BIKE BUSINESSES



TAILWINDS





MORE AMERICANS RIDING THAN EVER

112M PEOPLE

**2024 PeopleForBikes U.S. Participation Report*



PARTICIPATION DATA (2016 - 2024)



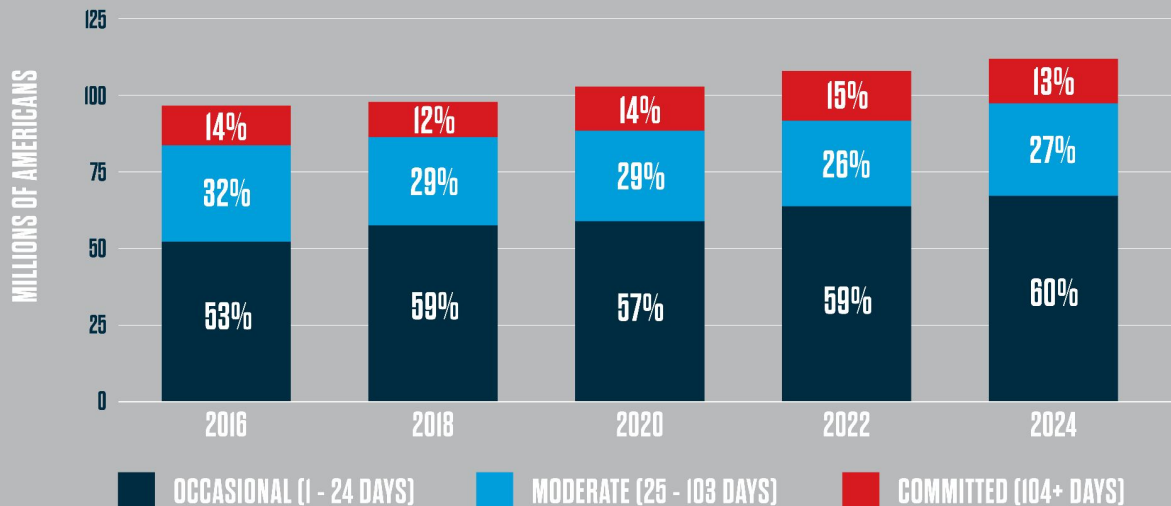
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U.S. BICYCLING PARTICIPATION BY COMMITMENT LEVEL

SOURCE: PEOPLEFORBIKES 2024 U.S. BICYCLING PARTICIPATION STUDY



YOUTH RIDERSHIP UP

+11%

Ages 3-17

**2024 PeopleForBikes U.S. Participation Report*



SERVICE / REPAIRS

+3%

Helmets

+4%

Service



**2024 PeopleForBikes U.S. Participation Report*



ELECTRIC BICYCLES

**7%
+**

**Projected YoY Unit
Growth Through
2029**



S&P Global Forecast Using Circana + PeopleForBikes DTC Data



DOMESTIC MANUFACTURING LEGISLATION





peopleforbikes

2025 BEST PLACES TO BIKE

— GREAT RIDES START AT HOME —



peopleforbikes

CITY RATINGS

2025 TOP CITIES

SMALL (U.S.)

- 100 Mackinac Island, MI
- 96 Provincetown, MA
- 90 Sauk City, WI
- 89 Springdale, UT
- 89 Washburn, WI

MEDIUM (U.S.)

- 81 Davis, CA
- 73 Berkeley, CA
- 71 Corvallis, OR
- 70 Boulder, CO
- 68 Cambridge, MA

LARGE (U.S.)

- 73 Brooklyn, NY
- 72 Minneapolis, MN
- 66 Seattle, WA
- 63 Queens, NY
- 63 San Francisco, CA

INTERNATIONAL

- 89 Paris, FR
- 89 Delft, NL
- 89 The Hague, NL
- 87 Brussels, BE
- 86 Lyon, FR





Press Kit

