



Opportunities in the Bike Sector

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Let's talk numbers.....

Global Market = USD 59.33 billion in 2021/ annual growth rates of 8.2% from 2022 to 2030 forecast.

UK bike market is currently worth over £2bn to the economy

E-bike market size 120 USD billion by 2030

European e-bikes sales will top 30million+ units by 2030

The world has gone bike crazy!!!

COVID has accelerated growth.

And its sustained growth –
Infrastructure 1.7bn Euro Post
COVID

Policy Drivers – air quality,
mobility, climate, economy.

INNOVATION AND
OPPORTUNITY





Growth areas



Bike Brands need to “green up” and “de-risk” supply chains.

We need more manufacturing capacity in the UK/Europe

We need a host of different specialisms

So what types of components are needed?

These include:

Item:	Typical Material	Process
Seat Post	Aluminium	Hollow forged or extruded
Frame	Aluminium/Steel	Extrusion & Welding
Pedals	Aluminium/Steel	Machined/Forged
Reflectors	ABS	Injection Moulding

And many more besides... ->

● Pedal

aluminium
cnc machined and forged
mainly or lasercut

steel
pressed steel

Consumer cost
low £10 high £70

● Crank

aluminium
forged, cnc machining

steel
pressed/forged and welded

carbon
carbon layup moulded

Consumer cost
low £300 high £800

● Chain Ring

aluminium
cnc machining /hydraulic press

steel
cnc machining or pressed

Consumer cost
low £6 high £100

● Bottom brackets

aluminium
machined

Consumer cost
low £20 high £300

● Cassettes

aluminium
cnc machining

Consumer cost
low £10 high £70

steel
stamped and pressed

● Derailleur

mixed materials
multiple small parts

Consumer cost
low £5 high £700

● Hub

mixed materials
cnc machined or moulded,
free hub bearings

Consumer cost
low £10 high £70

● Seat Post

aluminium
hollow forged, cnc machined

Consumer cost
low £5 high £600

● Seat Post Clamp

aluminium
forged

● Saddle

carbon
stainless steel rails/nylon
upper

● Handlebar

aluminium
butted aluminium tubing -
cnc bending machine

carbon
moulded

Consumer cost
low £10^a high £600^c

● Brake Levers

aluminium

composite carbon

Consumer cost
low £10 high £120

● Frame

aluminium
cutting and welding of
tubing

carbon
steel

Consumer cost
low £400^a high £2000^a

● Rim

aluminium
extruded aluminium box
sectioned, welded joint or
sleeve jointed pinned and
welded

carbon
carbon layup

Consumer cost
low £300^a high £3000^c

● Brake Discs and pads

mixed materials
cnc machining

Consumer cost
low £3 high £60



Activity to date...

- Scottish Enterprise strongly engaged with UK and EU bike initiatives
- Held a series of sector awareness raising session with Engineering and Manufacturing trade bodies.
- Invited interested companies to fill in pre-procurement questionnaire to link with major bike brand
- Brokered 1-2-1 introductions for interested companies to engage with bike brand
- Several companies now engaged directly and providing quotations/exploring opportunities
- In discussion with other potential manufacturers, including niche vehicles, regarding supply chain requirements
- Precision Engineering company now active in bike componentry

Next steps...

- Through engagement at UK and EU level highlight opportunities in the bike and niche vehicle markets
- Work with Transport Scotland to ensure alignment with policy direction on active travel
- Seek resource to co-ordinate activity across various sector initiatives and opportunities

Thank you