



Women - the underrated growth driver

Study on the economic potential of women in the
German bicycle market

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in cooperation with



IFH KÖLN

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IFH KÖLN

Database:
Re-analysis of
surveys of female
cyclists in Germany

Commissioned by Women in Cycling Germany



The industry needs growth impulses

The overall market stagnates - while a decisive target group is systematically underestimated

€12.2 bn

Total market DE 2025
(projection)

0% CAGR

IFH growth forecast to
2030 (total market)

-4.6% 2025

Bicycle market volume
decline vs. prior year



Post-pandemic revenues are declining, margins under price pressure.
New target groups are the only path to growth.

Price pressure

Ø Avg. e-bike price 2025: €2.550 (peak 2023: €2.950)

Competitors

43% of low-price platform buyers purchase leisure & hobby – new target groups are a strategic necessity, not a nice-to-have

Women generate €4.46 bn - and are still underrated



Despite making up 51% of the population, women account for only 38% of bicycle segment revenues

€4.46 bn

Current women's total market volume

51% pop.

Women's share of the population

> 1/3 mkt.

Women's share of total market volume

Women's revenue share per product category (Benchmark: 51% population share)

Bicycles

38%

Accessoires

38%

Clothing

28%

Repair

32%



Up to €950 m additional potential by 2030

Depending on scenario, €520 mn to €950 mn in additional revenues are achievable across the total market.

LOWER SCENARIO

+ €520 mn

+2% p.a. Full market incl. accessories, clothing, service

MID SCENARIO

+ €740 mn

+3% p.a. Full market incl. accessories, clothing, service

UPPER SCENARIO

+ €950 mn

+4% p.a. Full market incl. accessories, clothing, service



Bicycles only (excl. accessoires/service: up to + €570 mn)

Additional revenue potential by 2030 – depending on activation level (IFH KÖLN estimate)



Five types - one clear message

~50% of all women: Safety-Seeking + Service-Oriented
= high, immediate activation potential

18%

**Passion
Driven**

Highly involved, enthusiastic frequent female drivers with a strong affinity for technology, brands, and performance.

high
potential

26%

**Safety
Seeking**

Motivated everyday female drivers who are held back by safety concerns and infrastructure limitations.

high
potential

23%

**Service
Oriented**

Active everyday female drivers who rely heavily on support and guidance.

9%

Inconsistent

Everyday female drivers with situational usage patterns and a lack of commitment and prioritization.

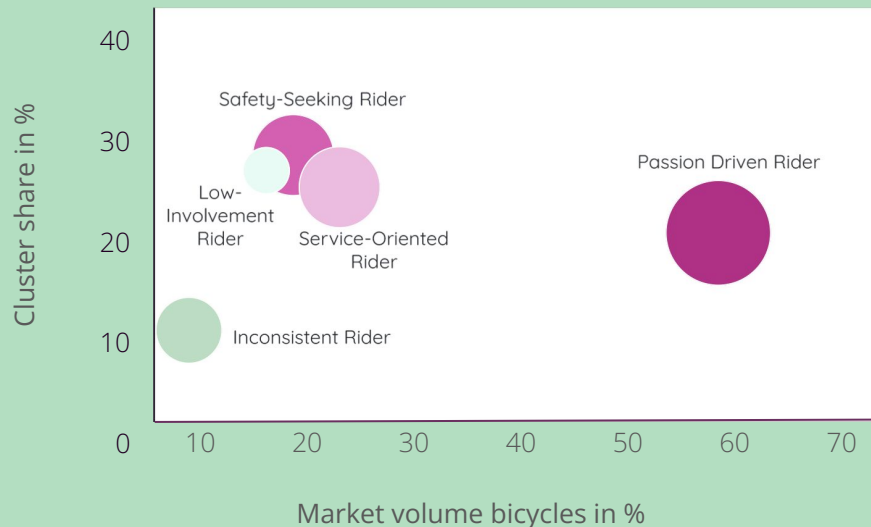
24%

**Low
Involvement**

Rationally minded occasional users for whom it has no real relevance in everyday life.

Potential for Safety-Seeking + Service-Oriented

Both target groups are among the most common segments, but they contribute disproportionately little to the overall market volume



Source: IFH KÖLN * estimation

The size of the squares symbolizes the engagement level regarding cycling (measured on frequency of usability and emotional attachment)

Market volume bicycles 2025*
in mn EUR

Passion Driven Rider	1.460
Safety-Seeking Rider	360
Service-Oriented Rider	480
Inconsistent Rider	90
Low-Involvement Rider	290

Women total: 2.680



What really drives women

Safety, trust, and everyday usability are the decisive levers.

49%

feel unsafe cycling in road traffic (vs.. 33% men)

56%

cite safety as an important purchase criterion(vs. 37% men)

51%

get information from family and friends: personal trust is decisive

48%

prioritise optimal body fit when purchasing (vs. 36% men)

Four levers for industry and retail

Significant growth potential can be actively and systematically unlocked by the industry.



Communicate safety

Position safety features as concrete everyday benefits, not technical details. 56% cite safety as a purchase criterion.



Retail as trust anchor

Individual consultation, dedicated contact persons, and community formats build long-term customer relationships.



Holistic Customer Journey

Think bike + accessories + service as one integrated solution. Large potentials lie along the entire journey.



Make leasing visible

31% of women with leasing access don't know the terms. More flexible models and better information unlock new demand.

Wining women = winning the market

Turning insights into action



1

Women are not a low-interest group – they are a high-barrier group.

2

Growth is in the industry's hands – levers are known and actionable.

3

Together: industry, retail and network partners can unlock up to €950m in additional revenue potential.

** Theoretical maximum potential with full equalisation of consumption levels: €3.3 bn (IFH KÖLN)*

What's Next



DOWNLOAD FULL STUDY

The background is a solid pink color. On the left and right sides, there are large, abstract, white line patterns that resemble concentric circles or ripples, creating a sense of movement and depth. These patterns are more dense in some areas and more sparse in others, giving them a hand-drawn or organic feel.

WOMEN IN CYCLING — GERMANY —

BREAKING BARRIERS, RIDING FORWARD.