GLOBAL BICYCLE PURCHASING INDEX (GBPI)

WAVE 02/26 – KEY RESULTS

June, 2026

IFH KÖLN, March 2026

MANAGEMENT SUMMARY

Cautious Stability in a Fragile Market

The bicycle industry shows signs of stabilization, but sentiment remains subdued.

Negative views are declining, yet positive momentum is still weak—indicating a fragile recovery phase rather than a clear rebound.

No Clear Growth Signals

Slight improvements in demand, inventory reduction, and longer-term orders are visible.

However, the overall outlook remains ambiguous, with most companies reporting little to no significant change in market conditions.

Middle East conflict adds uncertainty

The conflict in the Middle East is creating additional uncertainty for the industry.

Companies are concerned about possible effects on supply chains, transport routes, energy prices and costs. Even if direct impacts are still limited, the situation increases pressure on planning and risk management.

Events help navigate current developments

Current developments in the industry require close market monitoring.

Trade fairs and industry events help companies identify trends, exchange experiences and respond to changing market conditions. Personal interaction remains an important way to strengthen relationships and stay resilient.

THE GBPI-PROJECT

Eurobike

The Trade Fair Partner

Bike Europe

The Media Partner

IFH KÖLN

The Research Partner

Study Objective: Establish a new sentiment and trend barometer for the global bicycle industry, as an early indicator and for informed decision-making

73 interviews

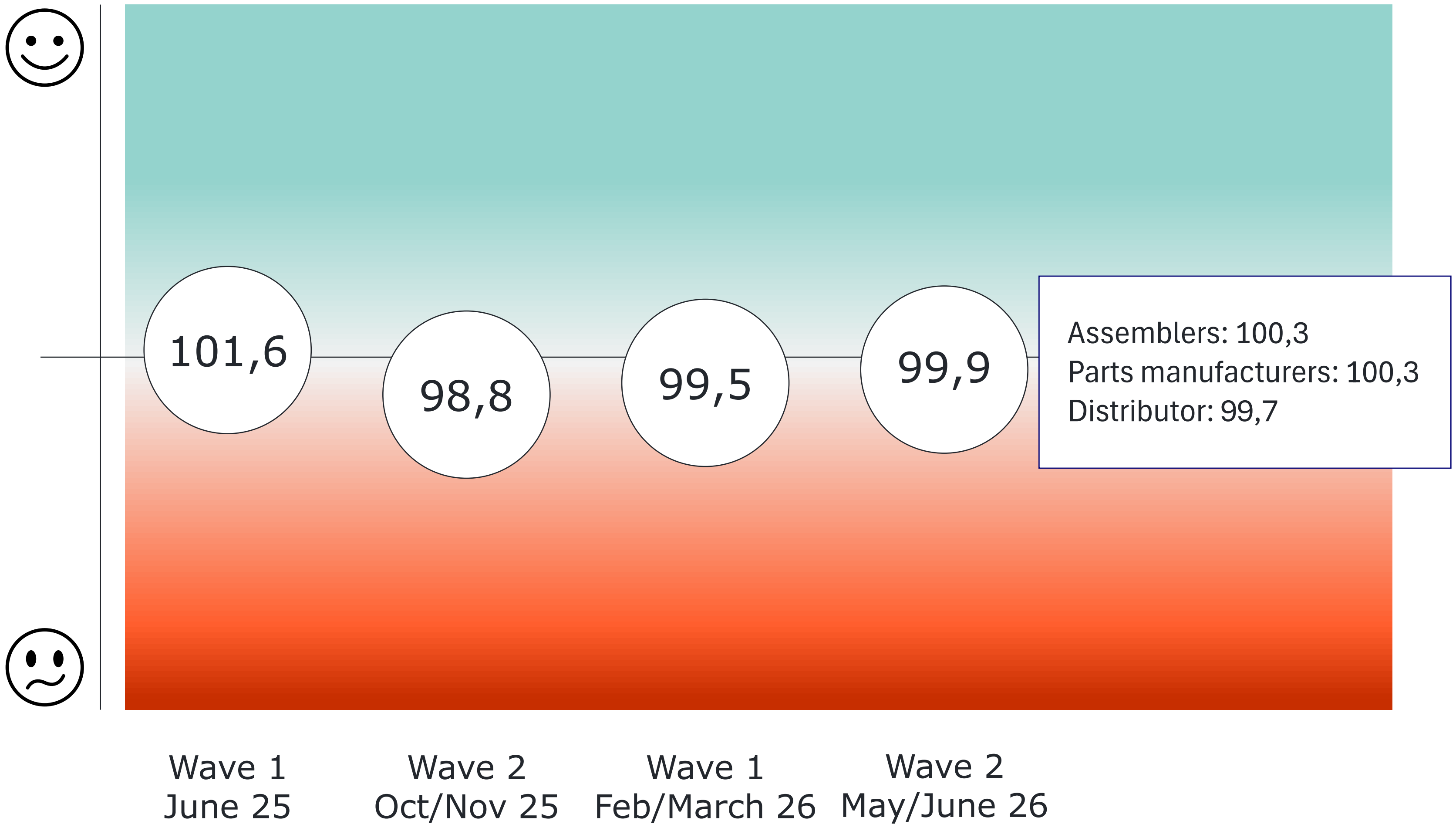
Field work in May/June 2026

Methodology: Invitation via the communication channels of EUROBIKE and Bike Europe, online survey (CAWI), LOI: 5 minutes

+ 22 further countries

Target Groups
32% assemblers
58% parts manufacturers
10% distributors

KEY RESULTS - GLOBAL BICYCLE PURCHASING INDEX (GBPI)



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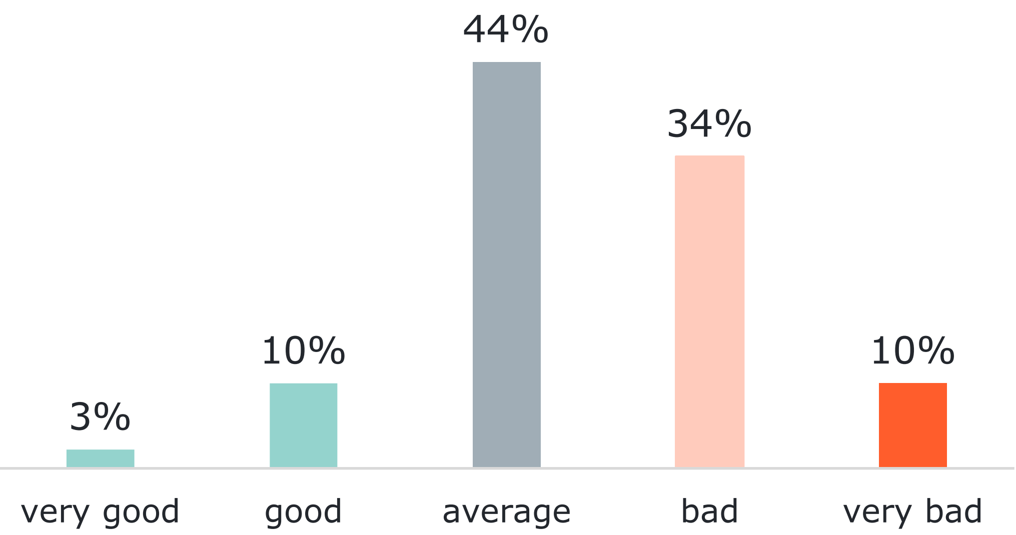
Composition of the Index
A total of 8 items on the (current/future) situation of the industry and your own company are included in the index

Calculation of the Index
100 + sum(Q1.a mean index values + ... +Q2.e/f/g mean index values)

ASSESSMENT OF THE INDUSTRY'S SITUATION

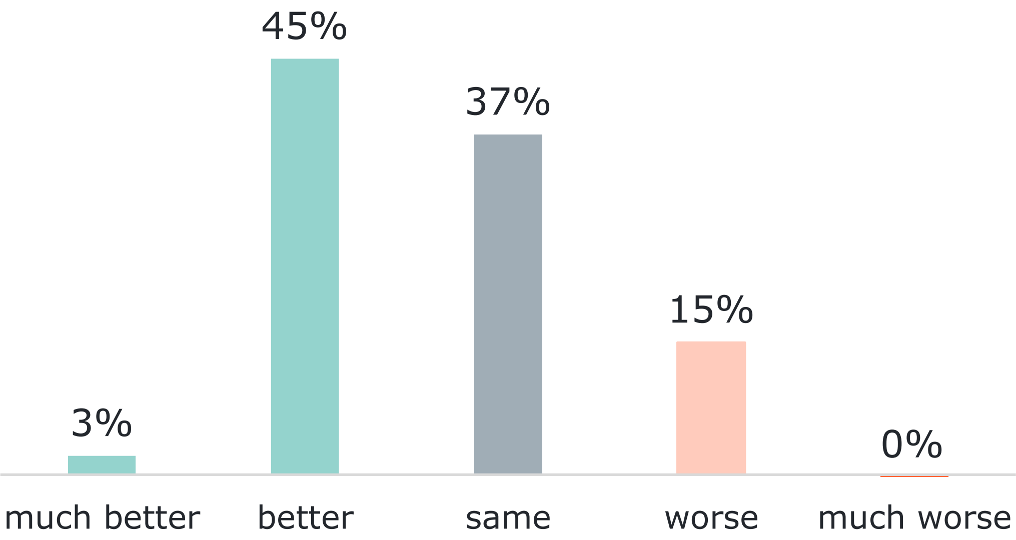
Current Situation of the **Industry**



W1-26: 2% 3% 45% 38% 12%

Q1.a: In general, how do you rate the current situation in the bicycle industry?

Short-Term Expectations of the **Industry**

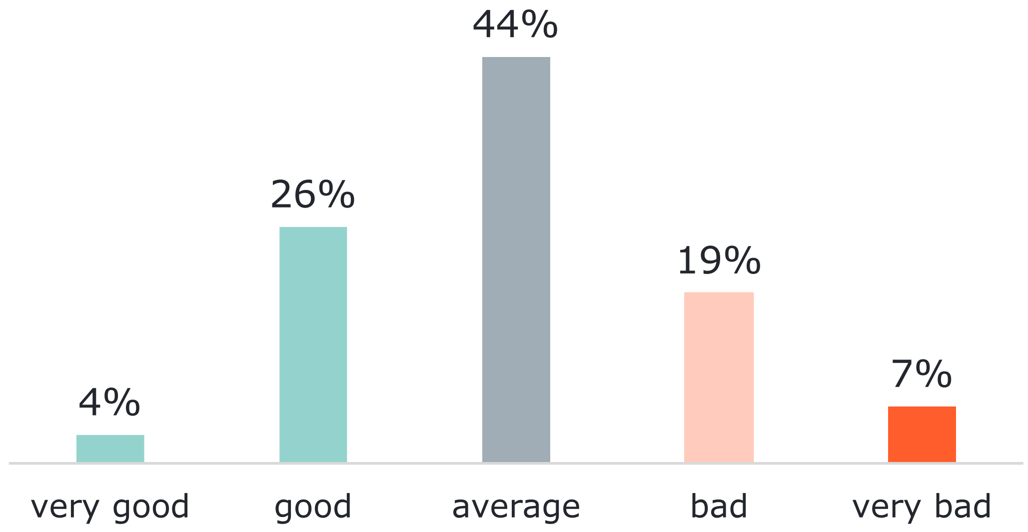


2% 32% 44% 20% 2%

Q1.b: How do you think the situation in the bicycle industry will develop this quarter compared to the same quarter last year?

ASSESSMENT OF THE COMPANY'S SITUATION

Current Situation of **Own Company**



W1-26: 8% 22% 44% 23% 3%

Q1.c: How do you assess the current situation specifically for your company?

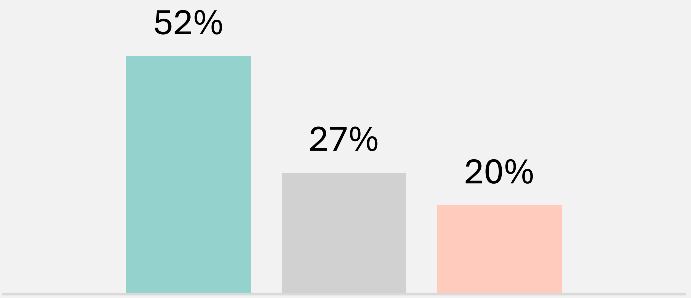
Christian Pfeiffer
EUROBIKE
Digital Brand Communication Manager

“The mood in the industry remains somewhat subdued. However, there are tentative signs of an improvement in sentiment. The (short-term) outlook is slightly more positive than it was at the beginning of the year."

COMPARING Q2/26 TO THE SAME QUARTER LAST YEAR (1/3)

New Incoming Order Levels

- increased (significantly)
- the same
- decreased (significantly)

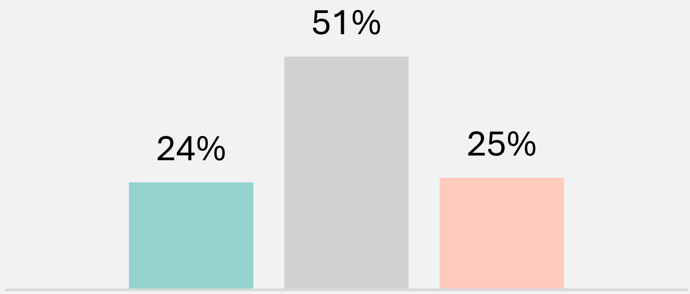


45%
W1 26

27%
W1 26

Requested Lead-Time

- increased (significantly)
- the same
- decreased (significantly)

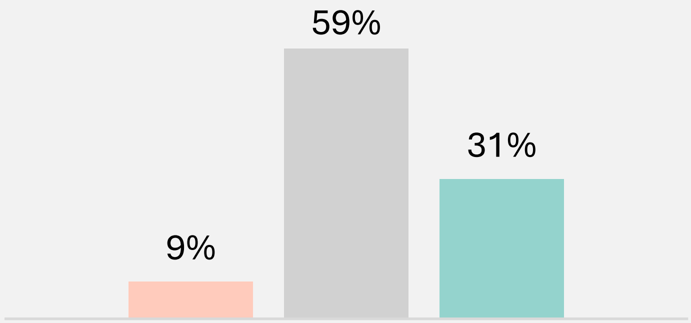


20%
W1 26

14%
W1 26

Inventory Level

- increased (significantly)
- the same
- decreased (significantly)



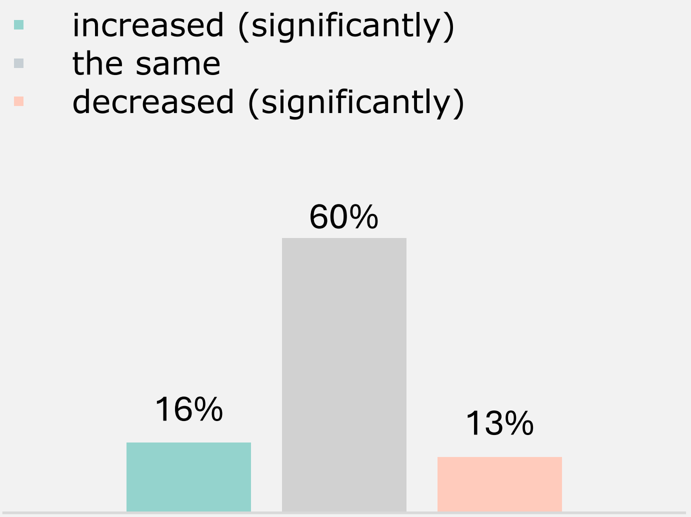
10%
W1 26

37%
W1 26

Q2.a: How did the number of new orders received by your company develop this quarter compared to the same quarter last year? **Q2.b**: How did the requested lead-time of new orders develop this quarter compared to the same quarter last year? **Q2.c**: How do you evaluate your current inventory level compared to the same quarter last year?

COMPARING Q2/26 TO THE SAME QUARTER LAST YEAR (2/3)

Timeliness of Supplier Deliveries



16%
W1 26

12%
W1 26

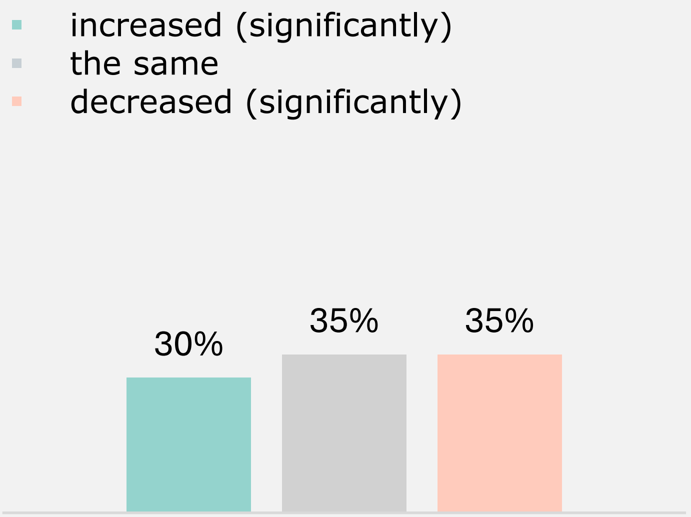
Jan-Willem van Schaik
Editor-in-Chief
Bike Europe

"The market has finally reached a renewed level of stability. Despite the economic uncertainty and disruptions experienced in recent months, overall confidence remains stable to moderately positive. Following several years of exceptional volatility, the industry can once again look ahead with greater confidence and focus on sustainable growth and future development."

Q2.d: How would you assess the timeliness of supplier deliveries to your company this quarter compared to the same quarter last year?

COMPARING Q2/26 TO THE SAME QUARTER LAST YEAR (3/3)

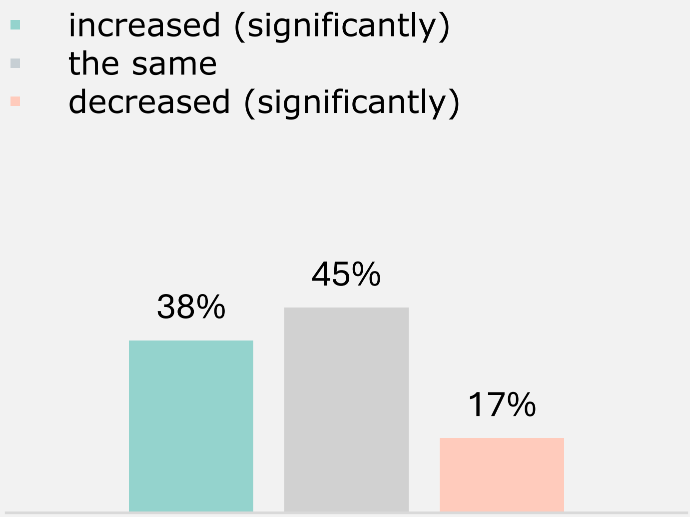
If bike assembler:
Own Purchasing Levels
of parts & components



35% W1 26

30% W1 26

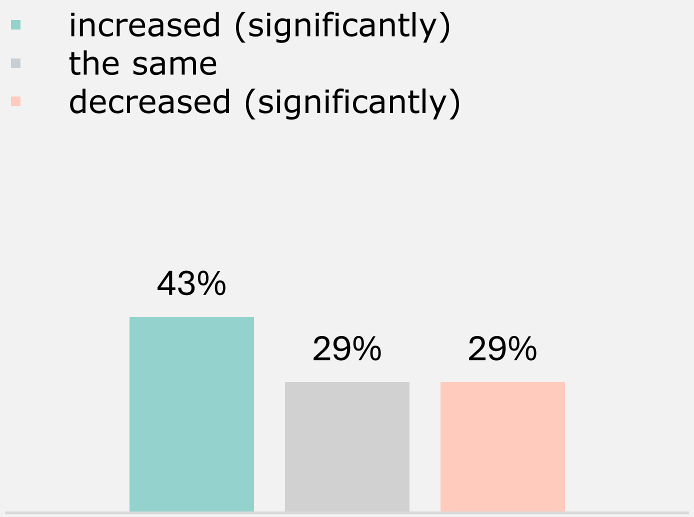
If parts & components manufacturer:
Own Purchasing Levels
of raw and semi-finished materials



31% W1 26

31% W1 26

If distributor:
Own Purchasing Levels
of bikes



30% W1 26

46% W1 26

Q2.e: (if bike assembler): How has your company's purchasing levels for parts & components changed this quarter compared to the same quarter last year? **Q2.f** : (if parts & components manufacturer): How has your company's purchasing levels for raw and semi-finished materials changed this quarter compared to the same quarter last year? **Q2.g**: (if distributor): How has your company's purchasing levels for bikes changed this quarter compared to the same quarter last year?

Focus Topic

Conflicts in the Middle East

FOCUS TOPIC: CONFLICTS IN THE MIDDLE EAST (1/3)

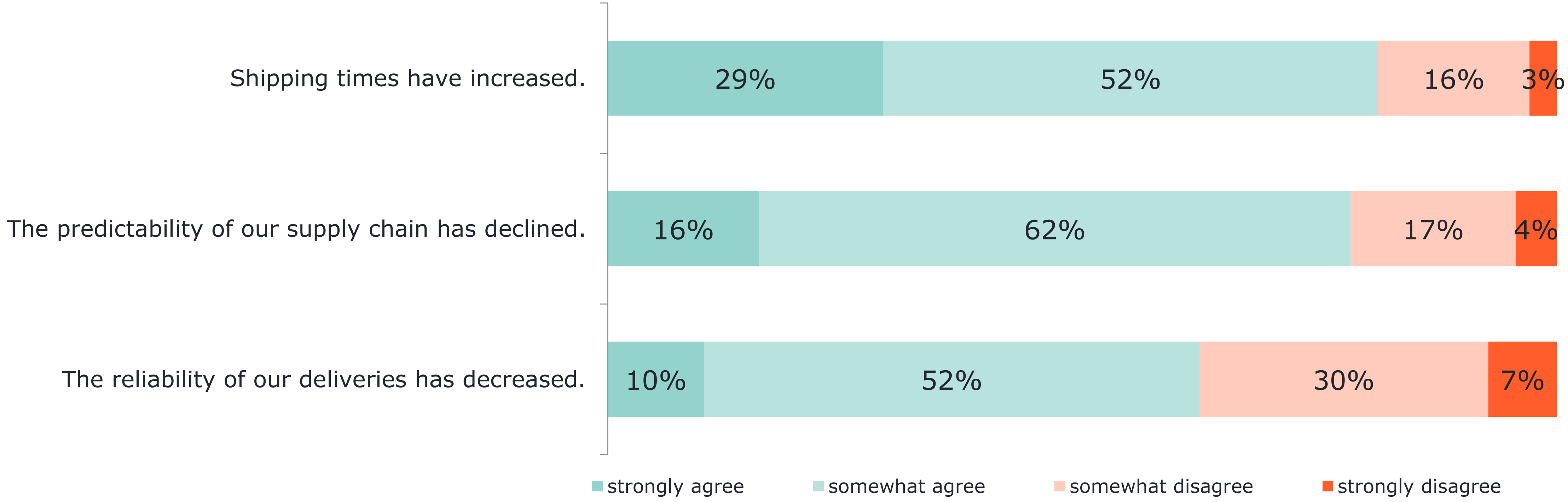
The unexpected start of the U.S.–Iran conflict on 28 of February added an extra dimension to the geopolitical tensions and ongoing supply chain uncertainties. What are the potential influences or uncertainties?

1	Increase in purchasing prices	70%
2	General uncertainty about future developments	61%
3	Margins are coming under further pressure	55%
4	Changes in sources of supply	16%
5	More bureaucracy in everyday business	16%
6	Reduced availability of parts and components	16%
7	Other	7%

H1: Where do you see an influence or uncertainty that came with the start of the conflict on your daily business?

FOCUS TOPIC: CONFLICTS IN THE MIDDLE EAST (2/3)

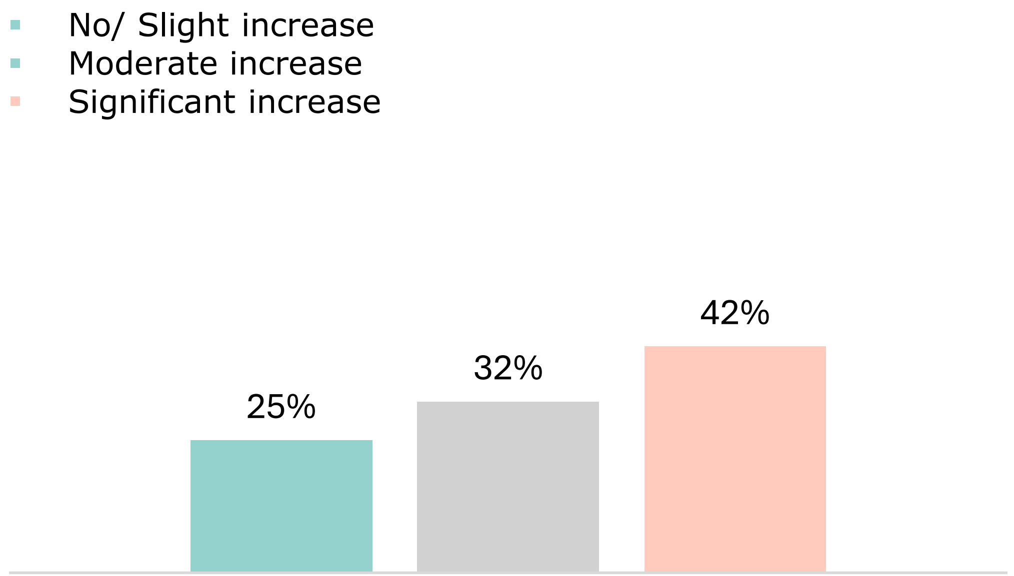
Challenges for Supply Chain



H2: Did the conflict create new challenges for your supply chain?
To what extent do you agree with the following statements?

FOCUS TOPIC: CONFLICTS IN THE MIDDLE EAST (3/3)

Price Level of Asian Products



H4: How did the conflict in the Middle East impact the price level of products sourced in Asia?

Preparation for Disruptions

- …implemented measures to enhance our resilience **41%**
- …reviewed its strategic direction in light of the conflict **22%**
- …diversified its supplier base **21%**
- …increased its inventory levels **18%**
- …None of the above **25%**

H3: Have you reassessed your strategic direction and increased your inventory levels to better prepare for future disruptions? Our company has …

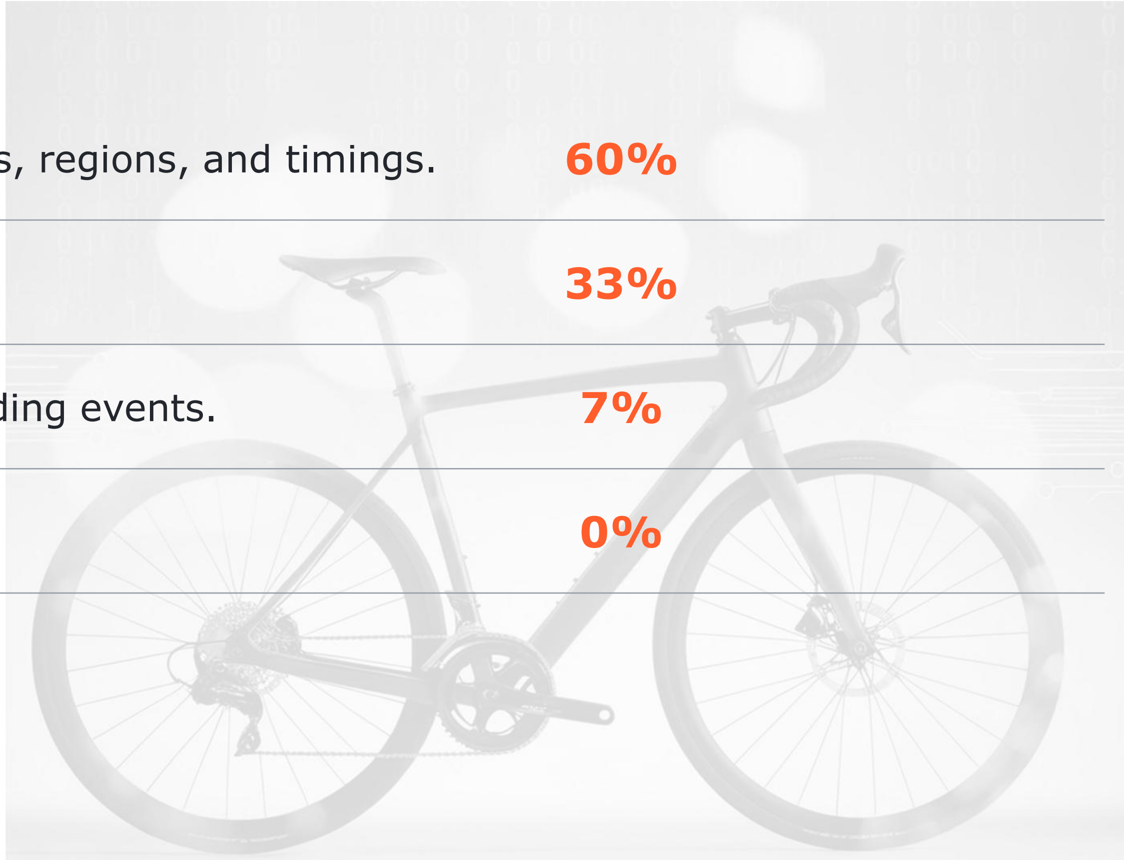
Focus Topic

Current development

FOCUS TOPIC: CURRENT DEVELOPMENT (1/2)

Current Development of the Bicycle Industry

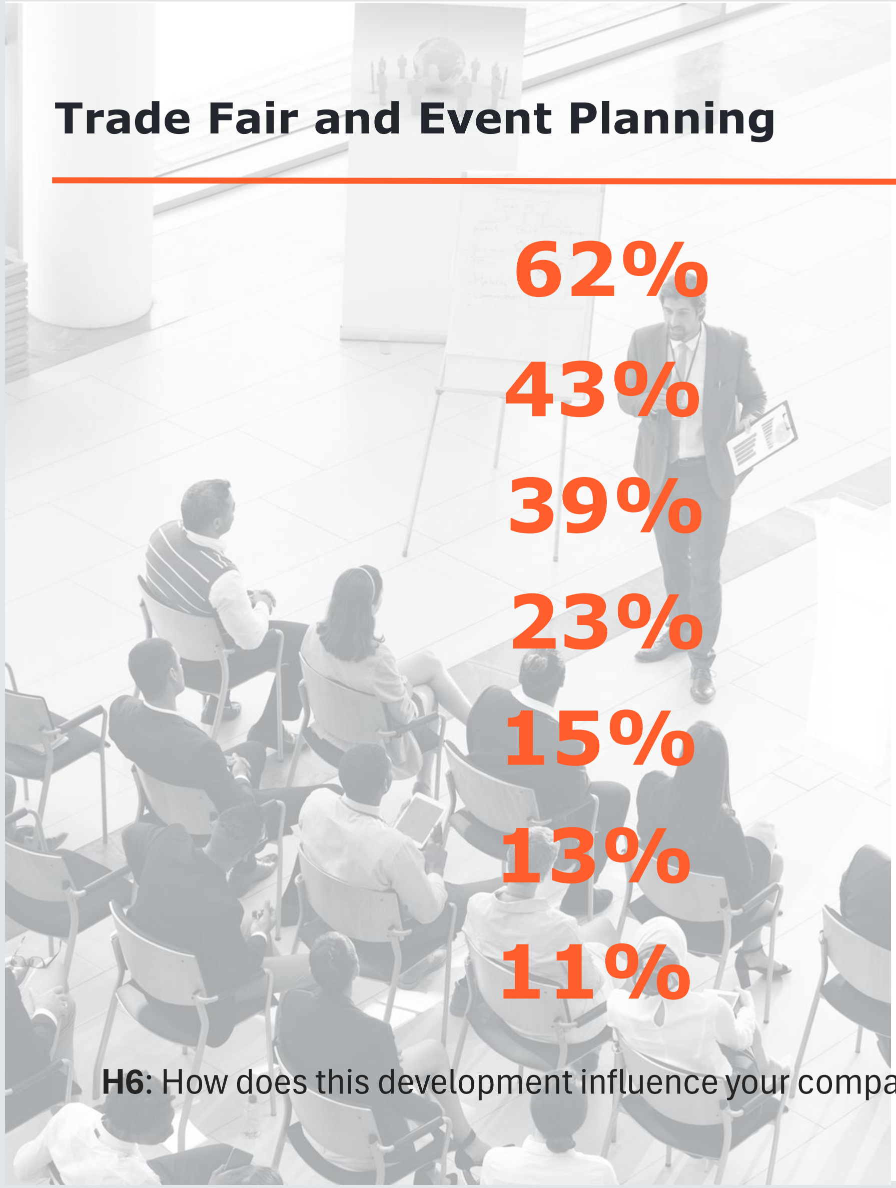
1	It is becoming more diverse across different formats, regions, and timings.	60%
2	It is becoming increasingly fragmented.	33%
3	It is becoming more concentrated around a few leading events.	7%
4	It is remaining largely stable.	0%



H5: How do you perceive the current development of the European trade fair and event landscape

FOCUS TOPIC: CURRENT DEVELOPMENT (2/2)

Trade Fair and Event Planning



62%	We are reviewing our event participation more critically.
43%	We are shifting budgets between different regions or event formats.
39%	We are finding it more difficult to prioritize which events to attend.
23%	We are focusing more strongly on selected leading trade fairs.
15%	We are participating in a broader range of events.
13%	We are complementing leading trade fairs with more regional or specialized events.
11%	It has no significant impact on our planning.

H6: How does this development influence your company’s trade fair and event planning?

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