

# WOMEN MEAN BUSINESS



FEMALE RIDERS SPEND MILLIONS – WILL THE BIKE INDUSTRY BENEFIT?

Women control **80% OF ALL CONSUMER SPENDING** in the U.S.

In 2012, women's products sold through the specialty channel (IBD) amounted to **\$463 MILLION**.

**SALES OF WOMEN'S-SPECIFIC BICYCLES GREW 20%** (in dollars) from 2010 to 2012, outpacing the growth of men's / gender-neutral bicycles (16%).

In 2012, **JUST 250 MODELS OF WOMEN'S ROAD BIKES FROM THE TOP FIVE BRANDS** were sold through the specialty channel (IBD) compared to **590 MEN'S/GENDER-NEUTRAL MODELS**.

**TRANSIT/FITNESS BIKES ARE THE FASTEST GROWING BIKE CATEGORY** — up 13% in dollars 2011 to 2012.

**WOMEN'S PRODUCT ACCOUNTED FOR 33% OF TRANSIT/FITNESS SALES IN 2012**, compared to 23% for road and 13% of mountain bike sales respectively.

Women's product accounted for 14% percent of total sales through the specialty channel (IBD) in 2012, compared to **46% IN THE RUNNING SECTOR AND 34% IN SNOW**.

Women's apparel/footwear in the outdoor industry accounted for 41% of total sales in 2012. If women's product (apparel/footwear) accounted for 41% of sales in the bike industry, **IT WOULD BE WORTH \$105 MILLION IN SALES THROUGH THE SPECIALTY CHANNEL ALONE** — an increase of \$29 million!

Women's apparel/footwear in the run industry accounted for 46% of total sales in 2012. If women's product (apparel/footwear) accounted for 46% of sales in the bike industry, it would be worth \$118 million in sales through the specialty channel alone — **AN INCREASE OF \$42 MILLION!**

**WOMEN BIKE. WOMEN BUY. WOMEN MEAN BUSINESS.**



*Data are based on Leisure Trends Group's RetailTRAK™, which represents point-of-sale (POS) retail sell-through information for outdoor, running, snowsport (ski/snowboard), and cycling industries.*

**JOIN OUR OCTOBER 4 WEBINAR: Women Mean Business: Trends and Opportunities in Women's Specific Bike Business | Learn more at [www.bikeleague.org/womenbike](http://www.bikeleague.org/womenbike)**

**ABOUT LEISURE TRENDS GROUP:** Founded in 1989, LTG is the leading provider of consumer research, retail market intelligence (retail sales tracking) and integrated CRM/Direct Marketing services for the sports, recreation, hospitality, travel and entertainment industries. Suppliers, retailers, associations, resorts and financial analysts rely on Leisure Trends Group for actionable consumer insights, accurate retail sales data that includes margins and inventory, and innovative targeted marketing solutions. Leisure Trends Group is headquartered in Boulder, Colorado. For more information, contact Julia Day, 303-786-7900 x107 or [jday@leisuretrends.com](mailto:jday@leisuretrends.com) or visit [LEISURETRENDS.COM](http://LEISURETRENDS.COM).

**ABOUT WOMEN BIKE:** Women Bike is a program of the League of American Bicyclists aimed at changing the face of bicycling by getting more women on bikes and participating as riders, advocates and leaders. Learn more and get involved at [BIKELEAGUE.ORG/WOMENBIKE](http://BIKELEAGUE.ORG/WOMENBIKE).