

01/21/2020

Bike market on sunny side of economic trends – Eurobike expands modular offers – prominent politician and new communities at the show

Eurobike enters fourth decade with innovative, modular concept

Friedrichshafen/Germany – Messe Friedrichshafen enters the new decade with good momentum preparing for the next edition of the Eurobike trade fair. Eurobike expects full showgrounds yet again with around 1,400 exhibitors from 2 to 5 September 2020. Despite the huge success of the leading industry gathering at Lake Constance as a stationary trade show concept, the Eurobike organisers are offering a range of new participation forms this year.

At the turn of the year, the bike market looks back at a particularly successful, but also very turbulent decade. For instance, German bike retail has been recording average annual growth of 9% since 2008. In comparison, the retail sector in Germany grew by just 2% per year over the same period. As such, the bike industry clearly enjoyed the sunny side of economic trends. However, market structures have significantly transformed in recent years.

The 2020s will also bring big changes for the bike market, as Eurobike enters its fourth decade after starting out in 1991. In addition to the international e-bike boom and continually growing importance of the bike as a mode of transport, increasing digitalisation of society is seriously and permanently transforming bike industry structures. As

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the industry's leading trade show, Eurobike is responding to these changes with a new, modular concept.

“This means Eurobike will be offering, more than ever, all companies in the bike industry tailor-made solutions for each and every market or competitive situation. This could be high-profile brand, product and innovation presentation with a trade show booth at the Eurobike leading international bike industry show, digital presence on Eurobike Connect or targeted participation in one of the numerous events organised by the Eurobike trade show brand,” explains Stefan Reisinger, Head of Eurobike and responsible for bike, micromobility and outdoor at Messe Friedrichshafen. His colleague Klaus Wellmann, CEO Messe Friedrichshafen adds: “With Eurobike, we are creating completely new participation forms. However, the first week of September, where virtually every relevant market player in the bike industry makes their way to the Friedrichshafen trade fair, remains unchanged as the central hub around which the Eurobike universe revolves.”

The two media events Eurobike Media Days and Urban Mobility Media Days have been experiencing a high level of exhibitor interest away from the trade show for the themes Sport and Performance in Sölden and Urban Mobility in financial centre Frankfurt, which gives specialist and general-interest media a first look at new models for the coming year from 16 to 18 June and 2 to 3 July 2020 respectively.

Apropos high levels of interest, the government in Berlin has also been watching the development of bikes as a popular mode of transport with great interest. Among other things, Andreas Scheuer, the Federal Minister of Transport and Digital Infrastructure has confirmed that he will be attending the Eurobike Networking Dinner on 1 September 2020. The event meets to discuss in particular perspectives for bicycle mobility and transport from a wide range of differing viewpoints.

Presseinformation
Press release
Communiqué de presse
Informazione stampa

**28th International
Bicycle Trade Exhibition
September 4 – 7, 2019
Friedrichshafen, Germany**



**28. Internationale
Fahrradmesse
4. – 7. September 2019
Friedrichshafen, Bodensee**

Lively discussion is also very much a part of the Bike Biz Revolution that takes place the day prior to the Eurobike show. This year sees the second edition of the visionary event that takes a hard look at the issues faced by both trade and industry.

This is promptly followed by the Eurobike show itself, which is held on the approximately 100,000 m² show-grounds in Friedrichshafen. Firstly, for trade visitors for three days and once again to over 20,000 bike fans on the final day of the show, 5 September 2020. There are also plenty of new innovations awaiting visitors at this year's fair. For example, the concept behind the Cargo Bike Area is going to be applied to other areas in the bike market. Currently there are plans for two new Bike Communities for the themes Performance (Road Bike and Triathlon) and Gravel and Bike Packing.

“The bike market is diversifying fast into more and more product categories and distribution forms. Both market and company structures are changing visibly across the industry. Against this backdrop, it logically follows that the international trade show platform has to diversify its offer to the industry. A single trade show concept that offers the right answer for all market participants is no longer possible. In this respect, it is a logical development of Eurobike as the industry's leading trade show to provide a range of different participation forms in future, to enable every company to benefit from the strong global recognition of the Eurobike trade show brand,” says Head of Eurobike, Stefan Reisinger.

For further information, visit www.eurobike.com