



Cycling
Industries
Europe



**THE VOICE OF CYCLING
BUSINESS IN EUROPE**

- Five waves of the CIE business health-check have been run since the first COVID Business Impact Survey in April 2020.
- This version of the data is for public release, CIE members get additional information via the European Market Impact and Intelligence Expert Group run by CIE and the European Cyclists' Federation. Additional information available to members is indicated in relevant sheets.
- The research allows for comparisons between full year 2020 v full year 2021.
- Questions also cover the future expectations and needs of the European Cycling Industry.
- Results have been aggregated and anonymised by Sports Marketing Surveys.
- www.sportsmarketingsurveys.com

RESEARCH



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www.cyclingindustries.com

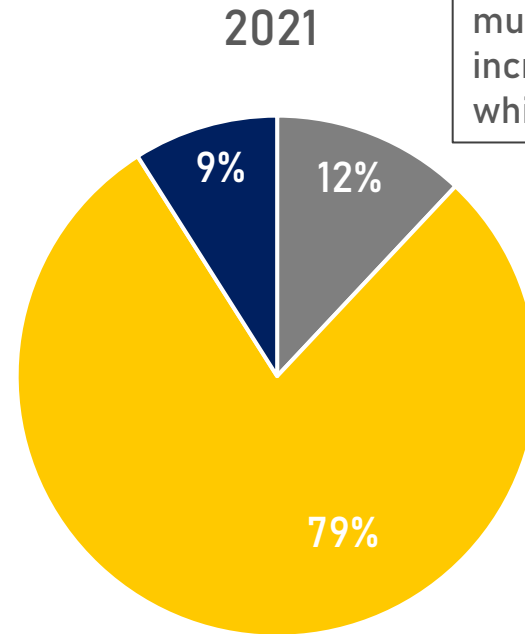
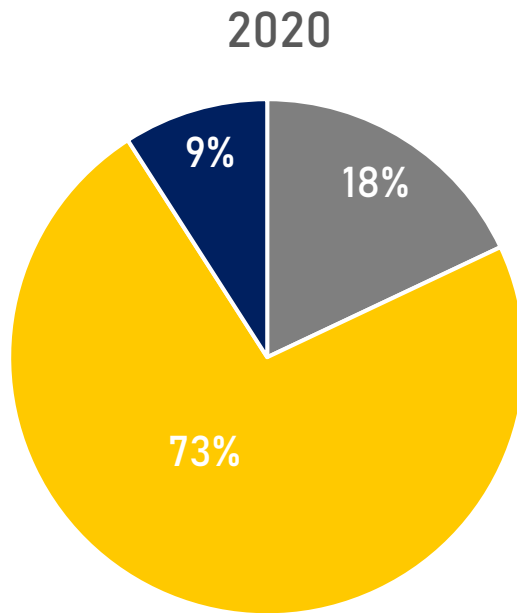
CIE COVID-19 Impact Study

March 2022



Revenues continued to be higher for the majority of businesses

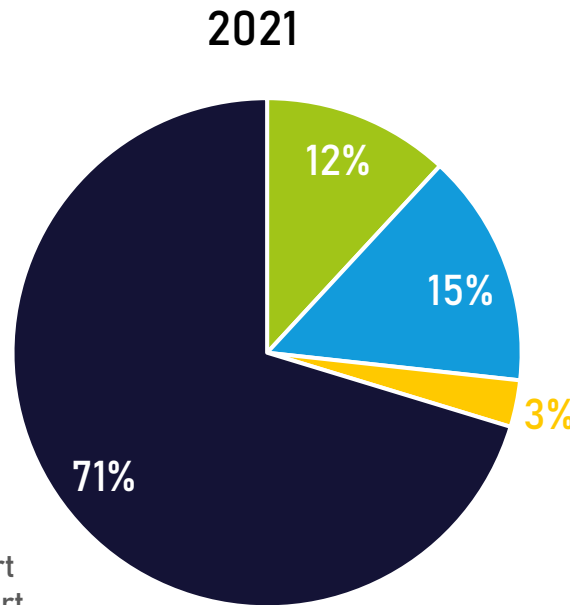
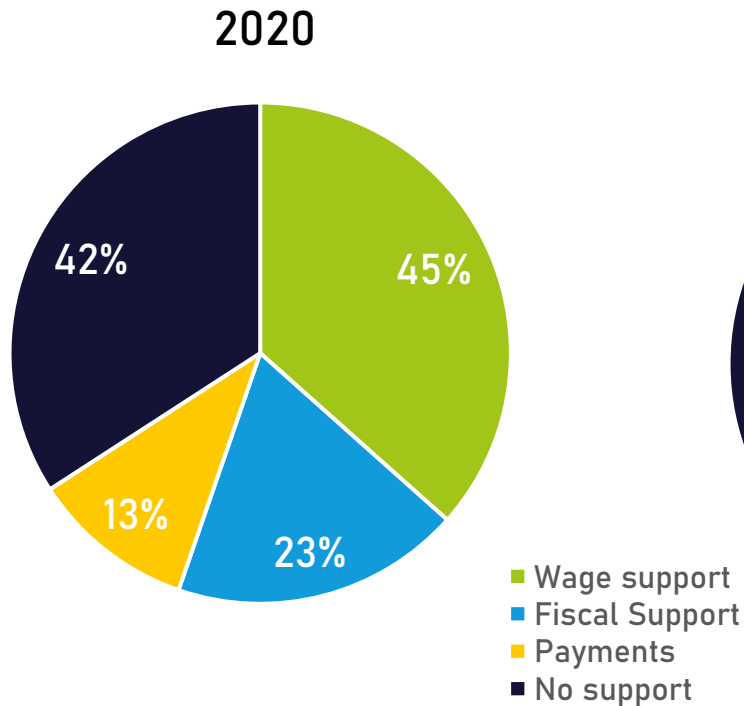
CIE Member only information: How much revenues have increased, and in which sectors



Looking at 2021 overall, did your business have...

- The same revenues
- Higher Revenues
- Lower revenues

Businesses taking public sector pandemic support has declined



27%

Of companies received external investment in 2021. The most common sorts were venture capital and private or corporate investor.

Did your company receive any aid from any level of government or financial institutions? (select all that apply)



Based on this positive scenario 85% of companies are planning further investment in 2022- where's the money going?

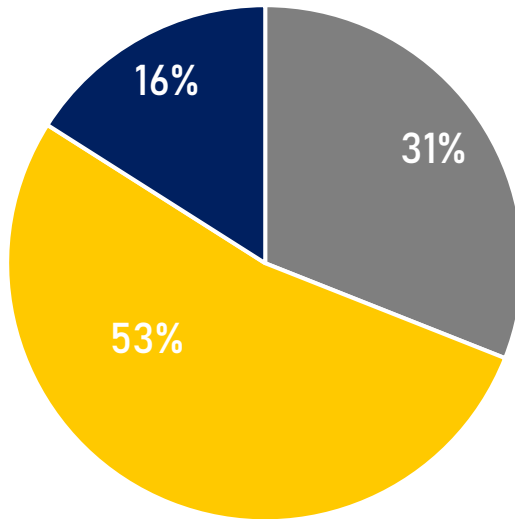


CIE Member only information:
How much additional investment is forecast;
Breakdown of supply chain strategies

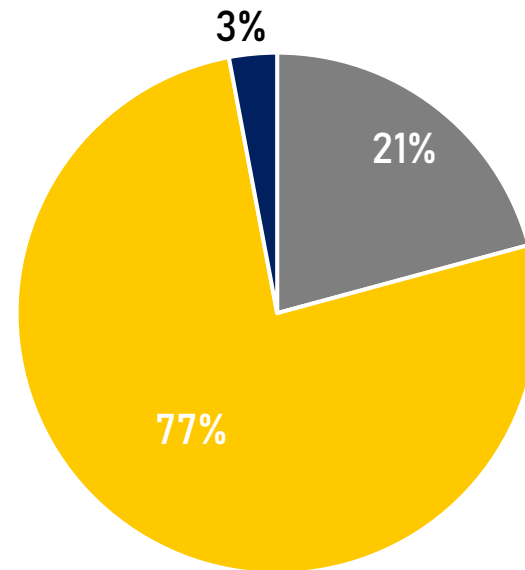
Members continue to grow their workforce

CIE Member only information:
Projected increases for staff, and which competences are in demand

2020 vs 2019



2021 vs 2020

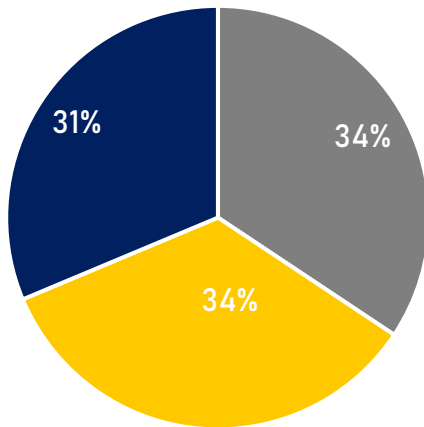


- Maintained
- Increased
- Reduced

How did your staff levels change compared to last year?

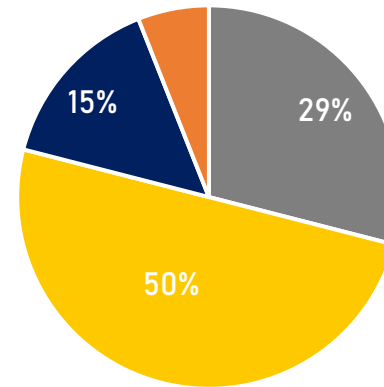
Next year's marketing budget plans

2020



- Maintaining pre-pandemic levels
- Increasing
- Reducing
- Freezing/cutting all

2021



CIE Member only information:
How much additional investment is forecast

Compared to pre-Coronavirus (2019), how do you anticipate your marketing budgets changing next year?

Supply chain the major challenge

85% of businesses have supply chain challenges



59% of these don't expect these to normalize for more than a year



Only 18% confident about supply chains for 2022

Upstream issues:

Far East – 96%

Other European Markets – 65%
(up from 46% in 2020)

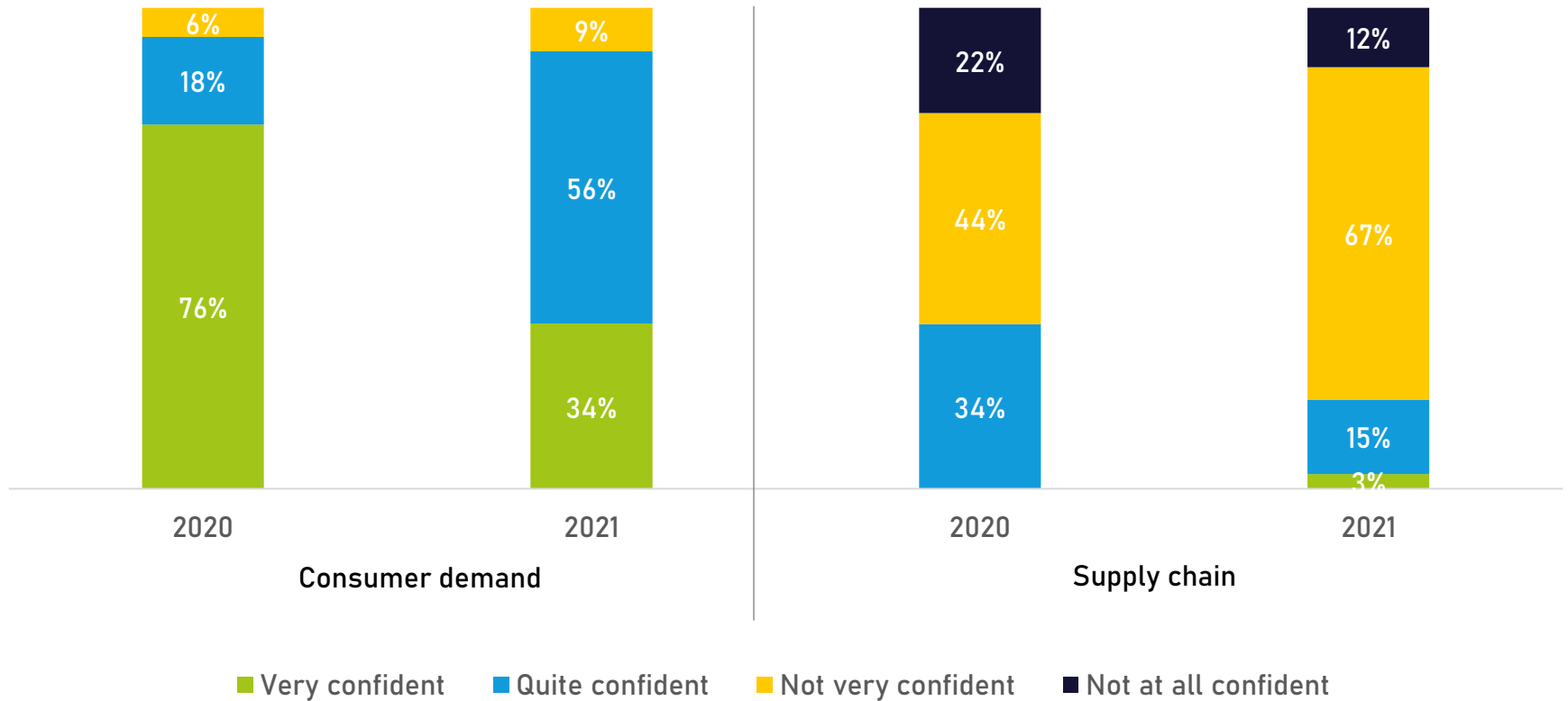
27% increase in shortage of electrical components – now the biggest issue ahead of components



CIE Member only information:
Shortages by component type, geography and expectations for resolution

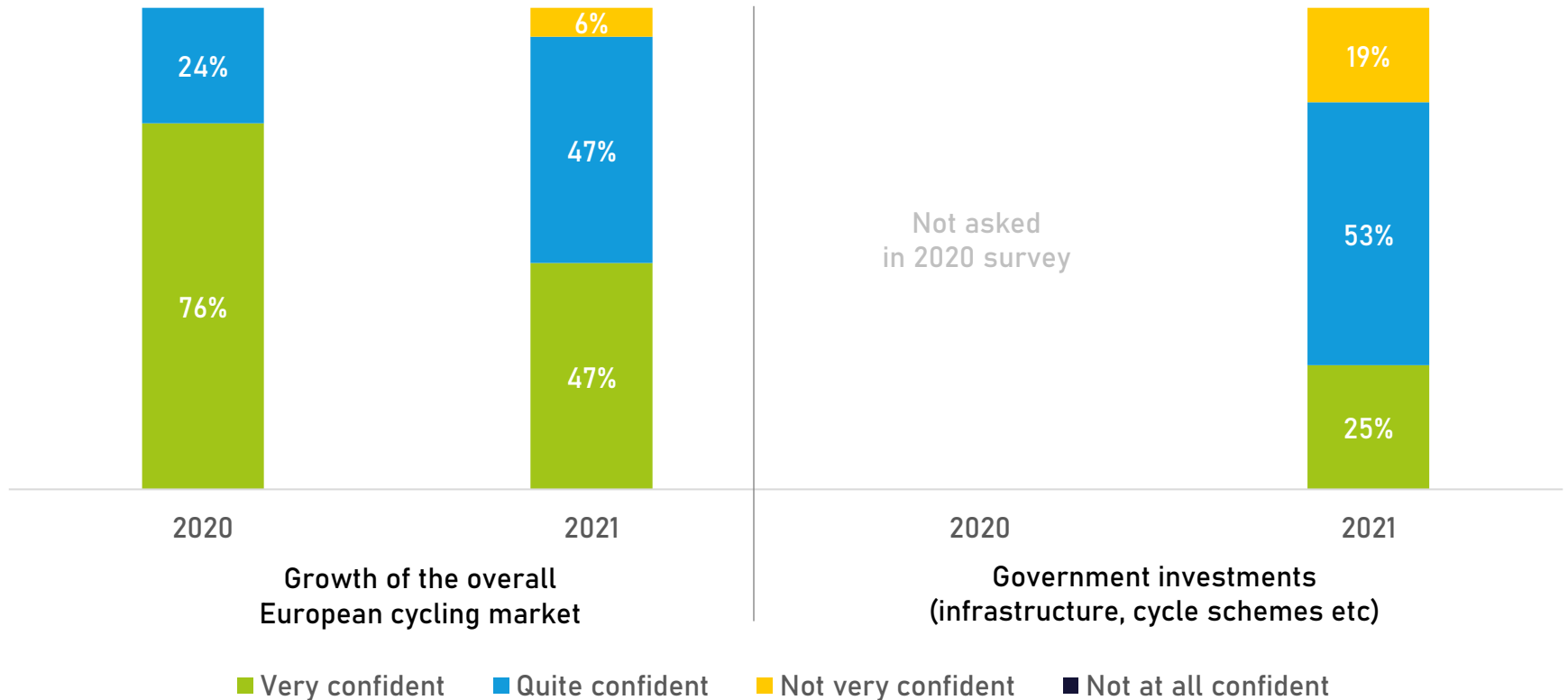
Confidence in overall future

How confident are you feeling about the following areas for next year?



Confidence in overall future

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Also available from this research for CIE members and policy makers in addition to topics identified on individual pages:

- Complete breakdown of post COVID 19 impacts on the industry (both positive and negative)
- Areas where expenditure will be reduced
- New working patterns for staff
- Research needs – what data and research is valued by companies

RESEARCH

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