

MARKET DATA SERVICE AUSTRALIA



WHO IS RUNNING THE PROJECT?

Bicycle Industries Australia

Established in 2000, Bicycle Industries Australia is an independent not-for-profit membership organisation representing bicycle industry importers, manufacturers, retailers and suppliers. BIA is partnering with the UK Bicycle Association to deliver the project.



WHAT IS THE MARKET DATA SERVICE?

An automated data collection service to provide accurate, up to date and usable Australian cycle market retail data.

- Consumer sales data
- 127 product categories
 - By price point
 - By region



BENEFITS FOR YOUR BUSINESS – FOR CONTRIBUTING DATA

- A high-level benchmarking report that shows how your business is performing against the market over set time frames
 - 1 month
 - 3 months
 - 12 months
- A better-informed importer to provide more targeted forecasting/ordering
- An industry that can lobby Government with accurate data on issues that affect your business



HOW DOES IT WORK?

RETAILER TO EPOS

Retailer signs up, giving permission for till provider to anonymously share their data.



BIA contract with EPOS till provider including agreed data format and method of transfer.
Process is fully automated/touchless for the retailer.



BIA provides evidence of consent/signed form with EPOS till provider proving permission.



EPOS till provider sends retailer data in the agreed format to Mesosys (third party agency) within one week of receiving confirmation.



EPOS till provider sends file(s) electronically each month on first working day after month end.



Industry login to portal to access up to data sales data



Controls

KPI Choice [A] Value Sold ...

Time Period Selection [A] 1 Month

Comparison Period All

Category selection All

Market Segment Selection (... All

My Business Sales

£16.92M

Market Value Sales

£114.28M

My Growth

13.6%

Jul 2026

My Market Share

14.8%

Jul 2026

Under/Overtrade Value 'E's

£627.11K

Jul 2026

My Business Units

153.359K

Market Unit Sales

2.107M

My Business ASP

£110.34

Market ASP

£54.24

My Growth

9.4%

Jul 2026

My Market Share Change

0.55%

Jul 2026

Under/Overtrade Value Units

-5,150

Jul 2026

BICYCLE ASSOCIATION

MARKET DATA SERVICE

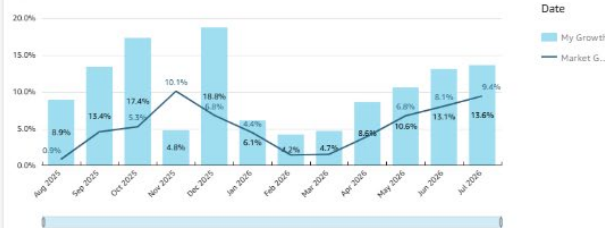
Help & Feedback

My Business Focus Areas - Date for ... 2026-07-01

My Business This Yr vs My Business in the Comparison Period
[A] Value Sold (£)



My Growth & Market Growth vs the Comparison Period



My Relative Growth vs Market By Category



My Market Share By Category



My Business Performance by Category with Under/Overtrades

Department	My KPI	My	My Mark...	Under/O...	Under/...
Bikes	6.54M	13.5%	13.6%	£467K	260
E-Bikes	6.24M	20.5%	25.1%	(£19K)	-135
Miscellaneous	38.26K	-13.4%	24.0%	£2K	3K
Other Mobility	6.61K	-74.1%	0.2%	(£24K)	-293
PAC	3.57M	5.8%	10.6%	(£20K)	-153
Services	532.87K	4.2%	11.9%	(£58K)	-5K
	16.92M	13.6%	14.8%	£627K	-5K

My Relative Growth vs Market By Price Band



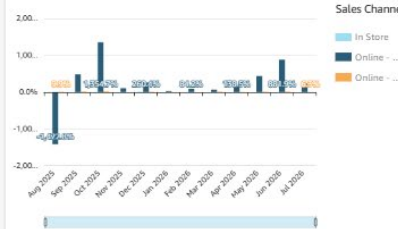
My Market Share By Price Band



My Business Performance by Price Tier with Under/Overtrades

Quintile	My KPI	My Growth	My Market Share	Market Mix Change	Under/O ver Trade (Value ...)	Under/Ove r Trade (Quantit...
0% - 20%	882.82K	-31.6%	3.9%	-2.2%	(£386K)	-470
20% - 40%	2.67M	26.9%	13.7%	-0.0%	£370K	-415
40% - 60%	3.37M	14.2%	15.6%	0.4%	£65K	-882
60% - 80%	3.89M	6.9%	16.7%	0.5%	(£186K)	-746
80% - 100%	6.11M	24.4%	22.5%	1.3%	£419K	-276
	16.92M	13.6%	14.8%	0.0%	£627K	-5,150

My Relative Growth vs Market By Sales Channel



My Market Share By Sales Channel



My Business Performance by Sales Channel with Under/Overtrades

Sales Channel	My KPI	My	My Und...	Unde...
In Store	11.39M	12.4%	19.1%	£114K -8,231
Online - Click and ...	292.64K	238.4%	2.0%	£196K 2,331
Online - Direct	5.24M	12.3%	13.2%	£292K -11
	16.92M	13.6%	14.8%	£627K -5,150

Controls

KPI Choice [A] Value Sold ...

Time Period Selection [A] 1 Month

Comparison Period All

Category selection All

Market Segment Selection (... All

My Relative Growth vs Market By Sales Channel

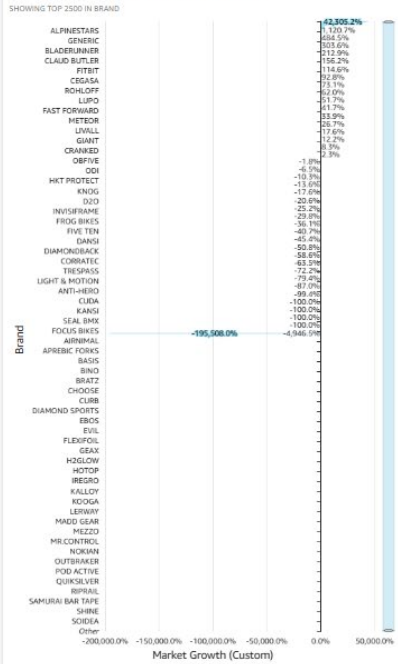
My Market Share By Sales Channel

My Business Performance by Sales Channel with Under/Overtrades

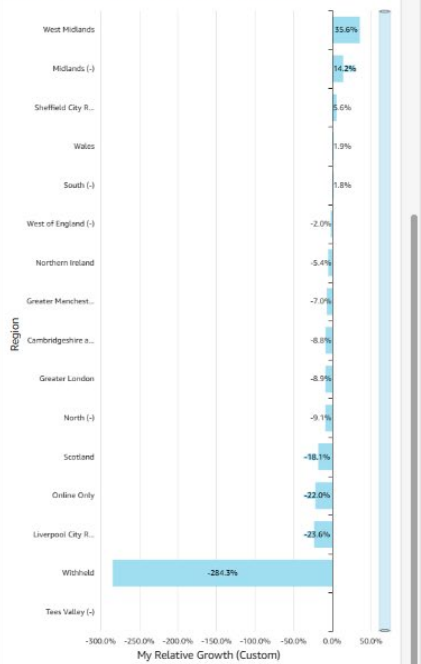
My Business Sales Mix By Brand



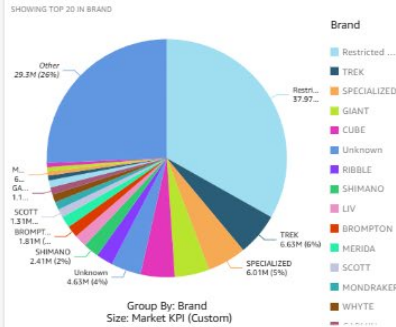
The Fastest Growing Market Brands



My Fastest Growing Regions vs the Market



Market Sales Mix by Brand



My Growth by Segment vs Overall Market Growth



Department equals

Select all

Bikes

E-Bikes

Miscellaneous

Other Mobility

PAC

Services



Category Drilldown - Relative Growth, Market Share and Opportunities Analysis

Performance of categories based on [A] Value Sold (£), over a [A] 1 Month rolling window against a market of All; ...

Rows	My Value Sold	Market Value Sold	My Quantity Sold	Market Quantity Sold	My ASP	Market ASP	My Growth	Market Growth	My Relative Growth	My Market Share	My Market Share Change	Under/Over Trade (Value Sold)	Under/Over Trade (Quantity ...)
Total	£16.92M	£114.28M	153,358.84	2.11M	£110.34	£54.24	13.6%	9.4%	4.2%	14.8%	0.55%	£627K	-5,150
Bikes	£6.54M	£48.06M	4,611.2	110.64K	£1,417.32	£434.36	13.5%	5.4%	8.1%	13.6%	0.97%	£467K	260
E-Bikes	£6.24M	£24.89M	2,076	11.34K	£3,006.71	£2,193.73	20.5%	20.9%	-0.4%	25.1%	-0.07%	(£19K)	-135
Miscellaneous	£38.26K	£0.16M	10,795.77	28.57K	£3.54	£5.58	-13.4%	-18.3%	4.9%	24.0%	1.37%	£2K	3,079
Other Mobility	£6.61K	£3.19M	1,240	82.9K	£5.33	£38.52	-74.1%	19.6%	-93.7%	0.2%	-0.75%	(£24K)	-293
PAC	£3.57M	£33.51M	101,259.84	1.54M	£35.21	£21.79	5.8%	6.4%	-0.6%	10.6%	-0.06%	(£20K)	-153
Services	£532.87K	£4.47M	33,376.03	335.85K	£15.97	£13.32	4.2%	15.5%	-11.4%	11.9%	-1.3%	(£58K)	-4,524



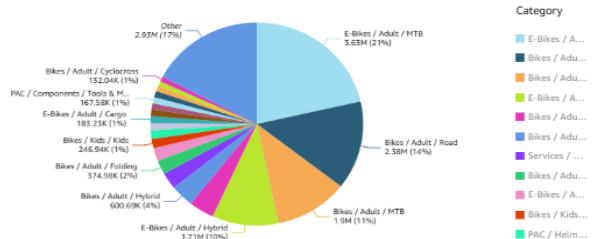
Category Sales Mix based on selected KPI (value/units) compared to Market

Category Performance based on [A] Value Sold (£), over a [A] 1 Month rolling window.

Rows	My KPI	Market KPI	My Mix	My Mix (Comparison Period)	My Mix Change	Market Mix	Market Mix (Comparison Period)	Market Mix Change	My Relative Mix Change
Total	16.92M	114.28M	100.0%	100%	0.0%	100.0%	100%	0.0%	0.0%
Bikes	6.54M	48.06M	38.6%	38.6%	-0.0%	42.1%	43.66%	-1.6%	-1.6%
E-Bikes	6.24M	24.89M	36.9%	34.78%	2.1%	21.8%	19.71%	2.1%	-0.0%
Miscellaneous	38.26K	159.45K	0.2%	0.3%	-0.1%	0.1%	0.19%	-0.0%	0.0%
Other Mobility	6.61K	3.19M	0.0%	0.17%	-0.1%	2.8%	2.56%	0.2%	0.4%
PAC	3.57M	33.51M	21.1%	22.64%	-1.6%	29.3%	30.17%	-0.8%	0.7%
Services	532.87K	4.47M	3.1%	3.44%	-0.3%	3.9%	3.71%	0.2%	0.5%

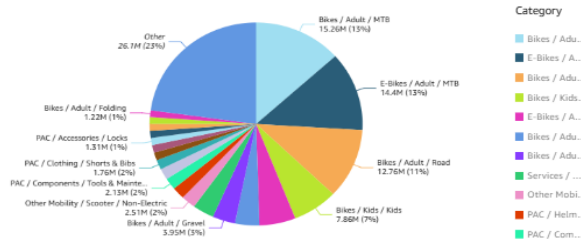
MY Sales Mix by Category based on KPI (Value/Units)

SHOWING TOP 20 IN CATEGORY



Market Sales Mix by Category based on KPI (Value/Units)

SHOWING TOP 20 IN CATEGORY



Department equals

Select all

Bikes

E-Bikes

Miscellaneous

Other Mobility

PAC

Services

Regions Drilldown - Relative Growth, Market Share and Opportunities Analysis

Performance of categories based on [A] Value Sold (£), over a [A] 1 Month rolling window against a market of All; ...

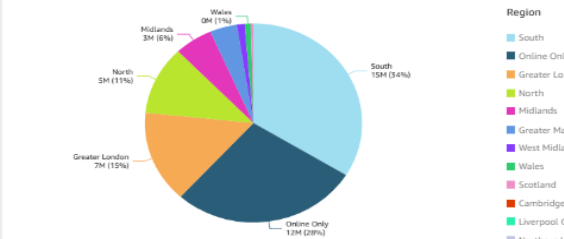
Rows	My Value Sold	Market Value Sold	My Quantity Sold	Market Quantity Sold	My ASP	Market ASP	My Growth	Market Growth	My Relative Growth	My Market Share	My Market Share Change	Under/Over Trade (Value ...)
Total	\$3.80M	\$28.11M	40,635.3	485.62K	\$93.55	\$57.88	8.9%	9.2%	-0.3%	13.5%	-0.04%	(\$11.08K)
Great Britain												
Cambridgeshire and ...		\$0.23M		7.32K		\$31.09		-3.5%				
Greater London	\$504.97K	\$1.69M	-1,994.19	26.3K	(\$253.22)	\$64.08	31.1%	7.5%	23.6%	30.0%	5.39%	\$90.80K
Greater Manchester	\$157.62K	\$0.61M	1,042	12.75K	\$151.26	\$47.76	35.9%	15.1%	20.8%	25.9%	3.95%	\$24.07K
Liverpool City Region	\$0.28M	\$0.28M		6.66K	\$42.74	\$42.74		3.8%		25.9%		
Midlands	\$147.75K	\$2.93M	1,753	53.38K	\$84.29	\$54.95	-14.0%	-5.6%	-8.4%	5.0%	-0.49%	(\$14.47K)
North	\$417.62K	\$2.46M	12,065.31	48.97K	\$34.61	\$50.14	-8.1%	8.9%	-17.0%	17.0%	-3.14%	(\$77.10K)
Northern Ireland		\$0.37M		8.28K		\$44.42		18.7%				
Online Only	\$1.30M	\$7.80M	18,110	109.92K	\$71.87	\$71.00	9.5%	10.2%	-0.6%	16.7%	-0.1%	(\$7.61K)
Scotland	\$8.70K	\$0.62M	481	17.81K	\$18.09	\$34.98	-31.9%	3.1%	-35.0%	1.4%	-0.72%	(\$4.47K)

Regional Sales Mix Analysis Based on Chosen KPI (Value or Units)

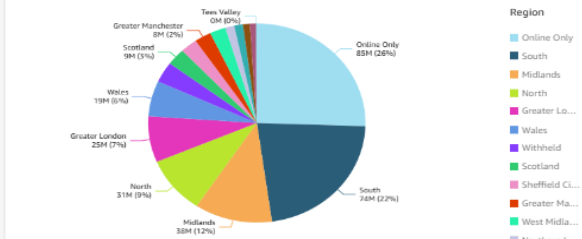
Category Performance based on [A] Value Sold (£), over a [A] 1 Month rolling window.

Rows	My KPI	Market KPI	My Mix	My Mix (Comparison Period)	My Mix Change	Market Mix	Market Mix (Comparison Period)	Market Mix Change	My Relative Mix Change
Total	3.8M	28.11M	100.0%	100%	0.0%	100.0%	100%	0.0%	0.0%
Great Britain									
Cambridgeshire and ...		227.69K				0.8%	0.92%	-0.1%	
Greater London	504.97K	1.69M	13.3%	11.03%	2.3%	6.0%	6.09%	-0.1%	-2.3%
Greater Manchester	157.62K	608.94K	4.1%	3.32%	0.8%	2.2%	2.05%	0.1%	-0.7%
Liverpool City Region		284.42K				1.0%	1.06%	-0.1%	
Midlands	147.75K	2.93M	3.9%	4.92%	-1.0%	10.4%	12.07%	-1.6%	-0.6%
North	417.62K	2.46M	11.0%	13.01%	-2.0%	8.7%	8.76%	-0.0%	2.0%
Northern Ireland		367.71K				1.3%	1.2%	0.1%	
Online Only	1.3M	7.8M	34.2%	34.02%	0.2%	27.8%	27.51%	0.3%	0.0%
Scotland	8.7K	622.99K	0.2%	0.37%	-0.1%	2.2%	2.35%	-0.1%	0.0%

My Sales Channel Mix based on Chosen KPI (Value/Units)



Market Sales Channel Mix based on same chosen KPI (Sales/Units)



FAQS

Can the BIA or any brand see my store data?

The BIA board, staff and members can only access the aggregated report, no individual business or 'raw' data can be accessed.

Why should I share my sales data?

By contributing, you gain access to benchmarking reports and market insights that help you make smarter buying decisions, manage stock more effectively, and see how your business compares to the wider market.

Will my store's performance be visible to others?

No. All data is anonymised and aggregated. No individual store's data will ever be shared. Reports only show combined industry trends and averages.

Is there any cost to participate?

No. Participation is free for dealers. In fact, you receive valuable insights and reports in return for contributing your data.

How much extra work will this create for me?

None. Once connected via your POS system, the process is automatic, there's no manual reporting or admin required. It's a "set and forget" system.

Who will be able to access the data?

Dealers receive aggregated insights and reports. Industry partners and subscribers may access high-level, anonymised industry trends, but never store-level data.

How will my data be protected?

All information is anonymised, encrypted, and securely stored. Independent third-party audits ensure compliance and security.

What's the benefit for the wider industry?

A national dataset strengthens our industry's voice with government and advocacy bodies, helping secure investment in cycling infrastructure and industry development.

What's in it for me as a retailer, day-to-day?

Clearer insights into market trends, better buying and stock decisions, reduced risk of overstocking, and access to national benchmarks that help guide business planning.

INDUSTRY SUBSCRIBERS



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MORE INFORMATION

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