

MARKET DATA SERVICE RETAILERS



WHAT IS BICYCLE INDUSTRIES AUSTRALIA?

BIA aims to foster the interests of the industry, through the promotion of sound and ethical trading and business practices, and has become the leading industry voice on issues directly affecting the industry including regulation, standards, taxation and trade.

Established in 2000, Bicycle Industries Australia is an independent not-for-profit incorporated membership organisation representing bicycle industry importers, manufacturers, retailers and suppliers. Affiliated with peak industry organisations around the world, BIA is leading the development of the industry in Australia.



WHAT IS THE MARKET DATA SERVICE?

The Market Data Service provides the only accurate, up to date and usable Australian cycle market retail analysis. It combines sales monthly from the market, from the largest chains to the smallest specialist stores, including both bricks-and-mortar and online.

MDS is a powerful tool both to help businesses improve their bottom line performance and to help the Bicycle Industries Australia, as the industry's national trade body, influence national and local government on policies which support market growth.



THE INDUSTRY PROBLEM

- Data Blind Spot
 - No reliable national view of retail sales or consumer demand. Import data only tells part of the story.
- Inefficient Supply Chain
 - Brands often overproduce or underdeliver, dealers hold excess or insufficient stock, relying on feedback and incomplete data.
- Advocacy weakness
 - The Australian cycling industry lacks credible sales data to support its case. Without it, the industry's true scale and growth potential is under-represented, weakening its ability to secure investment and recognition. The recent spark in e-bike concerns has highlighted the need for a united front with data to help legislation changes.



BENEFITS & DELIVERABLES

First time industry-wide, comprehensive data source for Australian cycling retail network.

- Retailers
 - Understanding position in the market
 - Forecasting accuracy from suppliers
 - No cost or additional workload
- Importers
 - Benefits: forecasting accuracy, benchmarking, market insights, planning.
 - Long-term advantage: strategic planning, supply chain efficiency.
- Industry
 - Real data for advocacy/lobbying



HOW DOES IT WORK

- Direct API feed through Point of Sale providers
 - Retail sell through – B2C
 - It does not collect B2B data
- Automated – no action required from retailers
- Access to reporting through portal
 - Free ‘high level’ report provide to retailers – updated monthly
 - In depth portal access – updated monthly



HOW DOES IT WORK? RETAILER TO EPOS

Retailer signs up, giving permission for till provider to anonymously share their data via an on-line form.

BIA agrees contract with EPOS till provider including agreed data format and method of transfer. Aim is for process to be as fully automated/touchless as possible.

BIA shares form with till provider proving permission.

EPOS till provider sends all retailer data history since Jan 2018 (if trading) in the agreed format to Mesosys within one week of receiving confirmation.

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



High level 'free report'

Market Trends | Control Panel Settings | Board Report | Category Drilldown | Price Tier Analysis | Sales Channel Drilldown | Regions Drilldown | Brands Analysis | Mthly Mail

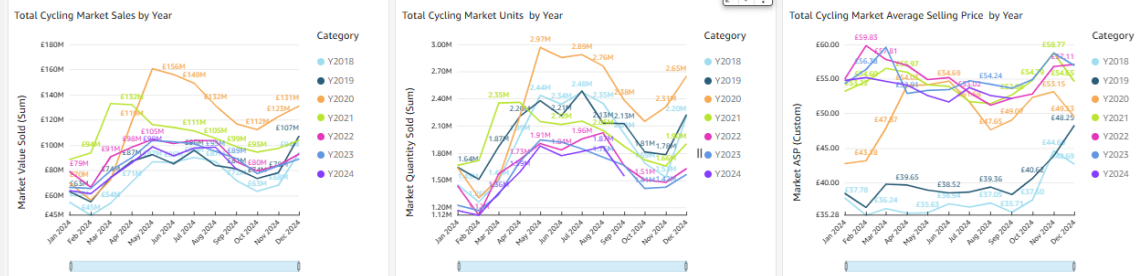
Controls: KPI Choice [A] Value Sold... | Time Period Selection [A] 1 Month | Market Segment Selection All | Category selection All | Sales Channel Selection All | Price Band Selection All | Region Selection All | Brand Selection All

Market Totals by Category - Mix, ASP and Growth driven by Filter Choice

Rows	T1M Value Sold	T3M Value Sold	T1Y Value Sold	T1M Quantity Sold	T3M Quantity Sold	T1Y Quantity Sold	Market Mix	Market ASP	Market Growth
Bikes	£38,708,945	£124,017,581	£450,360,016	80,722	284,020	1,082,750	44.2%	£442.37	-8.8%
E-Bikes	£14,420,535	£49,949,383	£184,504,607	7,144	27,749	92,669	17.8%	£2,018...	-24.1%
Other Mobility	£2,462,422	£8,745,253	£35,542,134	69,230	237,419	897,822	3.0%	£35.57	-3.5%
PAC	£25,191,080	£83,970,371	£298,197,096	1,240,047	4,174,278	14,651,756	31.1%	£20.31	-1.5%
Services	£2,175,866	£7,309,708	£24,540,332	141,194	478,182	1,666,369	2.7%	£15.41	-2.6%
Unknown	£914,285	£3,090,310	£10,790,902	11,824	38,324	136,603	1.1%	£77.32	-0.2%
Total	£80,873,133	£277,082,607	£1,003,935,087	1,550,161	5,239,972	18,527,970	100.0%	£52.17	-9.6%



Key Market KPI's



Market Trends | Control Panel Settings | Board Report | Category Drilldown | Price Tier Analysis | Sales Channel Drilldown | Regions Drilldown | Brands Analysis | Mthly Mail

Controls: KPI Choice [A] Value Sold... | Time Period Selection [B] 3 Months | Comparison Period All | Category selection Bikes / Adult / ... | Market Segment Selection ... All | Mkt Segment Selection (Yo... All | Price Band Selection All

My Business Sales
£2.06M

My Business Units
933

My Business ASP
£2,204.64

Market Value Sales
£257.937M

Market Unit Sales
4,486.05K

Market ASP
£57.50

My Growth
-11.2%
Sep 2024

Market Growth
-3.6%
Sep 2024

My Market Share
0.8%
Sep 2024

My Market Share Change
-0.07%
Sep 2024

Under/Overtrade Value E's
£168.60K
Sep 2024

Under/Overtrade Value Units
-76
Sep 2024

[Help & Feedback](#)

My Business Focus Areas - Date for ... 2024-09-01

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

My Growth & Market Growth vs the Comparison Period

My Relative Growth vs Market by Category

My Market Share by Category

Department	My KPI	My Mar...	Under/D...	Under/...
Bikes	665.4K	-43.5%	0.5%	£479K
E-Bikes	1.38M	22.9%	2.8%	£38K
PAC	4.55K	-11.7%	0.0%	(£774)
Total	2.06M	-11.2%	0.8%	(£168K)

Price Tier Drilldown - Relative Growth, Market Share and Opportunities Analysis

Performance of categories based on [A] Value Sold (E), over a [C] 12 Months rolling window against a market of All; ...

Rows	My Value Sold	Market Value Sold	My Quantity Sold	Market Quantity	My ASP	Market ASP	My Growth	Market Growth	My Relative Growth	My Market Share	My Market Share Change	Under/Over Trade (Value ...)	Under/Over Trade (Quantity...)
Total	£1.86M	£136.48M	1,230	282K	£1,513.42	£484.47	-35.9%	-6.2%	-29.7%	1.4%	-0.63%	(£787K)	-520
Bikes / Adult / MTB													
0% - 20%	£1.99K	£54.32M	5	204K	£398.50	£266.16	-20.3%	-8.5%	-11.8%	0.0%	-0%	(£266)	-1
0% - 5% (E-47 - E209)	£0.00	£12.76M	0	76K	£167.62	-100.0%	-25.4%	-74.6%	0.0%	0.0%	-0%	£0	0
5% - 10% (E210 - E329)	£50.00	£24.74M	0	81K	£305.19	-96.0%	10.3%	-106.3%	0.0%	-0.01%	£848	£0	0
10% - 15% (E330 - E399)	£1.54K	£12.47M	4	36K	£385.63	£343.81	340.7%	-11.0%	351.7%	0.0%	0.01%	£1K	0
15% - 20% (E399 - E449)	£400.00	£4.34M	1	11K	£400.00	£409.43	-52.8%	-25.4%	-49.4%	0.0%	-0.01%	(£151)	0
20% - 40%	£26.47K	£21.10M	43	39K	£615.69	£338.56	-83.9%	-18.6%	-65.3%	0.1%	-0.51%	(£50K)	-81
20% - 25% (E449 - E499)	£499.00	£4.65M	1	10K	£499.00	£452.77	0.0%	-4.1%	4.1%	0.0%	0%	£20	0
25% - 30% (E500 - E569)	£0.00	£5.35M	0	11K	£494.94	-100.0%	-34.8%	-65.2%	0.0%	-0.03%	£0	£0	0
30% - 35% (E569 - E649)	£2.36K	£5.07M	4	9K	£590.38	£577.48	-90.3%	32.8%	-123.1%	0.0%	-0.59%	£13K	0
35% - 40% (E649 - E750)	£23.61K	£6.04M	38	9K	£621.43	£646.78	-82.8%	-33.4%	-49.4%	0.4%	-1.13%	(£23K)	0
40% - 60%	£851.25K	£23.00M	744	23K	£1,144.15	£992.96	-27.3%	-2.4%	-24.9%	3.7%	-1.27%	(£282K)	-247
40% - 45% (E750 - E899)	£0.00	£5.16M	0	7K	£788.57	-100.0%	-1.7%	-98.3%	0.0%	-3.25%	£0	£0	0
45% - 50% (E899 - E1062)	£365.21K	£7.23M	358	8K	£1,020.14	£919.60	1.7%	-4.4%	6.1%	5.1%	0.3%	£21K	0
50% - 55% (E1062 - E1299)	£423.14K	£5.79M	341	5K	£1,240.87	£1,120...	-11.8%	-0.0%	-11.8%	7.3%	-0.98%	(£57K)	0
55% - 60% (E1300 - E1575)	£62.90K	£4.82M	45	4K	£1,397.78	£1,342...	-61.0%	-2.9%	-58.1%	1.3%	-1.95%	(£87K)	0
60% - 80%	£697.13K	£21.65M	375	11K	£1,859.01	£1,970...	-44.3%	-0.4%	-43.9%	3.2%	-0.54%	(£546K)	-294
60% - 65% (E1576 - E1850)	£324.43K	£5.10M	195	3K	£1,663.76	£1,608...	135.7%	14.8%	6.4%	3.8%	3.5%	£191K	0
65% - 70% (E1851 - E2149)	£203.54K	£5.75M	104	3K	£1,957.16	£1,893...	16.7%	17.6%	-0.9%	3.5%	-0.03%	(£2K)	0
70% - 75% (E2150 - E2499)	£94.78K	£6.56M	45	3K	£2,106.31	£2,157...	-83.5%	3.8%	-87.3%	1.4%	-7.65%	(£654K)	0
75% - 80% (E2499 - E2866)	£74.37K	£4.23M	31	2K	£2,398.94	£2,439...	-79.6%	-15.7%	-63.9%	1.8%	-5.51%	(£132K)	0
80% - 100%	£284.66K	£16.41M	63	4K	£4,518.40	£3,834...	-10.0%	9.7%	-19.7%	1.7%	-0.38%	(£70K)	-15
80% - 85% (E2866 - E3349)	£57.67K	£4.27M	20	1K	£2,883.60	£2,940...	-68.6%	23.3%	-91.9%	1.3%	-3.95%	(£652K)	0
85% - 90% (E3350 - E3999)	£46.41K	£4.76M	14	1K	£3,315.32	£3,496...	-40.2%	8.7%	-49.0%	1.0%	-0.8%	(£45K)	0
90% - 95% (E3999 - E4999)	£22.09K	£3.54M	5	839	£4,418.80	£4,222...	99.8%	0.9%	99.0%	0.6%	0.31%	£11K	0

Category Drilldown - Relative Growth, Market Share and Opportunities Analysis

Performance of categories based on [A] Value Sold (E), over a [C] 12 Months rolling window against a market of All; ...

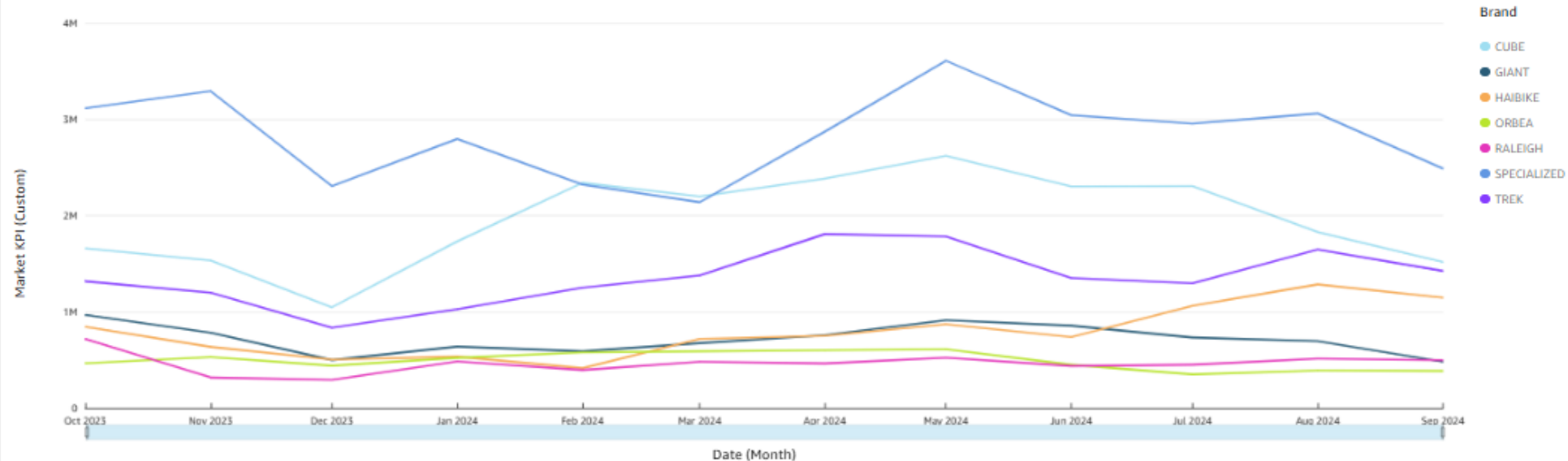
Rows	My Value Sold	Market Value Sold	My Quantity Sold	Market Quantity Sold	My ASP	Market ASP	My Growth	Market Growth	My Relative Growth	My Market Share	My Market Share Change	Under/Over Trade (Value Sold)	Under/Over Trade (Quantity...)
Total	£5.30M	£933.06M	2,777	15.83M	£1,908.42	£58.95	-27.1%	-4.6%	-22.5%	0.6%	-0.18%	(£2M)	-806
Bikes	£2.16M	£450.36M	1,539	1.08M	£1,404.03	£415.94	-42.9%	-3.6%	-39.2%	0.5%	-0.33%	(£1M)	-993
Bikes / Adult / Cargo		£0.29M		77		£3,727.90		526.5%					
Bikes / Adult / Cyclocross	£18.44K	£2.41M	10	941	£1,843.83	£2,561.34	-39.0%	-10.2%	-28.8%	0.8%	-0.36%	(£7K)	-4
Bikes / Adult / Folding	£0.00	£17.29M	0	19.9K		£868.96		4.9%	0.0%	0%			
Bikes / Adult / Frame	£108.00	£4.68M	1	3.47K	£108.00	£1,349.97	-89.5%	-6.7%	-82.7%	0.0%	-0.02%	(£517)	-5
Bikes / Adult / Gravel	£64.81K	£29.61M	40	18.27K	£1,620.22	£1,620.52	-35.7%	13.3%	-49.0%	0.2%	-0.17%	(£62K)	-38
Bikes / Adult / Hybrid	£110.09K	£44.67M	144	119.95K	£764.53	£372.43	-71.7%	-15.9%	-55.8%	0.2%	-0.49%	(£139K)	-182
Bikes / Adult / MTB	£1.86M	£136.48M	1,230	281.72K	£1,513.42	£484.47	-35.9%	-6.2%	-29.7%	1.4%	-0.63%	(£787K)	-520
Bikes / Adult / Non EPOS shops		£0.00M		2		£455.00		-87.6%					
Bikes / Adult / Road	£59.61K	£123.29M	36	61.51K	£1,655.72	£2,004.30	-64.4%	6.1%	-70.5%	0.0%	-0.1%	(£143K)	-86
Bikes / Adult / Tri/TT/Track		£0.91M		191		£4,752.93		16.2%					
Bikes / Adult / Unknown	£5.96K	£2.22M	6	5.53K	£993.92	£401.14	-90.5%	-73.7%	-16.7%	0.3%	-0.47%	(£1K)	-1
Bikes / Kids / BMX	£0.00	£6.65M	0	41.58K		£159.91		-16.0%	0.0%	0%			
Bikes / Kids / Balance		£6.87M		97.62K		£70.34		-9.3%					
Bikes / Kids / Kids	£40.29K	£75.00M	72	432K	£559.54	£173.60	-67.5%	-3.2%	-64.3%	0.1%	-0.11%	(£72K)	-129
E-Bikes	£3.12M	£184.50M	711	92.67K	£4,392.13	£1,991.01	-9.8%	-11.7%	1.8%	1.7%	0.03%	£56K	13

Market Brands Performance based on Selected Filters

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

Rows	T1M Value Sold	T3M Value Sold	T1Y Value Sold	T1M Quantity Sold	T3M Quantity Sold	T1Y Quantity Sold	Market Growth	Market ASP	Market ASP (Comparison Period)	Market Mix	Market Mix Change	Under/Over Trade (Quantity)	Under/Over Trade (Value Sold)
Total	£14M	£49,949,383	£184,504,607	7,144	27,749	92,669	-24.1%	£2,018.55	£2,142.25	100.0%	0.0%	5	£21K
<i>null</i>	£3M	£10,693,761	£39,846,630	2,343	8,903	32,280	-39.6%	£1,180.34	£1,321.94	19.2%	-4.9%		
SPECIALIZED	£2M	£8,500,439	£33,987,313	745	2,544	10,020	-20.4%	£3,336.96	£4,085.84	17.2%	0.8%		
CUBE	£2M	£5,649,447	£23,458,722	528	1,968	7,784	4.2%	£2,872.43	£3,155.81	10.5%	2.9%		
TREK	£1M	£4,364,654	£16,304,753	474	1,491	5,299	-4.9%	£3,002.90	£3,416.55	9.9%	2.0%		
HAIBIKE	£1M	£3,490,760	£9,493,860	467	1,354	3,480	12.4%	£2,453.16	£2,613.92	7.9%	2.6%		
RALEIGH	£496K	£1,457,919	£5,564,823	357	1,012	3,535	-54.4%	£1,389.15	£1,590.82	3.4%	-2.3%		
GIANT	£481K	£1,908,858	£8,582,872	179	730	3,231	-64.1%	£2,688.88	£2,658.82	3.3%	-3.7%		
Other/Unknown	£444K	£1,253,988	£3,959,228	342	1,153	3,858	-14.8%	£1,297.56	£1,206.32	3.1%	0.3%		
ORBEA	£385K	£1,122,864	£5,903,456	95	282	1,543	-22.7%	£4,054.23	£3,637.30	2.7%	0.0%		
WHYTE	£322K	£1,382,971	£3,122,805	80	327	711	-17.1%	£4,025.79	£4,794.07	2.2%	0.2%	0	£0
TERN	£286K	£703,861	£2,336,594	60	153	495	-8.1%	£4,767.67	£4,786.44	2.0%	0.3%		
CANNONDALE	£266K	£836,990	£2,290,539	84	279	785	-2.0%	£3,166.64	£3,350.48	1.8%	0.4%		
MERIDA	£243K	£574,988	£2,172,108	69	175	613	44.1%	£3,517.41	£3,916.38	1.7%	0.8%		
BROMPTON	£236K	£708,528	£3,119,820	91	276	1,235	-11.0%	£2,587.95	£2,845.65	1.6%	0.2%		
LIV	£157K	£537,600	£1,821,192	72	229	736	-38.7%	£2,184.96	£2,516.68	1.1%	-0.3%		
SCOTT	£147K	£613,154	£1,795,976	57	219	671	-6.7%	£2,874.01	£3,195.79	1.0%	0.7%		

Market Brands Performance - Trend Analysis Top 8 brands based on Selected Filters



DATA CREDITABILITY & OUTPUT

- Data never handled by BIA – goes straight to Mesyus where it's anonymised.
- All methods (automated, uploaded or emailed) go directly to an independent 3rd party with contract in place ensuring no conflict of interest exists.
- Back dated to 2018 where possible – will require the retailer to have utilised the same POS for that period of time. Gives better data projections.
- Data portal updated monthly
- Contributing retailers – free report
- Subscribers – paid fee to access more detailed reporting (still all anonymised data) but with ability to delve in to deeper – retailers can become subscribers for discounted fee.



FAQS

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



GIANT



SPECIALIZED

TREK



NEXT STEPS

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