

# The bicycle industry in Germany 2019 - 2022: Consistent growth in all core sectors

More than  
**325,000**  
employees

Of which 63,000 jobs  
are in the core areas of  
manufacturing, trade  
and services

**€45 billion**  
turnover

**13,400**  
IN MANU-  
FACTURING

**263,000**  
IN BICYCLE  
TOURISM

**3,800**  
IN SERVICES

**45,600**  
IN TRADE



# The bicycle as a driver of economic growth: 325,000 employees in Germany and 50 percent turnover growth in three years.



The bicycle industry records enormous growth in employment and turnover. This is shown by the „Industry Study on the Bicycle Industry in Germany 2019–2022: Employment and Company Turnover“ by the T3 Transportation Think Tank on behalf of the bicycle association Zukunft Fahrrad.

In the core areas of manufacturing, trade and services, the number of employees rose by around 30 percent to 62,800. Over the same period, turnover has increased by 70 percent to €28 billion. In 2022, including bicycle tourism, more than 325,000 people were employed in the bicycle industry, and the total turnover was nearly €45 billion.

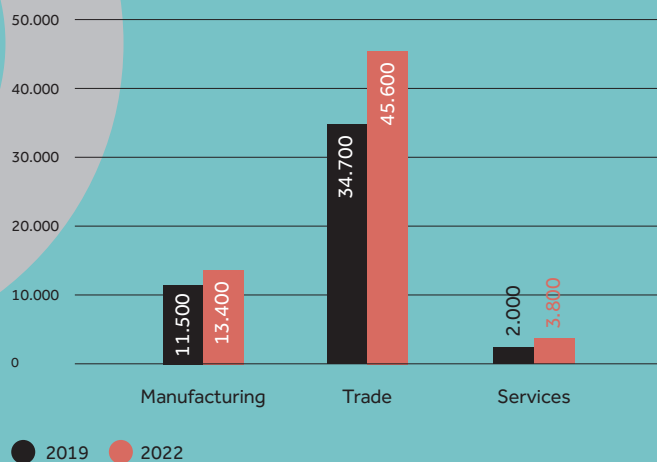
The biggest development in the industry has been in services, i.e. leasing, the market for refurbished bikes, sharing and rental of bicycles. Here, turnover more than quadrupled from €860 million in 2019 to €3.5 billion in 2022. The big driver in this area is bike leasing services. Already, one in four new e-bikes in Germany is leased.

The industry’s growth potential is enormous – in all core areas from manufacturing and retail to leasing and bicycle

tourism – and all sectors seek qualified personnel. Given the right political support, the bicycle could contribute much more in terms of achieving the mobility sector’s sustainability goals whilst also becoming more important economically. Only when the bicycle is firmly established in everyday life will the industry become less dependent on economic fluctuations. A strong bicycle industry calls for a three-pronged approach: expanding the network of cycle paths for everyday use, stimulating demand, and supporting businesses – for example in reshoring. Bicycle tourism can be seen as a role model: a well-developed infrastructure generates high demand and drives enormous economic growth. The number of people employed in bicycle tourism rose to a total of 263,000 by 2022, and turnover grew by 41 percent between 2019 and 2022.

From cargo bikes to e-bikes, the bicycle is not only a central driver of the mobility transformation, but also an important pillar of the German economy. We are working for a policy framework that unlocks the potential of the bicycle as an attractive, emission-free, comfortable, healthy and flexible means of transport.

Development of employment in the bicycle industry from 2019 - 2022 in the core sectors



Development of the turnover of the bicycle industry from 2019 - 2022 in the core sectors

