

Bicycle Market Opportunity in Poland



Prepare for



Conducted by



2019

OBJECTIVE

The growing traffic congestions, parking fees, and air pollution problems are **prompting people to consider bicycle** commutation for short distances. At the same time, various governments are aggressively rolling out the infrastructure necessary to support bicycle commutation as well.

The **bicycle** industry is one of the **representative industries of Taiwan**. Besides, Taiwan's bike industry status in the world was enhanced owing to the bike and component manufacturers' continuous innovation.

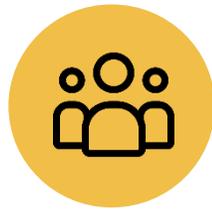
Therefore, this study aims to deep dive into the Polish consumers' U&A towards bicycle and assists Taiwan brand companies to evaluate their business **opportunities** and **strategies** to satisfy local market needs to uplift the **business growth**.

RESEARCH DESIGN



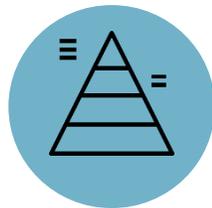
Methodology

- Online survey, 30 minutes
- Fieldwork period: 2019/06/14 - 2019/07/11



Respondent Criteria

- 18 - 65 yo who resident in Poland
- Purchased at least one bicycle in P12M cost over 500 US dollars
- Ride over 2 hours or 3 times in total every week



Sampling & Quota

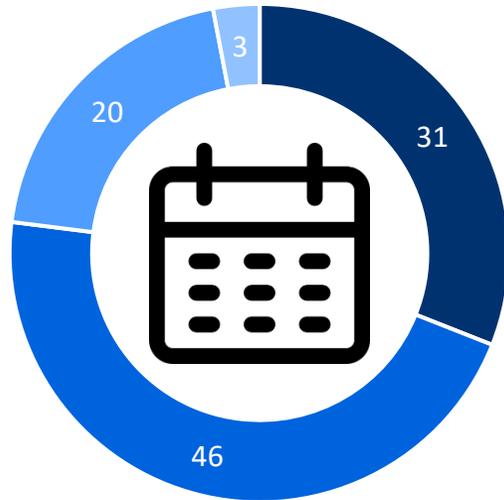
- Sample size: 305
- Male : Female=50%:50%
- 18-25yo:26-35yo:36-45yo:46-55yo:56-65=10%:23%:28%:18%:21%

What is the general cycling behavior of the cyclist?

RIDING BEHAVIOR

- The Polish usually do cycling 15 times per month, and around 1-in-3 consumers cycle daily.
- Over half of users track their cycling distance. The majority ride on the urban roads, less than 1/3 ride on the rural roads.

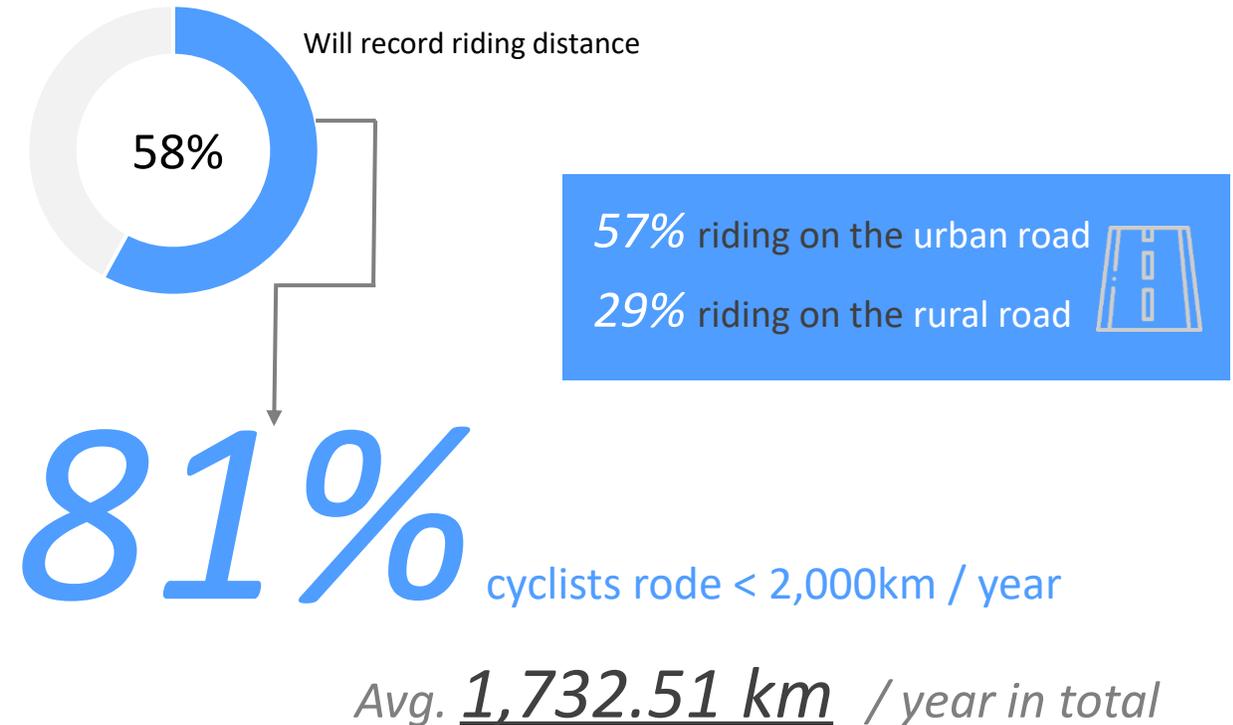
Riding frequency



- Once everyday
- Once every 2-3 days
- Once per week
- Once per month

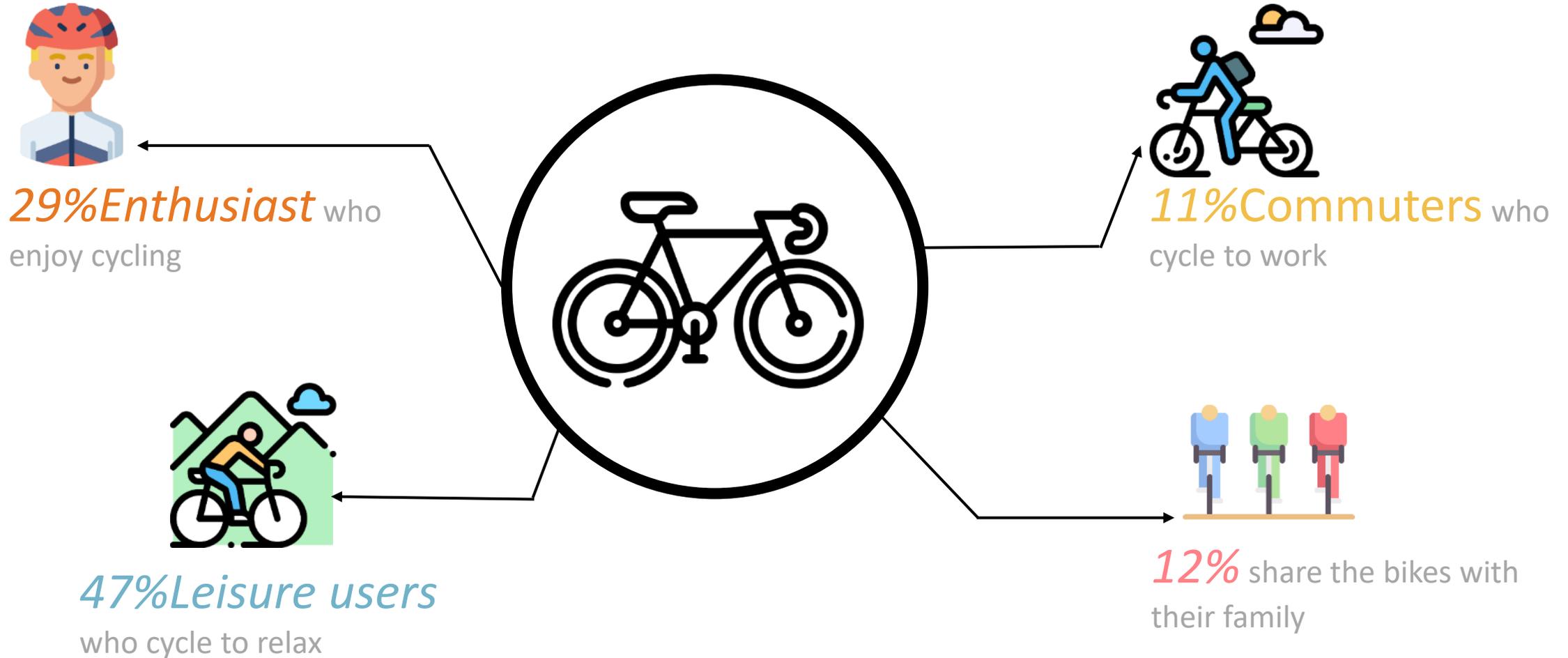
15 times/month

Riding distance



CYCLIST TYPE

- Cyclists can be segmented into the Enthusiasts who enjoy cycling, Commuters who cycles to work, and Leisure Users who cycle to relax.
- Around half of the Polish cyclists are leisure users, and 4-in-10 are commuters and enthusiasts.

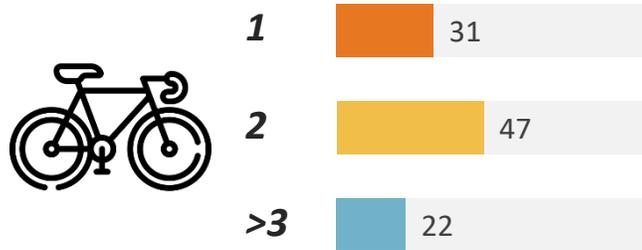


*1% for cargo delivery

BIKE TYPE CURRENTLY OWN & USE

- Comfort and mountain bikes are commonly used among the Polish. The females skew to own comfort bikes, while the male own road bikes more often.
- The most expensive bike cost around 1,296 Zł on average, with ergonomics(29%), special material (29%), and famous brand(26%) features.

Bicycle amount own



Avg. **2.0** bicycles

Bike type

	Currently own	BUMO
Mountain bike	62	35
Comfort bike	53 <small>F:62%</small>	36
Road bike	35 <small>M:41%</small>	22
Folding bike	10	2

Most expensive one

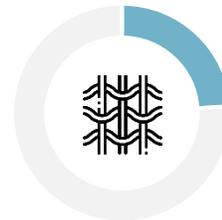


1,296 zł on avg.

With following features



29% Ergonomics



29% Special material (e.g. carbon fabric)



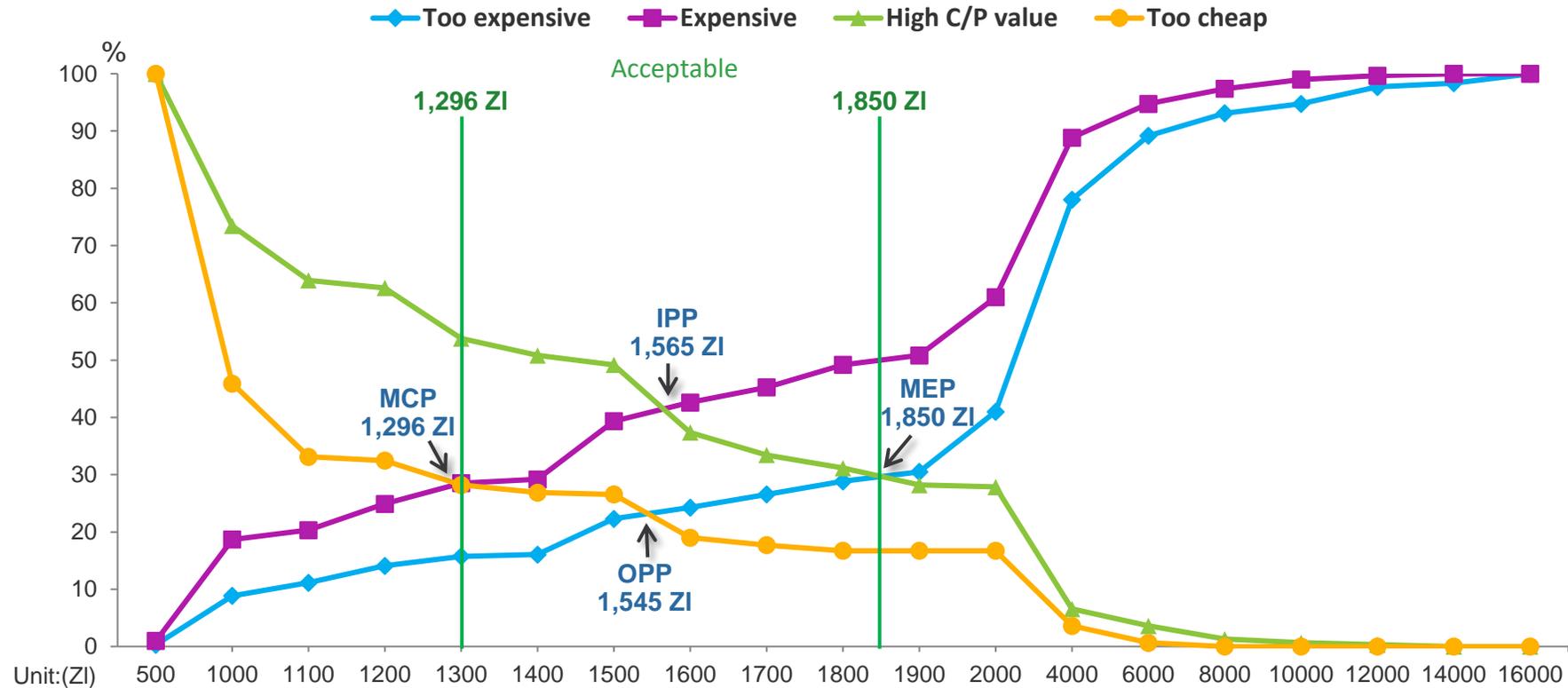
26% Famous brand

Sig higher than other group at 95% c.l.

M: male F: female

PRICE SENSITIVITY METER

1,296-1,850 ZI is the recommended price range of the bike.

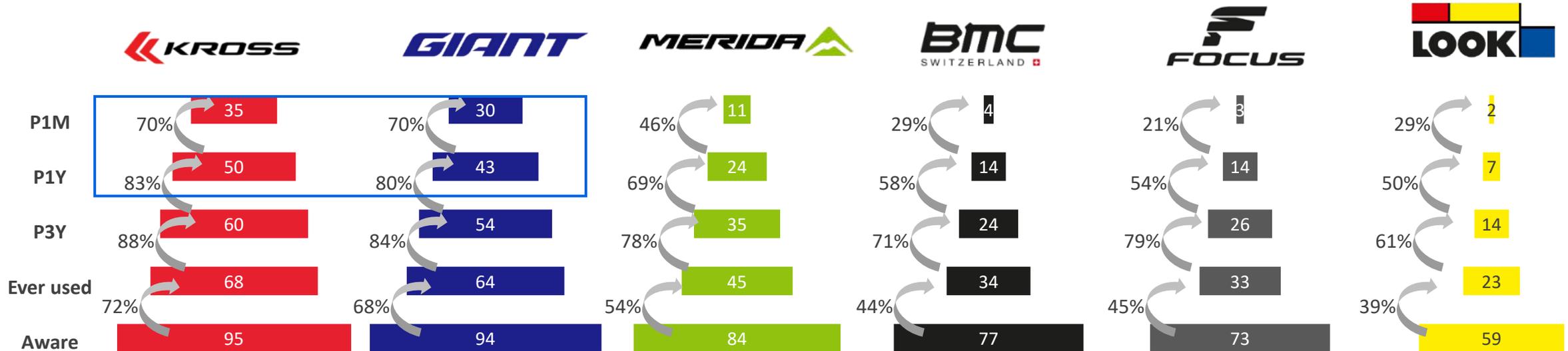


IPP(Indifference Price Point) = Prices that are not expensive or cheap
 OPP(Optimal Price Point) = The price that consumers can't resist
 MCP(Point of Marginal Cheapness) = Price goes lower will make consumers feel uneasy
 MEP(Point of Marginal Expensiveness) = Price goes higher will decrease consumers' purchase willingness

**What is the bike usage
experience of a cyclist?**

BRAND PERFORMANCE

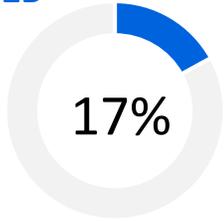
- The brand awareness and conversion rate from P1Y to P1M usage of KROSS & GIANT are the highest among the tested brands.
- MERIDA, Taiwan-based bicycle manufacture ranks the 3rd in terms of awareness and usage rate(P1Y:24%&P1M:11%).



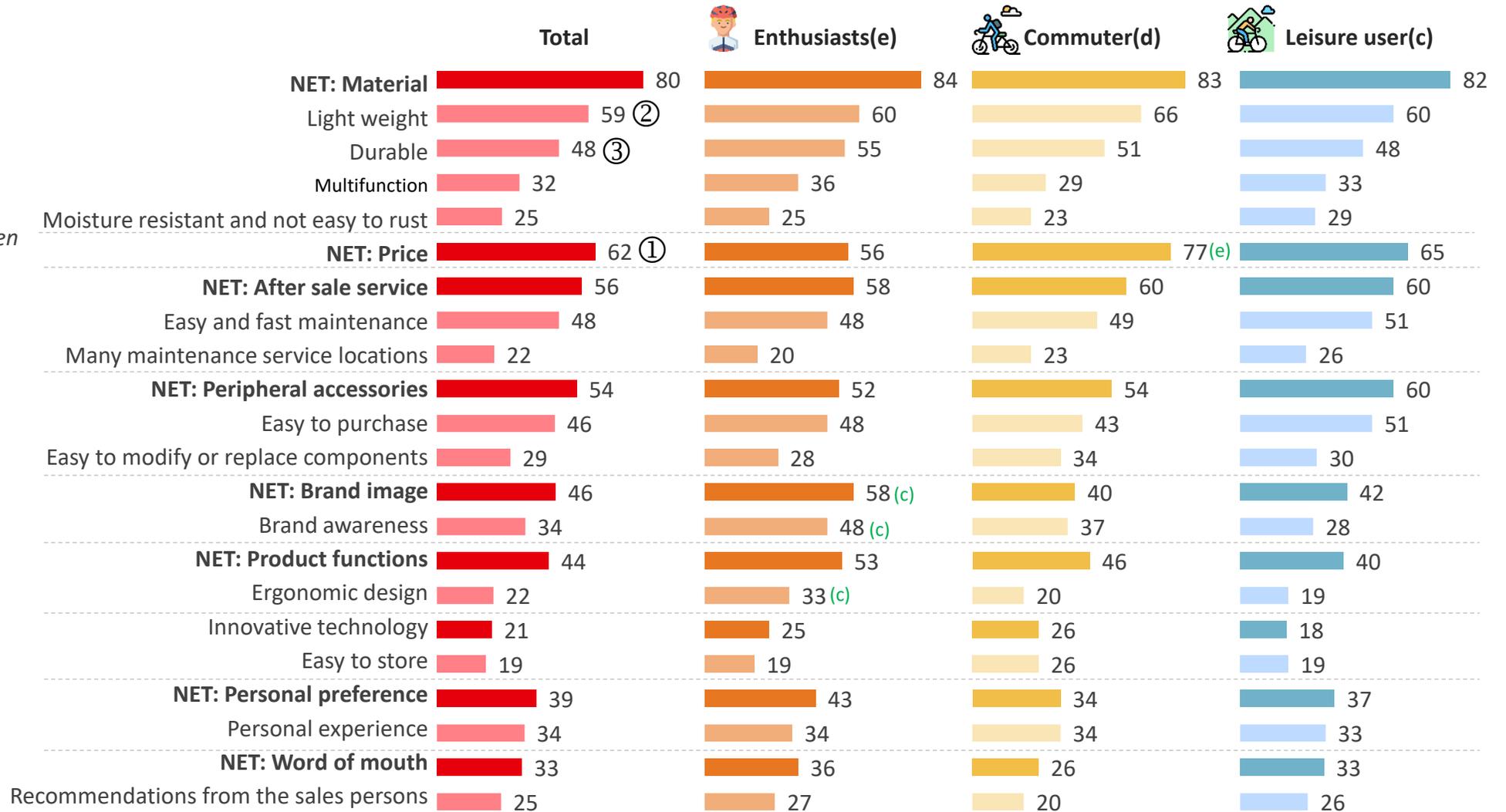
CONSIDERATION FACTORS OF THE BIKE

- Less than 1/5 of cyclists consider brand is important. Generally, price, lightweight, durable are the influential factors when purchasing bikes.

T2B

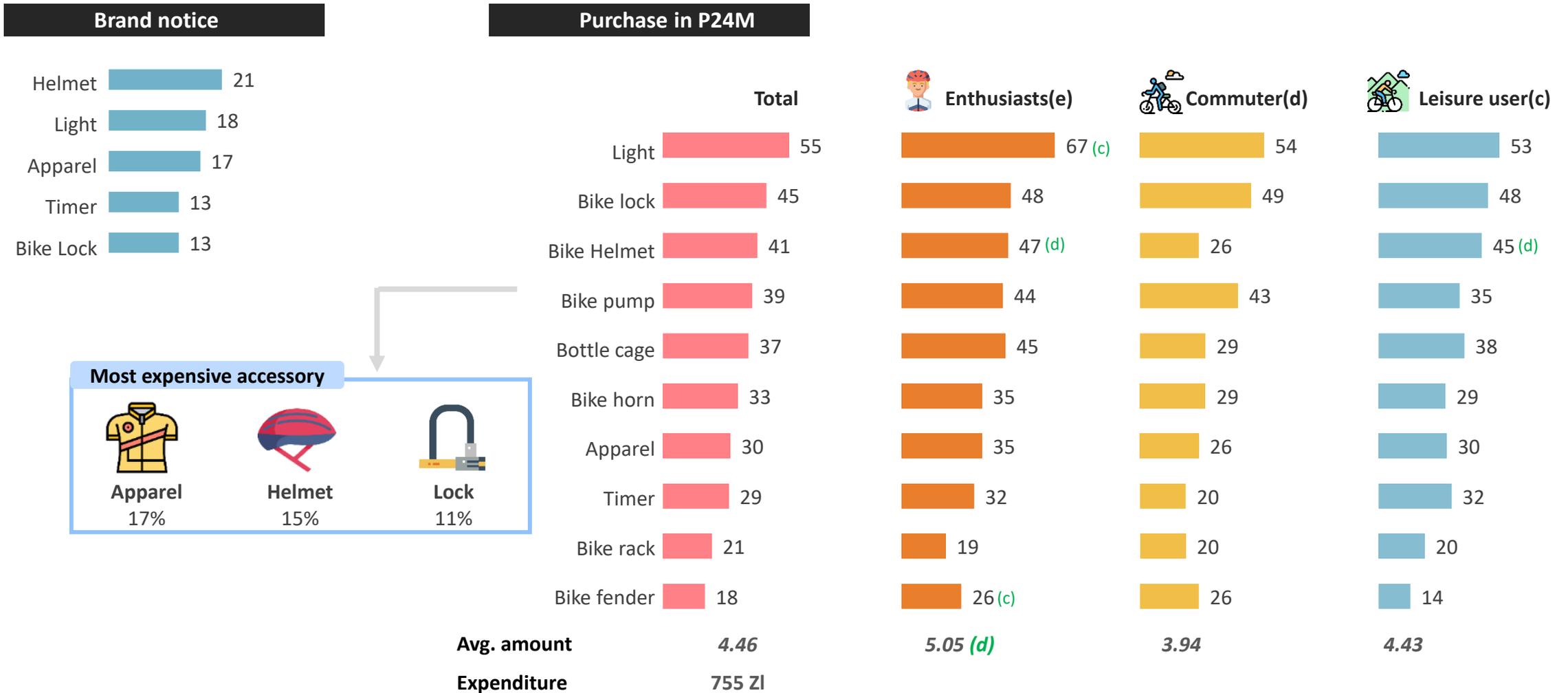


Will pay notice to the brand when purchasing bikes.



PURCHASE OF THE BIKE ACCESSORY

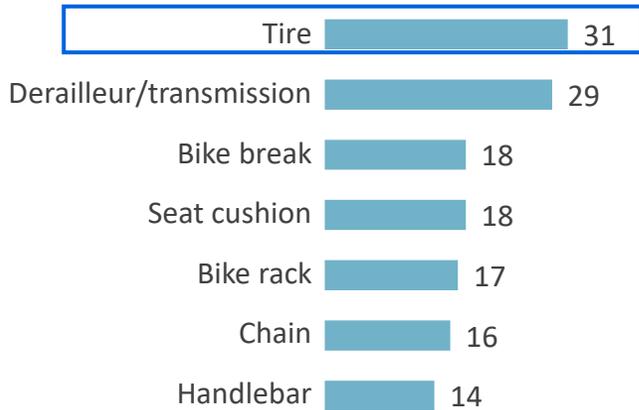
- Light, lock, and helmet were products ever purchased in P24M.
- Expenditures on apparel, helmets, and lock were the highest among all bike accessories.
- The brands have slight impacts on the accessories, and center on helmet, light, and apparel.



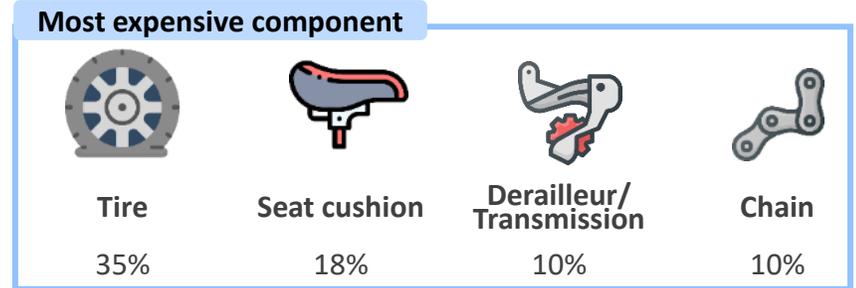
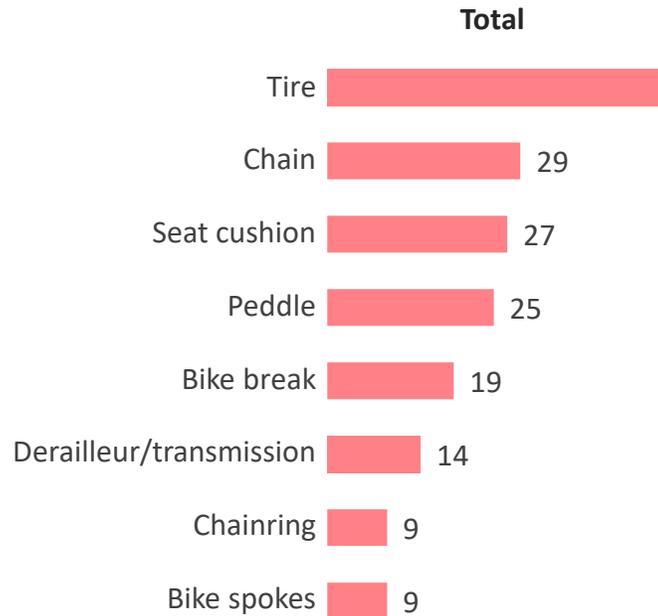
PURCHASE OF THE BIKE COMPONENT

- Brand influence is clearest on tires(31%).
- Tire, chain, and seat cushion were the components frequently purchased in P24M, and the expenditures on tire and seat cushion were the highest, followed by derailleur/transmission and chains.

Brand notice

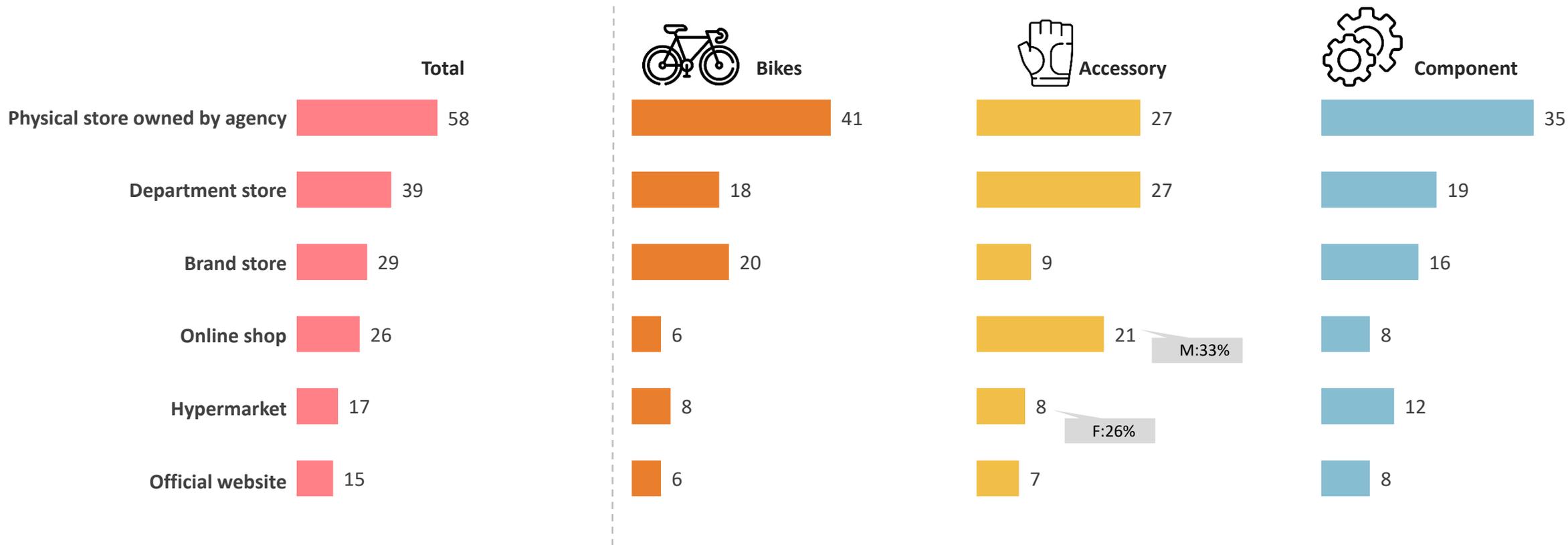


Purchase in P24M



PURCHASE CHANNEL

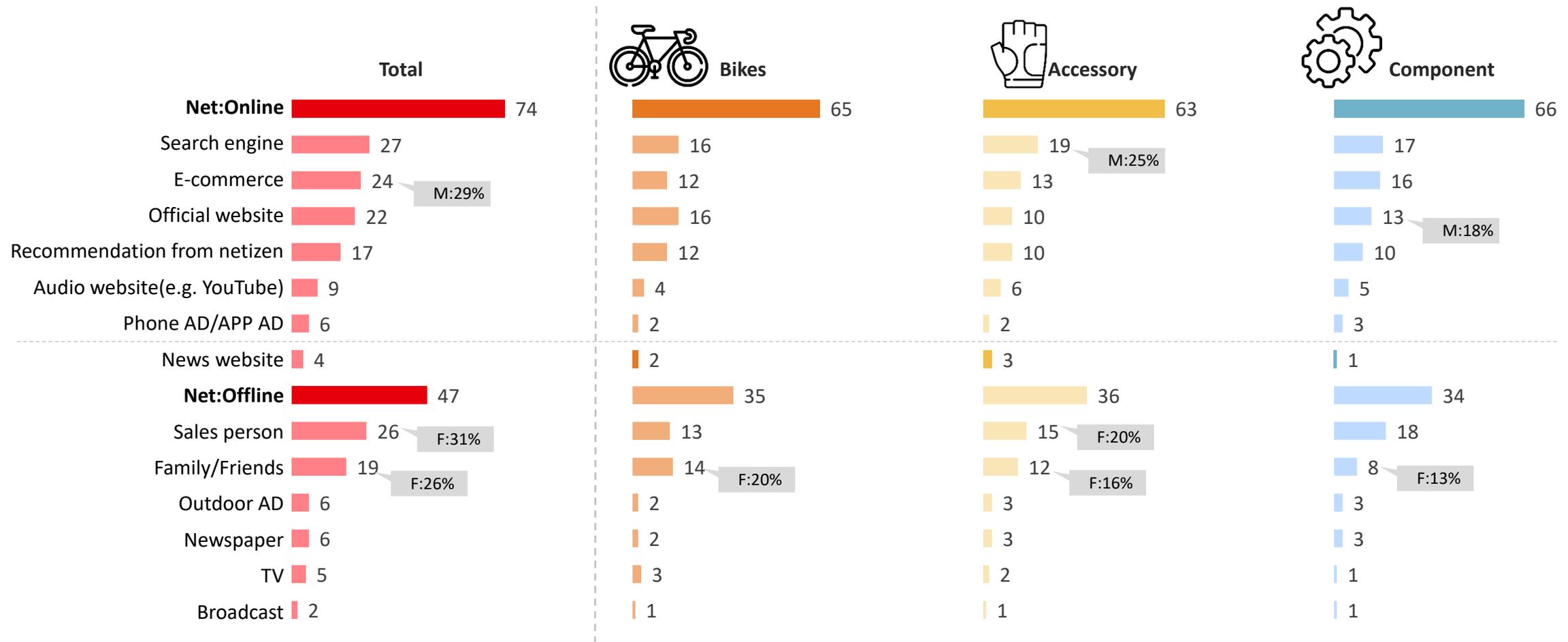
- Overall, the Polish usually purchase bike-related products via physical stores, like the agency owned stores, department stores, or the brand stores.
- However, users are inclined to purchase an accessory from an online shop, especially the male.



 Sig higher than other group at 95%c.l.
 M: male F: female

SOURCE OF AWARENESS OF BIKE RELATED PRODUCTS

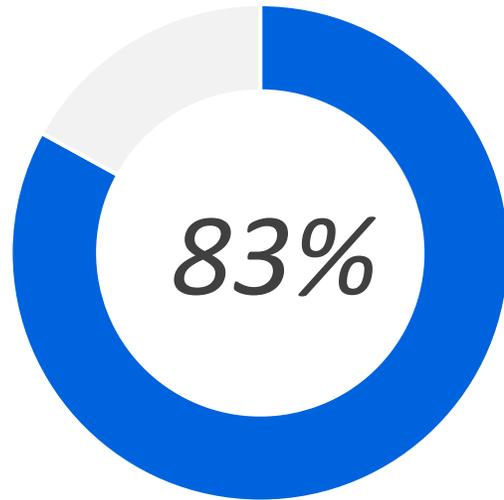
- Generally, the Polish access the information of bike products by surfing online or from the salesperson.
- The importance of the offline channel is recorded among the female, whereas online touchpoints pop-up among the male.



 Sig higher than other group at 95%c.l.
 M:male F:female

PURCHASE INFLUENCES FROM THE SALESPERSON

- Over 8-in-10 users regard the salesperson as having influences on product purchases.
- 45% of cyclists are saying they will consider the recommendations from the salespersons when purchasing the accessory, with 41% of bike and 34% of the component.



Will consider purchasing products recommended by the **salesperson**

Influential products



Accessory

45%



Bike

41%



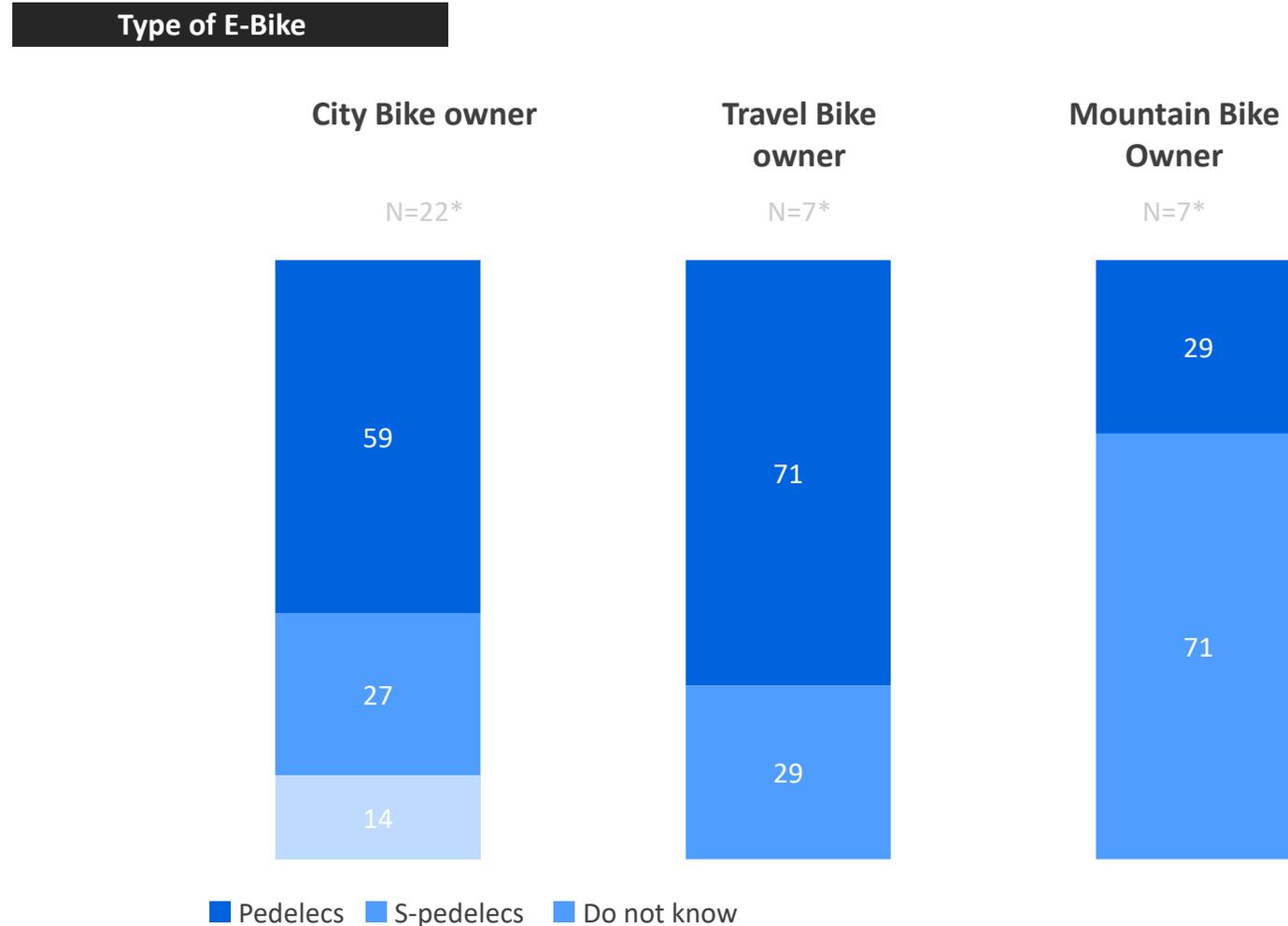
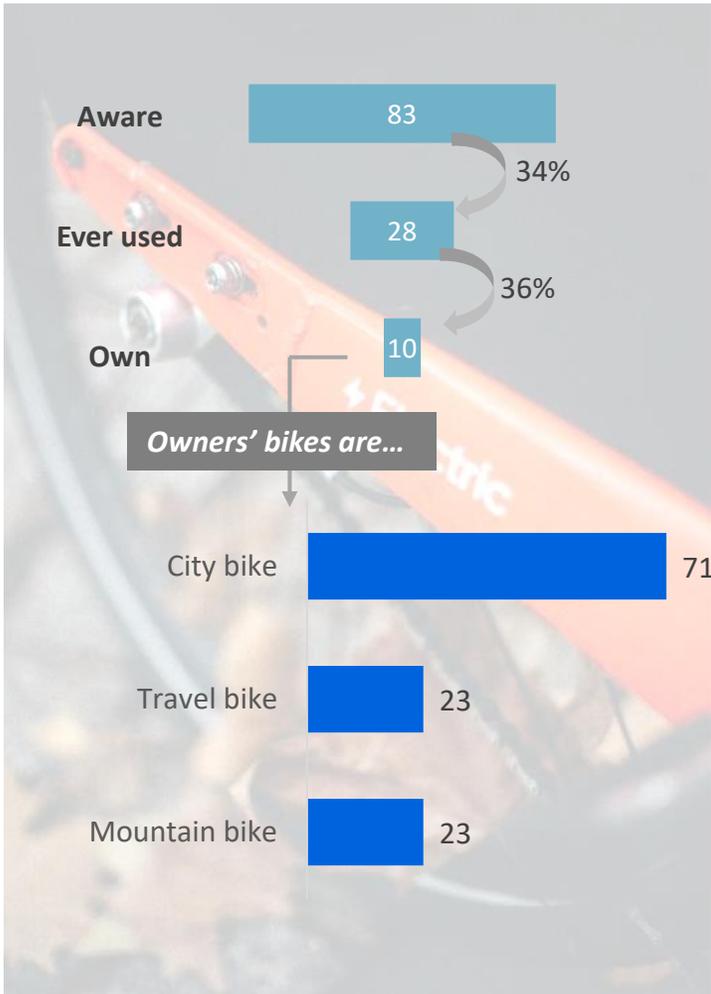
Component

34%

What are the cyclists' attitudes towards E-Bike?

AWARENESS & USAGE EXPERIENCE OF E-BIKE

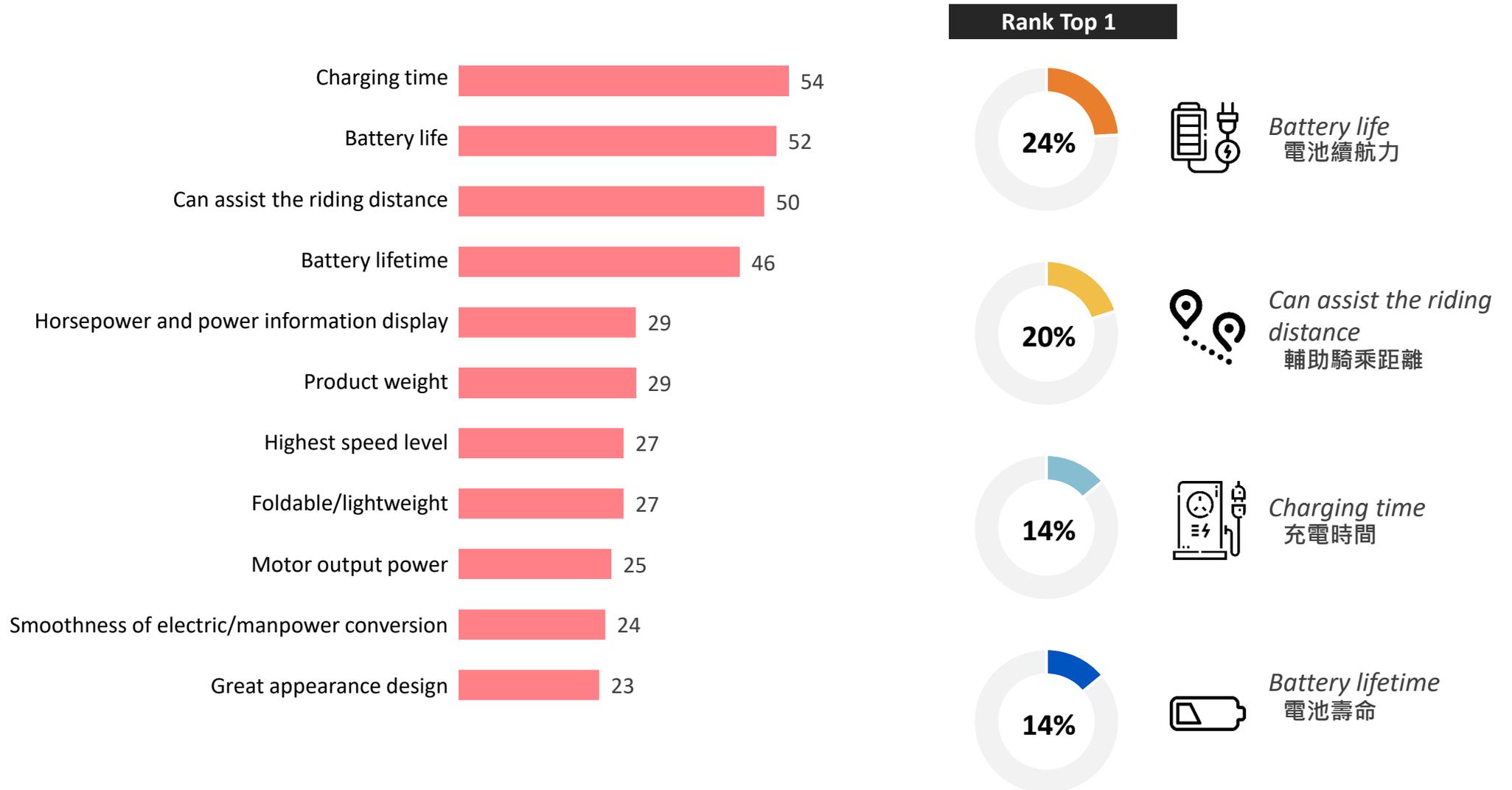
- Over 80% of the cyclists claim that they are aware of E-bike, but only 1-in-10 cyclists own E-bikes currently, centered on city bike type.
- Most City E-bikes are pedelecs(59%).



*Small sample

PURCHASE CONSIDERATION FACTORS OF E-BIKE

- Physical convenience is the enticing feature when purchasing E-bikes, including the charging time and riding distance.
- However, battery performance still plays a role according to the #1 ranking list. 3 out of 4 are battery related features, like battery life and battery lifetime.

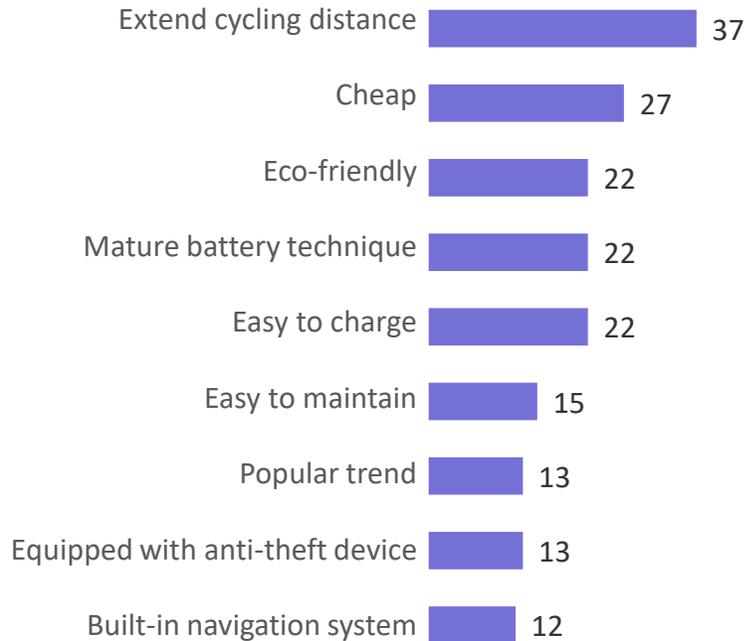


PURCHASE INTENTION OF E-BIKE

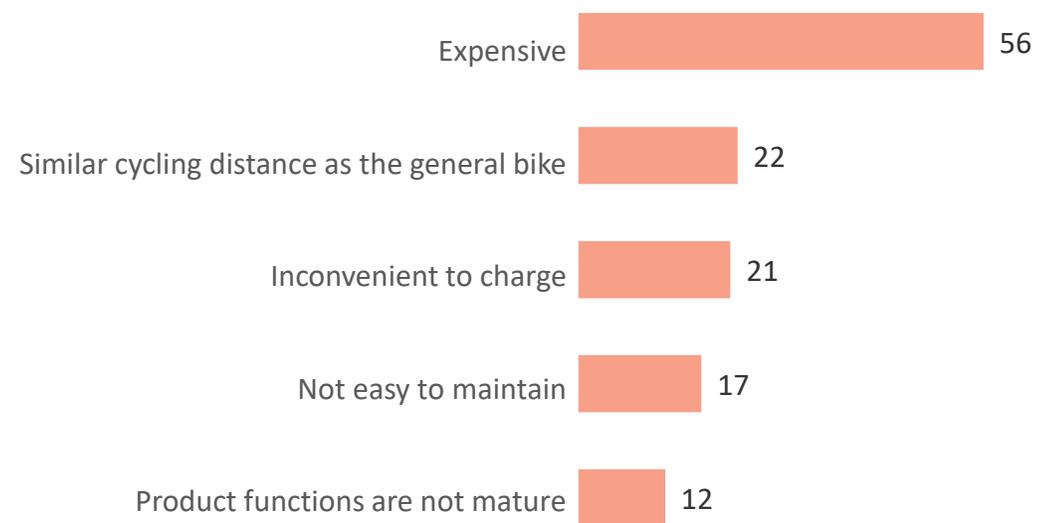
- Over half of the E-bike awarers claim they will consider buying the E-bike in the coming future due to long-distance riding, cheap price, and eco-friendly.
- But 3-in-10 awarers do not consider buying because of the high price, no obvious distance benefit, and inconvenience to charging/maintenance.



56%, Yes, will consider *base: N=172*



27%, No, will not consider *base: N=82*



*17% are E-bike unawarer



Summary & Conclusion

CONCLUSION

Around half of the cyclists are leisure users.

- The Polish do cycling around 15 times per month, and 1/3 are cycling daily.

The mountain and comfort bikes are commonly used among Polish cyclists.

- The females skew to use comfort bikes, while the male use road bikes more often.
- Their most expensive bikes are having features of ergonomics(29%), special material (29%), and famous brand(26%).
- 1,296-1,850 Zł is the recommended price range of the bike in the Polish market with product features consumers require.

Brands have limited influences on bike-related products.

- Less than 20% of cyclists consider brand is important upon bikes.
- Price, lightweight, durable are the influential factors when purchasing bikes.

Physical stores are still an essential purchase channel.

- The Polish usually purchase bike-related products via agency owned stores, department stores, or brand stores.
- The female rely on the offline channel to reach product information, whereas online touchpoints pop-up among the male.
- Over 8-in-10 users regard the salesperson as having influences on product purchases.

Over 80% of consumers are aware of E-bikes, and half of them will consider purchasing E-bikes in the coming future.

- High product awareness but low possession rate, with only 1-in-10 cyclists own E-bikes currently, centered on a city bike.
- Long-distance riding and eco-friendly are the major reasons for E-bike purchase, while the concerns towards price, maintenance, and charging convenience are the barriers.



Appendix

TAIWAN BRAND AWARENESS

- The brand awareness and product recall of **Acer** and **ASUS** surpasses other brands.
- Even though Giant enjoys the highest brand awareness(94%), the correct brand & product recall rate drops to 77%.
- It is worth noting that around 5%-10% of Polish users recognize personal care brands from Taiwan, including Daily Beauty, TIMELESS, and O'right.

Correct brand & product recall

