

Trade Watch

U.S. Bicycle Imports Through November 2009 Year-to-Date

Commerce Numbers	China	Taiwan	Canada	Italy	Other	Total	Change	Percentage	Value C.I.F.	Unit Value
Kids', 2007	5,140,075	19,956	293	399	3,669	5,164,392	-220,607	-4%	134,590,863	26.06
2008	4,927,194	21,661	5	2	12,170	4,961,032	-203,360	-4%	148,206,244	29.87
2009	4,463,332	9,404	617	10	988	4,474,351	-486,681	-10%	130,835,146	29.24
20", 2007	5,110,742	73,524	60	17	2,190	5,186,533	409,183	9%	184,439,449	35.56
2008	5,163,811	106,192	0	4	5,837	5,275,844	89,311	2%	224,069,747	42.47
2009	4,030,976	65,284	9	1	2,510	4,098,780	-1,177,064	-22%	159,739,409	38.97
24", 2007	1,193,648	29,220	2,457	0	2,134	1,227,459	-431,468	-26%	73,294,993	59.71
2008	1,019,774	43,235	2,215	36	9,906	1,075,166	-152,293	-12%	67,907,263	63.16
2009	741,173	41,228	49	62	415	782,927	-292,239	-27%	47,909,297	61.19
Mtn, Comfort, 2007	4,330,254	260,187	3,965	115	14,821	4,609,342	-238,574	-5%	422,485,316	91.66
2008	4,556,706	293,434	3,579	73	12,291	4,866,083	256,741	6%	514,496,251	105.73
2009	3,413,688	233,458	1,828	4	16,165	3,665,143	-1,200,940	-25%	383,467,390	104.63
27", 700 C, 2007	616,966	235,375	807	9,788	8,812	871,748	174,620	25%	224,477,042	257.50
2008	799,700	294,022	652	2,560	11,555	1,108,489	236,741	27%	302,841,891	273.20
2009	748,541	339,314	945	605	13,976	1,103,381	-5,108	-0.46%	310,727,113	281.61
Other, 2007	108,568	18,934	63	894	8,834	137,293	65,922	92%	8,139,660	59.29
2008	42,191	23,786	247	1,689	6,878	74,791	-62,502	-46%	5,374,497	71.86
2009	38,307	6,221	749	2,140	3,719	51,136	-23,655	-32%	2,348,964	45.94
Totals '07	16,500,253	637,196	7,645	11,213	40,460	17,196,767	-240,924	-1%	1,047,427,323	60.91
Totals '08	16,509,376	782,330	6,698	4,364	58,637	17,361,405	164,638	1%	1,262,895,893	72.74
Totals '09	13,436,017	694,909	4,197	2,822	37,773	14,175,718	-3,185,687	-18%	1,035,027,319	73.01
Difference '08-'09	-3,073,359	-87,421	-2,501	-1,542	-20,864	-3,185,687			-227,868,574	
Percentage Change '08-'09	-19%	-11%	-37%	-35%	-36%	-18%			-18%	

Bicycle Imports Fell Sharply; Road Bikes Remained Steady

WASHINGTON, D.C.—Bicycle imports fell sharply through November 2009—down 3.2 million units or 18 percent when compared to the same period in 2008, the U.S. Commerce Department reported.

The F.O.B. value of those imports dropped from \$1.26 billion in 2008 to \$1.04 billion during the same 11-month period—a \$227.9 million decline.

But despite the ongoing recession, it appears that the 700c category has held up well, dipping by 5,108 units, or less than 1 percent, when compared to the same period in 2008.

And Taiwanese manufacturers increased their share of the high-value 700c category by 15 percent, while Chinese producers posted a 6.4 percent decline. Overall, wholesalers imported 1.1

million 700c units through November of last year with the average unit value increasing 3.1 percent to \$281.61.

Suppliers, however, slashed orders last year for mountain bikes, comfort bikes and 26-inch cruisers by 24.6 percent or 1.2 million units when compared to the same 11-month period in 2008. The category also saw a slight decline in unit value from \$105.73 to \$104.63.

Suppliers ordered 1.66 million fewer juvenile and 20-inch bikes, through November. Chinese factories, which build the majority of the bikes, bore the brunt of the downturn.

And there was a continued fall-off in orders for 24-inch models—a slide of 27 percent from 1.1 million units to 782,927 when compared to the same period in 2008. **BRAIN**