

Trade Watch

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

Commerce Numbers	China	Taiwan	Canada	Italy	Other	Total	Change	Percentage	Value C.I.F.	Unit Value
Kids', 2007	3,168,818	11,377	0	0	2,960	3,183,155	-402,292	-11%	83,179,998	26.13
2008	3,167,960	12,345	2	2	12,039	3,192,348	9,193	0%	91,475,479	28.65
2009	2,904,875	8,061	49	0	750	2,913,735	-278,613	-9%	83,193,252	28.55
20", 2007	3,416,249	35,742	0	1	2,188	3,454,180	225,950	7%	121,484,672	35.17
2008	3,539,587	72,415	0	4	5,195	3,617,201	163,021	5%	146,203,600	40.42
2009	2,670,760	36,149	9	1	1,737	2,708,656	-908,545	-25%	101,365,729	37.42
24", 2007	902,118	24,618	1,849	0	1,884	930,469	-252,476	-21%	55,885,826	60.06
2008	723,188	39,138	2,139	36	7,652	772,153	-158,316	-17%	48,390,816	62.67
2009	520,245	32,634	48	62	291	553,280	-218,873	-28%	34,147,014	61.72
Mtn, Comfort, 2007	3,419,566	182,052	3,555	112	9,709	3,614,994	35,831	1%	317,425,264	87.81
2008	3,321,495	227,370	2,908	5	8,433	3,560,211	-54,783	-2%	370,313,672	104.01
2009	2,881,068	192,774	1,601	3	9,215	3,084,661	-475,550	-13%	311,926,349	101.12
27", 700c, 2007	500,930	170,415	652	5,130	5,337	682,464	196,122	40%	167,177,848	244.96
2008	568,351	207,318	437	2,280	8,719	787,105	104,641	15%	211,722,822	268.99
2009	605,867	272,645	607	401	7,731	887,251	100,146	13%	250,881,521	282.76
Other, 2007	50,899	9,634	58	890	8,239	69,720	20,803	43%	3,428,076	49.17
2008	33,639	18,927	244	276	5,565	58,651	-11,069	-16%	4,221,857	71.98
2009	6,439	6,121	580	2,130	2,748	18,018	-40,633	-69%	1,101,583	61.14
Totals '07	11,458,580	433,838	6,114	6,133	30,317	11,934,982	-176,062	-1%	748,581,684	62.72
Totals '08	11,354,220	577,513	5,730	2,603	47,603	11,987,669	52,687	0%	872,328,246	72.77
Totals '09	9,589,254	548,384	2,894	2,597	22,472	10,165,601	-1,822,068	-15%	782,615,448	76.99
Difference '08/'09	-1,764,966	-29,129	-2,836	-6	-25,131	-1,822,068			-89,712,798	4.22
Percent Change, '08/'09	-16%	-5%	-49%	0%	-53%	-15%			-10%	

Imports Hit New Lows; Suppliers May See Worst Year in Decade

WASHINGTON, D.C.—The number of bicycles imported into the United States dropped by 1.822 million units through August, according to the Department of Commerce. These figures show importers are on track for one of their worst years in a decade.

Particularly hard hit are mass-market suppliers that focus on juvenile bikes.

The children's bicycle market has

been particularly hurt by the current recession; imports of 24-inch bikes were down 28 percent, imports of 20-inch bikes were down 25 percent and sidewalk bikes were down 9 percent.

Things are not much better in the 26-inch mountain and comfort categories, which were down 475,550 units or 13 percent compared with last year.

Showing resilience as it did ear-

lier this year is the road bike segment, which posted a gain through August. Road bike imports were up 13 percent.

Consumer interest in the road bike category seems to be growing despite the climb in average unit value from \$269 in 2008 to \$283 this year.

Taiwan is losing orders for juvenile bikes, but suppliers have upped orders for 700c road and utility bikes by 32

percent.

Taiwan's overall sales to U.S. importers are up since the average unit value for an adult bike is \$100 more than the average juvenile bike.

Canada's exports to the United States dropped considerably. U.S. importers brought in only 2,894 bikes through August compared with 5,730 for the same period last year. **BRAIN**