



Trade statistics

Taiwan e-bike export revenues increased by 55% in the first four months of 2018 compared to the same period in 2017.

While Technavio market research analysts have forecasted the global bicycle market to grow at a CAGR close to 4% during the period 2018-2022¹, market researchers around the world agree that it is first and foremost e-bicycles which are on the road of success. The demand is growing – while more and more elderly people take advantage of these vehicles, e-bikes are simultaneously expanding their target group to attract a younger clientele. According to preliminary figures released by the Taiwan Bicycle Association (TBA), from January through April 2018 Taiwan exported 83,000 e-bikes generating total revenue of \$113 million² Compared to the same period in 2017, it was thereby able to increase its exports by 34.35% and its revenue by 55.1%.

Taiwan has been fulfilling in the past years an increasingly important international role in the export of e-bikes. According to Eurostat, the small country ranked as Europe's 2nd biggest supplier of e-bikes in 2017. Europe imported 126,000 Taiwanese bikes that year, which is three times the number of the country's e-bike exports to Europe in 2015³.

In fact, current political developments suggest that Taiwan might increasingly be competing with China in its role as Europe's biggest supplier of e-bikes. On May, 3, 2018, the European Commission indicated that anti-dumping duties are likely to be installed and levied on e-bike imports from China⁴. These are expected to be very high. Recently imposed duties on tires for buses and lorries imported from China ranged from 80% to nearly 170% per manufacturer. Comparably high duties could strongly diminish China's role as a leading supplier of bicycles.

Moreover, in the USA, Donald Trump has launched a campaign against "an unfair import flood from China", which also targets the e-bike sector. The latter are part

¹ Global E-Bike Market 2017-2021, report by Technavio

² Statistics compiled by the Taiwan Bicycle Association based on export figures from the Customs Administration

³ The latest Eurostat import figures

⁴ Official Journal of the European Union L 113/4



of a long list of 1,102 products published on June 15, 2018 that will be subject to a punitive duty of 25 percent. With the attractiveness of lower-priced, mass-market Chinese e-bikes now drastically reduced due to protective tariffs in the substantial American and European markets, Taiwanese manufacturers are perfectly poised to exploit this opening for their own e-bikes.

Figures supplied by the Taiwan Bicycle Association (TBA) show that in the first four months of 2018, exports of e-bikes from Taiwan increased in terms of quantity and value compared with the same period in 2017. The average unit price of these exported bicycles rose to \$1,373.77, and the total value of exported e-bikes during this period added up to \$113,912,879. The destinations that received the greatest number of Taiwan's exported e-bikes were Germany, the Netherlands and the USA. They respectively accounted for 27.4%, 19.66% and 19.27% of the total revenue.

Export of complete bicycles declined by 11.75%, while the export revenue of complete bicycles rose by 14.16%.

According to the TBA's released draft figures, Taiwan exported 740,518 complete bicycles (without electric-assist) from January to April 2018, marking a decrease by 11.75% compared to the same period in 2017. Nonetheless, the export revenue of complete bicycles rose by 14.16%, peaking at US \$435 million. This is due to the fact that the average unit price of complete bicycles rose by 29.35% to reach a record high with a global average of \$588.33.

Developed countries remained the major markets for Taiwanese bicycles. The United States of America alone accounted for 22.12% of the total revenue, purchasing mainly high-end complete bikes. The average value of these vehicles once again rose sharply by 29.35% to \$588.33 per unit in the first four months of 2018, up from \$454.82 during the same period in 2017. Similarly, the total value of exports during this period increased by over 14% from \$381,644,094 to \$435,670,435.

The European Union (with an average unit price of \$444) and NAFTA (\$831) respectively accounted for 53.67% and 25.56% of the total revenue. Within the EU, the average unit prices generally remained below the global average of \$588; only France (\$883), Luxembourg (\$2,662) and the Netherlands (\$810) surpassed this value. Britain was the largest European recipient of bicycles made in Taiwan.



The Netherlands followed – despite their expensive unit price – while Germany ranked third, Sweden fourth and Belgium fifth regarding the import volume of Taiwanese bikes. It can be noted that in Germany (unit price: \$389) and the United Kingdom (\$488) exports soared compared to the same time period in 2017, increasing 75.22% and 51.25% respectively.

Beyond Europe and the US, exports to Australia performed well. Located in the Southern Hemisphere, the country experiences its summer from December until the end of February. In finalizing its high season for bicycle purchases, it thus occupies the international place eight in terms of revenue (\$16 million), despite its high average unit price of \$873. In Asia, Japan remains the leading export destination for Taiwanese bicycles. For January to April 2018, exports to Japan ranked fifth worldwide in terms of volume, and fourth in terms of value, yielding \$24 million.

Overall, road and mountain bikes were the main types of bicycles exported from Taiwan for the first quarter of 2018, reaching 159,000 and 221,000 units respectively. Compared with the same period in 2017, road bike exports decreased by 2.7%, while mountain bike exports increased by 8.78%.

Taiwan registers a plus of 72% concerning the volume of exported derailleurs from January to April 2018.

Export volume for bicycle parts and components hit 16 million kilograms between January and April 2018, with revenue \$424 million. The former thereby increased by 10.3% and the latter by 20.1% in terms of value and in comparison to the same time period in 2017. In this sector, derailleurs grew the most, surging 72.43% in terms of volume (430,000 kilograms), and 28.16% in terms of value (\$19 million) compared with the first 4 months of 2017. New rubber pneumatic tires followed, with export rising 27.78% in terms of volume (1.9 million kilograms) and 43.4% in terms of value (\$25.45 million) during the same time.



Table 1: Taiwan Bicycle Industry Export Statistics

Year	Jan-Apr 2018	Jan-Apr 2017	Rate of Change
Total Bicycle exports (excl. e-bikes) by volume	740,000	839,000	-11.75%
Total e-bike exports by volume	82,900	61,700	34.35%
Total bicycle exports (excl. e-bikes) by value (USD in millions)	435	381	14.16%
Total e-bike exports by value (USD in millions)	113	73	55.51%
Average Unit Price (USD)	588.33	454.82	29.35%
Main Parts Export Value (USD in millions)	424	353	20.1%
Combined total value of bicycle exports (excl. e-bikes and parts) (USD in millions)	859	734	17.02%

Table 2: Top 10 Export Markets for Complete Bicycles Jan-Apr 2018 (by volume)

	Market	Volume (unit in thousands)	% of Total Export by Volume	Rate of Change
1	USA	163	22.12%	18.84%
2	Netherlands	77	10.45%	18.11%
3	United Kingdom	69	9.44%	-41.29%
4	Sweden	66	8.95%	-7.83%
5	Japan	48	6.6%	21.24%
6	Germany	41	5.59%	-46.51%
7	Norway	25	3.49%	31.2%
8	Denmark	24	3.33%	-13.84%
9	Belgium	22.3	3.01%	7.15%
10	Canada	22	2.98%	3.83%



Table 3: Top 10 Export Markets for Complete Bicycles Jan-Apr 2017 (by value)

	Market	Value (USD in millions)	% of Total Export by Value	Rate of Change
1	USA	135.8	35.17%	36.19%
2	Netherlands	62.6	14.38%	64.55%
3	United Kingdom	34.1	7.84%	-11.20%
4	Japan	24.9	5.73%	40.40%
5	Canada	19.4	4.47%	22.78%
6	Belgium	18.8	4.34%	-7.14%
7	Germany	16.1	3.70%	-6.27%
8	Australia	16.04	3.68%	12.61%
9	Norway	10.4	2.40%	5.57%
10	Sweden	10.3	2.39%	-8.86%

Reference :

2017 export (compared with 2016):

- Complete bikes: 2.374 million units (-19.46%); \$1.32 billion (-10.42%); average unit price \$558.76 (+11.22%)
- Parts and components: \$1.22 billion (+13.94%)
- E-bikes: 181,000 units (+37.48%); \$247 million (+76.48%); average unit price \$1,365.05 (+28.36%)
- Combined total value of bicycles excluding e-bikes and parts exports: \$2.549 billion (-0.19%)

*Source of Tables 1-3: Customs Administration, Ministry of Finance, Taiwan Bicycle Association