

# First European Cargo Bike Industry Survey

## Methodology & Conductors

Berlin/Brussels, 6 July 2020

The *European Cargo Bike Industry Survey* was conducted as part of the European *CityChangerCargoBike* (CCCB) project by its partners European Cycle Logistics Federation (ECLF), *cargobike.jetzt*, Cycling Industries Europe (CIE) and Cracow University of Technology.

Data was collected online between 5 and 19 May 2020 during the Coronavirus lockdown through a password-protected Google form. No names or home countries of individuals or businesses were being sought in the survey, therefore no data can be assigned to individual brands. The data was received and aggregated by the CCCB project's research partner *Cracow University of Technology* (Department of Transportation Systems).

The questionnaire included these definitions on the survey's scope:

*A cargo bike in the sense of this survey is a bicycle with a higher than usual total maximum weight, specifically constructed for the private or commercial transport of goods or people (including rickshaws and postal bikes).*

*The survey is limited to cargo bike sales and cargo bike specific business in the European Union + the UK, Norway, Iceland, Switzerland, and the Balkan countries.*

The survey link was disseminated through established national, European and international industry channels by e-mail, trade magazines and social media. 44 cargo bike brands shared their sales data as well as expected sales for the whole year 2020. Six of the 44 brands had no sales yet until April 2020.

Sample size and answers of the remaining 38 brands justify the assumption that their sales reflect to a realistic extent the growth and trends of the whole cargo bike market in Europe. However, the total size of the European cargo bike market cannot be concluded from the survey's sample.

It is very likely that the timing of the survey during the Coronavirus lockdown in May led to rather cautious sales estimates for the whole year of 2020. The strong general increase in bike sales after the Coronavirus lockdown may further increase cargo bike sales in 2020.

The survey's questionnaire included additional questions on the impact of the Corona crisis and also addressed additional target groups (dealers, suppliers, service providers). Sales trends of cargo bike brands turned out to be the most meaningful results and were singled-out for publication.

Some preliminary results were already shared via Twitter in late June 2020. Final results show a higher expected growth rate for 2020, were discussed and validated in CIE's European Cargo Bike Expert Group and published with a joint press release by CIE and *cargobike.jetzt* on 6 July 2020.

## More information

Press release

Survey results

CityChangerCargoBike webpage

Inquiries:

→ Arne Behrensen, cargobike.jetzt: [arne.behrensen@cargobike.jetzt](mailto:arne.behrensen@cargobike.jetzt)

→ Ayse Sumer, Cycling Industries Europe: [a.sumer@cyclingindustries.com](mailto:a.sumer@cyclingindustries.com)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 769086