

Mountain Bike Market Report 2025: Escalating Participation In Sports And Adventure Activities Propels Market Growth

*The Business Research Company's
Mountain Bike Global Market Report
2025 – Market Size, Trends, And Global
Forecast 2025-2034*

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Is The [Mountain Bike Market](#) Set To Witness Substantial Growth?

The mountain bike market has been making substantial strides throughout recent years. This sector is expected to surge from \$9.27 billion in 2024 to a notable \$10.12 billion in 2025, boasting an impressive compound annual growth rate CAGR of 9.1%. The prosperity observed in the historic period is primarily attributed to the upsurge in adventure tourism, coupled with an increased urge to take part in outdoor sports. Additionally, the growing health consciousness worldwide, the escalating popularity of cross-country competitions, and the rise in disposable incomes are collectively propelling this growth.

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One can observe strong future growth for the mountain bike market. It's projected to grow to \$14.23 billion in 2029, maintaining a CAGR of 8.9%. The growth of this forecast period can be traced back to a swell in demand for e-mountain bikes and a surge in participation by female cyclists in mountain biking. The increasing focus on eco-friendly transportation, expansion of global mountain biking events, and the rising popularity of adventure tourism in emerging economies are contributing to this growth. The forecast period will also see major trends such as the integration of smart technologies, a boom in specific bike designs, the development of high-performance suspension systems, and a surge in adventure and eco-tourism.

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What Drives The [Mountain Bike Market Growth](#)?

Notably, the growing love for sports and adventure activities is set to push the growth of the mountain bike market even further. These activities cover a wide range from competitive endeavours like soccer, climbing to leisure hiking. The popularity of these activities can be attributed to increasing health consciousness, the desire for unique experiences, and a growing interest in outdoor recreation. Mountain bikes are the ideal companions for these activities. They are robust, high-performance equipment, capable of navigating diverse terrains, enabling riders to overcome challenging trails and have exciting outdoor experiences. According to a report published by the Sports & Fitness Industry Association SFIA, in 2023, the participation in winter sports, team sports, racquet sports, and water sports grew by over 9%, with winter sports leading at a 22% growth. This points to the fact that the popularity of sports and adventure activities is providing a significant boost to the mountain bike market.

Who Are The Key Players In The Mountain Bike Market?

The mountain bike market boasts of an impressive array of key players like Giant Manufacturing Co. Ltd., Dorel Industries Inc., Merida Industry Co. Ltd., Trek Bicycle Corporation, Specialized Bicycle Components, Cube Bikes, Orbea, Cannondale Bicycle Corporation, Santa Cruz Bicycles, BMC Switzerland, Gary Turner GT Bicycles, Norco Bicycles, Pivot Cycles, Yeti Cycles, Fuji Bikes, Intense Cycles, Rocky Mountain Bicycles, Scott Sports, Alta Cycling Group, Mongoose Bikes, Haro Bikes, Trinx Bikes, Transition Bikes, Kona Bicycle Company, and Diamondback Bicycles.

What Are The Emerging Trends In The Mountain Bike Market?

These leaders in the mountain bike market are keenly focusing on innovating and developing new products such as lightweight high-performance mountain bikes to enhance performance, strengthen durability and hone the riding experience. The Rockrider RACE 900S, a versatile mountain bike designed for competitive racers and recreational riders, is an exquisite example of such innovation. Decathlon, a France-based sports retailer, launched this full-suspension cross-country bike boasting a lightweight carbon frame and advanced specifications that compete with leading models.

How Is The Mountain Bike Market Segmented?

- 1 By Types: Cross Country Bikes; Trail Mountain Bikes; Downhill Bikes; All Mountain Bikes; Dirt Jumping Bikes; Freeride Bikes; Other Types
- 2 By Distribution Channel: Specialty Bicycle Retailers; Mass Merchants, Full-Line Sporting Goods Store; Outdoor Specialty Store; Other Distribution Channels
- 3 By Applications: Leisure; Competition
- 4 By End User: Recreational Or Amateur Riders; Professional Or Elite Riders

What Is The Regional Analysis Of Mountain Bike Market?

North America proved to be the lion's share holder of the mountain bike market in 2024. However, the forecast period promises a fast-paced growth for Asia-Pacific, making it the lion on

the prowl. The mountain bike market report meticulously covers an array of regions including Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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