

Cycle Tourism - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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Report description:

The Cycle Tourism Market size is estimated at USD 129.23 billion in 2025, and is expected to reach USD 179.56 billion by 2030, at a CAGR of 6.8% during the forecast period (2025-2030).

The cycle tourism market, positioned within the realm of adventure tourism, entails exploring new destinations, venturing into remote locations, and embracing the challenges of nature through the use of bicycles. This dynamic sector is witnessing growth driven by a unique blend of health-conscious travelers, adventure enthusiasts, and those with a keen focus on environmental sustainability.

The cycle tourism market holds immense promise and is poised for substantial expansion in the coming years, contributing positively to regional economies, fostering cross-cultural interactions, and promoting sustainable practices. The economic impact on locations is noteworthy, as cyclists' expenditures on lodging, meals, bike rentals, gear, and souvenirs play a pivotal role in supporting regional economies. Many destinations actively embrace and promote cycling as part of their tourism offerings, aiming to attract environmentally conscious visitors.

In addition to the existing market dynamics, recent drivers and opportunities further enhance the potential of the cycle tourism market. Evolving consumer preferences, technological advancements in biking equipment, and innovative tourism strategies present avenues for growth. Moreover, increased emphasis on health and wellness, coupled with the rising trend of eco-friendly travel, provides a favorable backdrop for the continued expansion of the cycle tourism industry.

Cycle Tourism Market Trends

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Increasing Demand For E-Bikes Drives The Market

The rising trend of Bicycle tourism has given rise to the electronic bike market. There are so many bicycle tourists who have health and physical constraints. E-bikes majorly attract these travelers. These cycles are integrated with enhanced technology that uses electric energy to power them so that the bikers don't get tired and can enjoy their adventure and fun at their total capacity. These bicycles also come with hybrid designs, allowing users to use the electric motor at their wish

Europe Dominates the Market

Europe is a key source market for cycle tourism. European countries like Germany, the Netherlands, and Denmark are the major countries popular for cycling. Factors like safe cycling routes, developed cycling infrastructure, good accommodation facilities for cyclists, and knowledge drive the cycle tourism market in Europe. Therefore, the growing popularity and rising number of cycle tourism participants in Europe drive the market.

Cycle Tourism Industry Overview

The cycle tourism market is semi-consolidated, with the presence of major international players. The market studied presents opportunities for growth during the forecast period, which is expected to further drive the market competition. The companies in the market are constantly engaged in various developmental activities and product launches, which increases competitive rivalry.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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