

Übersicht Fahrradmarkt 2017 (ohne Spiel- und Kindervelo 10"-18")

Marché suisse de la bicyclette 2017: Vue d'ensemble (sans les vélos d'enfants ou vélos jouets 10-18")

| Segmente / Catégorie | Total Stk. / pces | | Total % vom Gesamttotal | | Fachhandel Part commerce spécialisée | | Fachhandel Part commerce spécialisée | | Grossverteiler/Fachmärkte Part grands distributeurs/marché spécialisé | | Grossverteiler/Fachmärkte Part grands distributeurs/marchés spécialisés | | Gesamtmarkt Marché total | | Fachhandel Part commerce spécialisée | | Grossverteiler und Fachmärkte Part grands distributeurs et marchés spécialisés | | |
|---|-------------------|----------------|-------------------------|--------------|--------------------------------------|----------------|--------------------------------------|---------------|---|----------------|---|---------------|--------------------------|---------------|--------------------------------------|------------------------------|--|---------------|------|
| | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | Veränderung 2016/2017 | Veränderung 2016/2017 | Veränderung 2016/2017 | | |
| Sportvelos ohne Ausrüstung / Vélos de sport sans équipement | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | Veränderung 2016/2017 | Veränderung 2016/2017 | Veränderung 2016/2017 | | |
| MTB 26" | 17'957 | 16'694 | 5.5% | 4.9% | 5'829 | 2'582 | 2.7% | 1.2% | 12'128 | 14'112 | 11.0% | 11.6% | -1'263 | -7.03% | -3'247 | -55.70% | 1'984 | 16.36% | |
| MTB 27.5" | 54'202 | 52'976 | 16.7% | 15.7% | 37'865 | 34'281 | 17.7% | 15.8% | 16'337 | 18'695 | 14.8% | 15.4% | -1'226 | -2.26% | -3'584 | -9.47% | 2'358 | 14.43% | |
| MTB 29" | 30'492 | 31'672 | 9.4% | 9.4% | 28'144 | 28'387 | 13.2% | 13.1% | 2'348 | 3'285 | 2.1% | 2.7% | 1'180 | 3.87% | 243 | 0.86% | 937 | 39.91% | |
| Cross 28" | 9'634 | 9'429 | 3.0% | 2.8% | 7'187 | 6'781 | 3.4% | 3.1% | 2'447 | 2'648 | 2.2% | 2.2% | -205 | -2.13% | -406 | -5.65% | 201 | 8.21% | |
| Rennevelo / Vélo de course | 15'512 | 15'471 | 4.8% | 4.6% | 14'929 | 15'006 | 7.0% | 6.9% | 583 | 465 | 0.5% | 0.4% | -41 | -0.26% | 77 | 0.52% | -118 | -20.24% | |
| Junior 20-24", Freestyle inkl. | 29'331 | 35'987 | 9.0% | 10.6% | 14'097 | 14'327 | 6.6% | 6.6% | 15'234 | 21'660 | 13.8% | 17.9% | 6'656 | 22.69% | 230 | 1.63% | 6'426 | 42.18% | |
| A Total Sport Segment | 157'128 | 162'229 | 48.4% | 48.0% | 108'051 | 101'364 | 50.5% | 46.7% | 49'077 | 60'865 | 44.3% | 50.2% | 5'101 | 3.25% | -6'687 | -6.19% | 11'788 | 24.02% | |
| Freizeit-/Alltagsvelos mit Ausrüstung / Vélos de loisir et d'usage quotidien avec équipement | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | Veränderung 2016/2017 | Veränderung 2016/2017 | Veränderung 2016/2017 | | |
| Citybikes 28" | 55'595 | 63'747 | 17.1% | 18.8% | 29'906 | 29'601 | 14.0% | 13.6% | 25'689 | 34'146 | 23.2% | 28.2% | 8'152 | 14.66% | -305 | -1.02% | 8'457 | 32.92% | |
| Citybikes 26" | 13'362 | 8'958 | 4.1% | 2.6% | 5'709 | 4'009 | 2.7% | 1.8% | 7'653 | 4'949 | 6.9% | 4.1% | -4'404 | -32.96% | -1'700 | -29.78% | -2'704 | -35.33% | |
| Junior 20-24" | 18'690 | 12'010 | 5.8% | 3.6% | 2'342 | 3'171 | 1.1% | 1.5% | 16'348 | 8'839 | 14.8% | 7.3% | -6'680 | -35.74% | 829 | 35.40% | -7'509 | -45.93% | |
| Special (Tandems, Faltrios / vélos à plier etc.) | 4'141 | 3'298 | 1.3% | 1.0% | 1'430 | 1'511 | 0.7% | 0.7% | 2'711 | 1'787 | 2.4% | 1.5% | -843 | -20.36% | 81 | 5.66% | -924 | -34.08% | |
| B Total City Segment | 91'788 | 88'013 | 28.3% | 26.0% | 39'387 | 38'292 | 18.4% | 17.6% | 52'401 | 49'721 | 47.3% | 41.0% | -3'775 | -4.11% | -1'095 | -2.78% | -2'680 | -5.11% | |
| Elektro-Fahrräder ohne Ausrüstung / Vélos électriques sans équipement | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | Veränderung 2016/2017 | Veränderung 2016/2017 | Veränderung 2016/2017 | | |
| E-MTB 26", 25 km/h* | 41 | 7 | 0.0% | 0.0% | 41 | 7 | 0.0% | 0.0% | 0 | 0 | 0.0% | 0.0% | -34 | -82.93% | -34 | -82.93% | 0 | n.a. | |
| E-MTB 26", 45 km/h** | 81 | 0 | 0.0% | 0.0% | 81 | 0 | 0.0% | 0.0% | 0 | 0 | 0.0% | 0.0% | -81 | -100.00% | -81 | -100.00% | 0 | n.a. | |
| E-MTB 27.5", 25 km/h* | 12'525 | 21'512 | 3.9% | 6.4% | 10'934 | 20'734 | 5.1% | 9.6% | 1'591 | 778 | 1.4% | 0.6% | 8'987 | 71.75% | 9'800 | 89.63% | -813 | -51.10% | |
| E-MTB 27.5", 45 km/h** | 2'509 | 2'140 | 0.8% | 0.6% | 2'509 | 2'140 | 1.2% | 1.0% | 0 | 0 | 0.0% | 0.0% | -369 | -14.71% | -369 | -14.71% | 0 | n.a. | |
| E-MTB 29", 25 km/h* | 2'812 | 4'548 | 0.9% | 1.3% | 2'667 | 3'727 | 1.2% | 1.7% | 145 | 821 | 0.1% | 0.7% | 1'736 | 61.74% | 1'060 | 39.75% | 676 | 466.21% | |
| E-MTB 29", 45 km/h** | 2'793 | 497 | 0.9% | 0.1% | 2'777 | 497 | 1.3% | 0.2% | 16 | 0 | 0.0% | 0.0% | -2'296 | -82.21% | -2'280 | -82.10% | -16 | -100.00% | |
| Total Elektro-Fahrräder ohne Ausrüstung | 20'761 | 28'704 | 6.4% | 8.5% | 19'009 | 27'105 | 8.9% | 12.5% | 1'752 | 1'599 | 1.6% | 1.3% | 7'943 | 38.26% | 8'096 | 42.59% | -153 | -8.73% | |
| Elektro-Freizeit-/Alltagsfahrräder mit Ausrüstung / Vélos électriques de loisir et d'usage quotidien avec équipement | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | Veränderung 2016/2017 | Veränderung 2016/2017 | Veränderung 2016/2017 | | |
| City-E-Bike 26", 25 km/h* | 5'247 | 5'445 | 1.6% | 1.6% | 5'001 | 5'437 | 2.3% | 2.5% | 246 | 8 | 0.2% | 0.0% | 198 | 3.77% | 436 | 8.72% | -238 | -96.75% | |
| City-E-Bike 26", 45 km/h** | 3'990 | 5'430 | 1.2% | 1.6% | 3'990 | 5'430 | 1.9% | 2.5% | 0 | 0 | 0.0% | 0.0% | 1'440 | 36.09% | 1'440 | 36.09% | 0 | n.a. | |
| City-E-Bike 28", 25 km/h* | 38'851 | 39'581 | 12.0% | 11.7% | 31'665 | 30'936 | 14.8% | 14.3% | 7'186 | 8'645 | 6.5% | 7.1% | 730 | 1.88% | -729 | -2.30% | 1'459 | 20.30% | |
| City-E-Bike 28", 45 km/h** | 6'816 | 8'441 | 2.1% | 2.5% | 6'746 | 8'070 | 3.2% | 3.7% | 70 | 371 | 0.1% | 0.3% | 1'625 | 23.84% | 1'324 | 19.63% | 301 | n.a. | |
| Cargo-E-Bikes, 25 km/h* | n.a. | 386 | n.a. | 0.1% | n.a. | 383 | 0.2% | n.a. | n.a. | 3 | n.a. | 0.0% | n.a. | n.a. | n.a. | n.a. | n.a. | n.a. | n.a. |
| Total Elektro-Fahrräder mit Ausrüstung | 54'904 | 59'283 | 16.9% | 17.5% | 47'402 | 50'256 | 22.2% | 23.2% | 7'502 | 9'027 | 6.8% | 7.4% | 4'379 | 7.98% | 2'854 | 6.02% | 1'525 | 20.33% | |
| TOTAL Sport / City / Elektrisch | 324'581 | 338'229 | 100.0% | 100% | 213'849 | 217'017 | 100.0% | 100.0% | 110'732 | 121'212 | 100.0% | 100.0% | 13'648 | 4.20% | 3'168 | 1.48% | 10'480 | 9.46% | |

Zusatz: Total Elektrofahräder ohne* und mit** Typengenehmigung (25 km/h oder 45 km/h)

Supplément: Vélos électriques sans* ou avec** réception par type (25 km/h ou 45 km/h)

| | | | | | | | | | | | | | | | | | | |
|----------------------------------|--------|--------|-------|-------|--------|--------|-------|-------|-------|--------|------|------|--------|--------|--------|--------|-------|---------|
| Total Elektro-Fahrräder | 75'665 | 87'987 | 23.3% | 26.0% | 66'411 | 77'361 | 31.1% | 35.6% | 9'254 | 10'626 | 8.4% | 8.8% | 12'322 | 16.28% | 10'950 | 16.49% | 1'372 | 14.83% |
| Total Elektro-Fahrräder, 25 km/h | 59'476 | 71'093 | 18.3% | 21.0% | 50'308 | 61'224 | 23.5% | 28.2% | 9'168 | 10'255 | 8.3% | 8.5% | 11'617 | 19.53% | 10'916 | 21.70% | 1'087 | 11.86% |
| Total Elektro-Fahrräder, 45 km/h | 16'189 | 16'508 | 5.0% | 4.9% | 16'103 | 16'137 | 7.5% | 7.4% | 86 | 371 | 0.1% | 0.3% | 319 | 1.97% | 34 | 0.21% | 285 | 331.40% |

Zusatz: Total Mountainbikes ohne und mit E-Motor

Supplément: Total Mountainbikes sans ou avec e-moteur

| | | | | | | | | | | | | | | | | | | |
|--|---------|---------|-------|-------|--------|--------|-------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-------|--------|
| Total MTB (26", 27.5", 29") ohne und mit E-Motor | 123'412 | 130'046 | 38.0% | 38.4% | 90'847 | 92'355 | 42.5% | 42.6% | 32'565 | 37'691 | 29.4% | 31.1% | 6'634 | 5.38% | 1'508 | 1.66% | 5'126 | 15.74% |
|--|---------|---------|-------|-------|--------|--------|-------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-------|--------|

* ohne Typengenehmigung / * sans réception par type = max. 25 km/h

** mit Typengenehmigung / ** avec réception par type = max. 45 km/h