

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 %		Fachhandel Part commerce spécialisé		Fachhandel Part commerce spécialisé		Grossverteiler/Fachmärkte Part grands distributeurs/marché spécialisé		Grossverteiler/Fachmärkte Part grands distributeurs/marchés spécialisés	
	2016	2017	2016	2017	Anteil Stk. / pces		Anteil / en%		Anteil Stk. / pces		Anteil / en%	
					2016	2017	2016	2017	2016	2017	2016	2017
<b>Sportvelos ohne Ausrüstung / Vélos de sport sans équipement</b>	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017
A												
MTB 26"	17'957	16'694	5.5%	4.9%	5'829	2'582	32.5%	1.2%	12'128	14'112	11.0%	11.6%
MTB 27.5"	54'202	52'976	16.7%	15.7%	37'865	34'281	69.9%	15.8%	16'337	18'695	14.8%	15.4%
MTB 29"	30'492	31'672	9.4%	9.4%	28'144	28'387	92.3%	13.1%	2'348	3'285	2.1%	2.7%
Cross 28"	9'634	9'428	3.0%	2.8%	7'187	6'781	74.6%	3.1%	2'447	2'648	2.2%	2.2%
Rennvelo / Vélo de course	15'512	15'471	4.8%	4.6%	14'929	15'006	96.2%	6.9%	583	465	0.5%	0.4%
Junior 20-24", Freestyle inkl.	29'331	35'987	9.0%	10.6%	14'097	14'327	48.1%	6.6%	15'234	21'660	13.8%	17.9%
<b>Total Sport Segment</b>	<b>157'128</b>	<b>162'229</b>	<b>48.4%</b>	<b>48.0%</b>	<b>108'051</b>	<b>101'364</b>	<b>50.5%</b>	<b>46.7%</b>	<b>49'077</b>	<b>60'865</b>	<b>44.3%</b>	<b>50.2%</b>
<b>Freizeit-/Alltagsvelos mit Aus-rüstung / Vélos de loisir et d'usage quotidien avec équipement</b>	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017
B												
Citybikes 28"	55'595	63'747	17.1%	18.8%	29'906	29'601	53.8%	13.6%	25'689	34'146	23.2%	28.2%
Citybikes 26"	13'362	8'558	4.1%	2.6%	5'709	4'008	42.7%	1.8%	7'653	4'549	6.9%	4.1%
Junior 20-24"	18'690	12'010	5.8%	3.6%	2'342	3'171	12.5%	1.5%	16'348	8'839	14.8%	7.3%
Special (Tandems, Falvelos / vélos à plier etc.)	4'141	3'298	1.3%	1.0%	1'430	1'511	34.5%	0.7%	2'711	1'787	2.4%	1.5%
<b>Total City Segment</b>	<b>91'788</b>	<b>88'013</b>	<b>28.3%</b>	<b>26.0%</b>	<b>39'387</b>	<b>38'292</b>	<b>18.4%</b>	<b>17.6%</b>	<b>52'401</b>	<b>49'721</b>	<b>47.3%</b>	<b>41.0%</b>
<b>Elektro-Fahrräder ohne Aus-rüstung / Vélos électriques sans équipement</b>	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017
C												
E-MTB 26", 25 km/h	41	7	0.0%	0.0%	41	7	0.0%	0.0%	0	0	0.0%	0.0%
E-MTB 26", 45 km/h	81	0	0.0%	0.0%	81	0	0.0%	0.0%	0	0	0.0%	0.0%
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%
E-MTB 27.5", 45 km/h	2'508	2'140	0.8%	0.6%	2'508	2'140	1.2%	1.0%	0	0	0.0%	0.0%
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%
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%
<b>Total Elektro-Fahrräder ohne Ausrüstung</b>	<b>20'761</b>	<b>28'704</b>	<b>6.4%</b>	<b>8.5%</b>	<b>19'009</b>	<b>27'105</b>	<b>8.9%</b>	<b>12.5%</b>	<b>1'752</b>	<b>1'598</b>	<b>1.6%</b>	<b>1.3%</b>
<b>Elektro-Freizeit-/Alltagsfahrräder mit Ausrüstung / Vélos électriques de loisir et d'usage quotidien avec équipement</b>	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017
D												
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%
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%
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%
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%
Cargo-E-Bikes, 25 km/h	n.a.	386	n.a.	n.a.	0	383	0.0%	0.2%	0	3	0.0%	0.0%
<b>Total Elektro-Fahrräder mit Ausrüstung</b>	<b>54'904</b>	<b>59'283</b>	<b>16.9%</b>	<b>17.5%</b>	<b>47'402</b>	<b>50'256</b>	<b>22.2%</b>	<b>23.2%</b>	<b>7'502</b>	<b>9'027</b>	<b>6.8%</b>	<b>7.4%</b>
<b>TOTAL Sport / City / Elektrisch</b>	<b>324'581</b>	<b>338'229</b>	<b>100.0%</b>	<b>100%</b>	<b>213'849</b>	<b>217'017</b>	<b>100.0%</b>	<b>100.0%</b>	<b>110'732</b>	<b>121'212</b>	<b>100.0%</b>	<b>100.0%</b>
Kinderspielvelos	35'011	30'630			4'982	4'870			30'029	25'760		
<b>Total</b>	<b>359'592</b>	<b>368'859</b>			<b>218'831</b>	<b>221'887</b>			<b>140'761</b>	<b>146'972</b>		
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%
Total Elektro-Fahrräder, 25 km/h	59'476	71'475	18.3%	21.1%	50'308	61'224	23.5%	28.2%	8'168	10'256	8.3%	8.5%
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%
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%