

Number Crunch

29ers Make Mark on Front Suspension

BY RAY KEENER

The most significant statistical development in our industry since the 1991 *Bicycling* magazine consumer research is the Leisure Trends RetailTrak, which has been monitoring sales through a panel of 232 U.S. retailers since May 2009.

Charlie Cooper of Leisure Trends is currently selling the results of RetailTrak

to the supply community. Retailers who link their POS data do so for free, and then get to share in the results. Revenue to run the program is supplier based.

“Interbike 2009 was fantastic,” Cooper said. “Reaction from manufacturers that had the opportunity to view retail sell-through numbers down to the brand and model level was enthusiastic and energetic.”

One of the big questions on everyone’s mind at Interbike was how the 29-inch mountain bike segment is

performing at retail. Industry veterans were somewhat shocked to see that less than 5 percent of sales were 29ers.

However, some price points are dominated by 29ers. Most 29ers that are being sold are front-suspension bikes with an average retail price of \$1,200. Front-suspension bikes with 26-inch wheels have an

29ers are 4% of total mountain bike unit sales but 47% of front-suspension sales between \$800 and \$3,500.

Source: Leisure Trends

average retail price of \$500.

For all mountain bike price points, 29ers represent 4 percent of unit sales. For all mountain bikes from \$800 to \$3,500, 29ers represent 19 percent of unit sales. Meanwhile, 29ers represent 47 percent of unit sales of front-suspension bikes in the \$800 to \$3,500 price range. And 29ers represent 9 percent of unit sales of full-suspension bikes priced from \$2,000 to \$5,500. This data is based on retail sell-through from May through July of this year.