

# Trade Watch

## U.S. Bicycle Imports Through September 2009 Year-to-Date

Commerce Numbers	China	Taiwan	Canada	Italy	Other	Total	Change	Percentage	Value C.I.F.	Unit Value
Kids', 2007	3,686,053	12,586	0	1	2,973	3,701,613	-523,304	-12%	97,620,615	26.37
2008	3,753,614	16,418	5	2	12,069	3,782,108	80,495	2%	109,306,464	28.90
2009	3,453,677	8,733	617	0	873	3,463,900	-318,208	-8%	98,755,067	28.51
20", 2007	3,892,722	39,670	60	17	2,190	3,934,659	196,909	5%	139,498,788	35.45
2008	4,004,538	89,036	0	4	5,830	4,099,408	164,749	4%	168,961,594	41.22
2009	3,152,358	45,372	9	1	1,747	3,199,487	-899,921	-22%	121,571,353	38.00
24", 2007	1,010,243	26,321	2,010	0	1,885	1,040,459	-332,520	-24%	61,537,411	59.14
2008	816,327	41,588	2,168	36	7,652	867,771	-172,688	-17%	55,116,519	63.52
2009	597,739	41,097	48	62	326	639,272	-228,499	-26%	39,225,454	61.36
Mtn, Comfort, 2007	3,749,486	202,744	3,665	115	11,184	3,967,194	-49,359	-1%	350,701,083	88.40
2008	3,754,873	244,416	2,974	72	9,304	4,011,639	44,445	1%	415,309,110	103.53
2009	3,097,889	212,897	1,667	4	10,622	3,323,079	-688,560	-17%	340,578,407	102.49
27", 700C, 2007	535,187	194,405	721	7,216	6,261	743,790	195,536	36%	186,685,345	250.99
2008	643,631	231,390	441	2,429	10,007	887,898	144,108	19%	238,866,427	269.02
2009	671,116	298,049	611	586	8,725	979,087	91,189	10%	272,378,459	278.20
Other, 2007	105,096	10,061	59	894	8,780	124,890	72,090	137%	7,522,364	60.23
2008	36,890	22,729	244	1,223	6,829	67,915	-56,975	-46%	4,744,621	69.86
2009	6,956	6,166	748	2,131	2,973	18,974	-48,941	-72%	1,244,233	65.58
Totals '07	12,978,787	485,787	6,515	8,243	33,273	13,512,605	-440,648	-3%	843,565,606	62.43
Totals '08	13,009,873	645,577	5,832	3,766	51,691	13,716,739	204,134	2%	992,304,735	72.34
Totals '09	10,979,735	612,314	3,700	2,784	25,266	11,623,799	-2,092,940	-15%	873,752,973	75.17
Difference, '08/'09	-2,030,138	-33,263	-2,132	-982	-26,425	-2,092,940	-2,297,074		-118,551,762	3
Percent Change, '08/'09	-16%	-5%	-37%	-26%	-51%	-15%			-12%	4%

## Bike Imports Down 15 Percent Through End of Third Quarter

WASHINGTON, D.C.—Suppliers brought in 2.1 million fewer bikes through September 2009 than in the same period in 2008, representing a 15 percent decline, according to figures from the Department of Commerce.

Imports of 20- and 24-inch bikes slowed more than 22 percent. Surprisingly, sidewalk bikes seem relatively robust, down only 8 percent.

Mass-market retailers like Wal-Mart order the bulk of these bikes, which suggests their children's sales are substantially down this year. China, which supplies all kids' bikes sold in the mass channel, shipped two million fewer bikes this year, a 16 percent drop.

Mountain bikes and cruisers with 26-inch wheels were almost as hard hit as kids' bikes. Imports in this category fell

17 percent through September.

While suppliers scaled back bike orders, they still invested in one category: 700c bikes. Imports through September were up 91,189 units over 2008.

It used to be that most of these bikes were headed to the specialty retail channel, but no longer. As kids' bike sales slowed, mass market and sporting goods stores grew adult offerings.

Meanwhile, the average unit price of 700c bikes climbed to \$278.

The 700c bikes that showed up at specialty suppliers went straight into overstocked warehouses, according to the Bicycle Product Suppliers Association's September sales report. Its membership had 183,549 more 700c bikes in inventory last September compared to the same month in 2008. **BRAIN**