

Merida 2021 Autumn report  
Merida Group



# THE BIKE MARKET IS GROWING

Since the pandemic the bike market has moved \$97bn in 2020 and expected to growth to \$147bn by 2027. [51%up]

疫情之後整體自行車市場預期從2020年的 \$970億, 成長到2027年為 \$1472億 [增長51%].



2019



2020



2027

Sources: <https://www.fortunebusinessinsights.com/bicycle-market-104524>  
<https://www.marketresearch.com/DataBridge-v4178/Middle-East-Africa-Bike-Trends-13497636/>

# MERIDA



# AN OPPORTUNITY IN E-BIKES

2019 年 360萬台

2030 年 1800萬台

歐盟 ebike 預測

+23%

2020年ebike成長

FROM 3.6M IN 2019

TO 18M IN 2030

EU E-BIKES PROJECTIONS

+23%

GROWTH IN E-BIKES  
MARKET 2020

Source: Confederation of the European Bicycle Industry

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# PEOPLE ARE BECOMING MORE ACTIVE

**STRAVA**

Exercise has been on a global boom. More than 22mn activities in Strava per week.  
運動已經成為全球熱潮。Strava APP上, 每周超過2200萬次的上線。

**2019**

**15 million**  
activities per week

1500萬次上線/週

**1 million**  
new athletes per month

新增1百萬人/月

**2020**

**22 million**  
activities per week

2200萬次上線/週

**2 million**  
new athletes per month

新增2百萬人/月

<https://blog.strava.com/press/yis2020/>

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# THE CHALLENGE IS THAT SUPPLY CAN'T KEEP UP WITH DEMAND

[物料供不應求]

The lead-time is up to 300 days more.

[物料供應期長達300天以上]

Source: WBI Webinar 'BIKE MARKET OUTLOOK AND PERSPECTIVE' 2nd December 2020



# MERIDA





# Merida Taiwan revenue in 2021 Jan.-Jul. [2021. 1-7月營收]

## 2021 revenue

USD 495 mn

+48% up vs last year

## 2021 bike/ebike

469,700 bike/ebike

+60% up vs last year

## 2021 營收

美金: 4.95億

+48% 相對去年同期

## 2021 台數

469,700台 自行車/電動車

+60% 相對去年同期



# MERIDA



# Merida Taiwan bike/**ebike** in 2021 Jan.-Jul. [ 2021. 1-7月自行車/**電動車** ]

## 2021 bike revenue

USD 219 mn

+62% up vs last year

## 2021 營收

美金: 2.19億

+62% 相對去年同期

## 2021 bike number

297,800 bikes

+80% up vs last year

## 2021 自行車台數

297,800台

+80% 相對去年同期



## 2021 **ebike** revenue

USD 275 mn

+38% up vs last year

## 2021 營收

美金: 2.75億

+38% 相對去年同期

## 2021 **ebike** number

172,000 ebikes

+34% up vs last year

## 2021 **電動車**台數

172,000台

+34% 相對去年同期



# MERIDA



## Domestic sales of Merida China in 2021 Jan.-Jul. [ 2021. 1-7月中國內銷營收 ]

### 2021 revenue

USD 62.7mn

+18% up vs last year

### 2021 營收

美金: 6,270萬

+18% 相對去年同期

### 2021 bike

bike 253,000

+14% up vs last year

### 2021 台數

253,000台 自行車

+14% 相對去年同期

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*Thank  
you!*

**MERIDA**

