



Flanders
State of the Art



THE BICYCLE MARKET AND CYCLING

IN FINLAND

FLANDERS INVESTMENT & TRADE MARKET SURVEY



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ondernemen

The Bicycle Market and Cycling in Finland

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1. Cycling in Finland - A Growing Trend

Cycling is on the rise across Finland and its' popularity is steadily growing. Helsinki, Finland's capital city, is making significant investments in the cycling infrastructure and has realized substantial growth in the numbers of people taking to the streets on two wheels. According to the Eurobarometer 2015, 14% of the Finnish population informed that the bicycle is their primary form of transportation. Read full study here: <https://ecf.com/news-and-events/news/new-eurobarometer-published-8-eu-adult-population-uses-bicycle-preferred>).

14% of the Finnish population informed that the bicycle is their primary form of transportation - also the number of people who take the bicycle to commute during the winter has increased to 11%.

Since the population of Helsinki, which is the biggest city in Finland by inhabitants, is growing rapidly (2017: approx. 640,000 inhabitants) there is a need to increase the popularity of walking, cycling and public transportation to ensure a well-functioning traffic. The metropolitan area with Helsinki and surrounding cities is a home for nearly 1.5 million inhabitants (2017). In 2014 the Helsinki City government agreed a cycling promotion program with the aim of increasing the citizens' use of bikes on a daily base. The proposed measures focus on developing cycling routes and therefore encourage to cycling.

Cycling routes in Helsinki and other parts of Finland

Helsinki has 1,200 kilometres of cycling routes, 730 kilometres of them are paved. Approximately 500 kilometres of the routes run in recreational areas and 90 kilometres on waterfronts. The cycling routes can be seen in the Journey Planner for Walking and Cycling and on the Helsinki Metropolitan Area Cycling Map available from Sports Department locations and the Bike Centre in summer.

Visit Finland offers an informative website about bicycling in Finland, including maps and other information - www.pyorailensuomessa.fi/en/cycling/cycling-in-finland.

Helsinki is investing in the bicycle infrastructure:

The Kruunusillat bridge investment project

The Kruunusillat traffic connection is an exceptionally large and complex project. It includes Finland's longest bridge connection between Korkeasaari and Kruunuvuorenranta, and two other bridges. The project covers a streetcar line, pedestrian and bicycle lanes, and the related arrangements between Laajasalo and downtown Helsinki.



Picture 1. The Kruunusillat project in Helsinki.

The Kruunusillat project will promote sustainable transportation by increasing the share of walking, cycling, and public transportation in Helsinki. The project will have an impact on the entire public transportation system in the Helsinki metropolitan area.

The City of Helsinki aims at increasing the number of cyclists with 15% by the year 2020. The City of Helsinki will invest over € 10 million in bicycle roads in the upcoming years. The experts have predicted that these investments in infrastructure will increase the number of cyclists significantly.

The city bike system in Helsinki and Southern Espoo

City bikes are shared bicycles available to everyone in Southern Helsinki or Southern Espoo. There are 2,550 bikes in summer 2018. Helsinki has 150 bike stations in the city centre, Lauttasaari and Munkkiniemi. Espoo has 70 bike stations in the beginning - in Matinkylä, Olari, Henttaa, Niittykumpu, Tapiola and Otaniemi. An additional 35 stations will be built during the summer, mainly in Leppävaara. In Helsinki, HKL (Helsinki City Transport) is responsible for the city bike system. In Espoo, Espoo Technical and Environment Services is responsible. The system is administered by CityBike Finland, which is a subsidiary of Smoove and Moventia, the consortium responsible for producing the system. The city bikes are made by French sports goods giant Decathlon. The bike is designed as a city bike for Smoove, who focus on bike sharing, and similar bikes are in use in other cities in Europe and North America. Read more about the city bike system here: <https://kaupunkipyorat.hsl.fi/en>.

Recent trends regarding cycling in Finland

Traditionally, Finland has been a city biking country where city bikes have been the most popular bicycles among adults. The city bikes and the children's bikes share of the market is approximately 70% of the 300,000 bicycles sold annually. The rest of the market share is divided between different leisure bicycles and better road bikes for taking the bicycle to work. In 2016, 6500 electric bikes were imported, in 2015, 3000 and in 2015, 2000 - so the electric bike is slowly gaining some market shares

as well. Read the whole article in Finnish here: www.sss.fi/2017/07/sahkopyorien-suosio-kasvaa-nopeasti-osuus-pyoramyynnista-parin-prosentin-luokkaa/.

During the last years especially two bicycle models have become increasingly popular. In leisure bikes especially, the demand of road bikes and triathlon bikes has increased significantly. The amount is still not huge, but nowadays competition bicycles are a common view in the cities, which was not the case before. The "triathlon-trend" is growing rapidly. During the last five years the number of triathlons has increased over five times. Now there are more than 9,000 triathlons in Finland, therefore there is an increasing demand for triathlon bikes. A lot of triathlon competitions are organized in Finland and road biking have become a common hobby. The other trend is the urban cycling. People prefer to invest in bicycles rather than cars for several reasons (exercise, environmental, financial). This has led to increased sales of more expensive city bikes. A few years back most customers bought a city bike for 400 - 600 euros, when nowadays the most sold bicycle model is an 800 - 1000 euro hybrid bicycle. Also, the sales of bicycle accessories have increased the most among this group.

According to Matti Koistinen, executive director of 'The Finnish bicycle municipalities network', cycling is becoming increasingly popular especially in regions, where investments are made in the cycling industry and infrastructure. Many municipalities have realized the benefits of supporting the cycling industry and are now truly committed in investing in the adequate infrastructure. In Helsinki top quality lanes for cycling are being built around the city. Over 95% of the citizens in Helsinki are in favour of investments in the bicycle infrastructure.

PR-Manager Pirkko Kapraali, working for the Finnish bicycle producer Tunturi-Hellberg Oy (www.tunturi.fi/) states that people are clearly enthusiastic about cycling and that they are increasingly investing money in it. In special stores – especially slightly more expensive road bikes and mountain bikes are selling well. People who are cycling to work are upgrading their bikes to fit their needs – a traditional bike is not good enough anymore. She is also emphasizing that the triathlon trend is visible in the sales of road bikes.

There are three major bicycle-related trends occurring in Finland right now; the triathlon and the urban cycling - both highly polarized within its' market - without forgetting the constantly increasing amount of electronic bikes rolling on the Finnish streets.

2. Finnish Bicycle Manufacturers

The biggest Finnish bike brands are Tunturi and Helkama. Helkama and Tähti-bikes are the only ones still mainly manufactured in Finland, although some of the bike parts (20 - 50%) are bought from abroad, usually from Japan, Taiwan, Czech republic, Italy and Germany.

Helkama	www.helkamavelox.fi/
Pelago	www.pelagobicycles.com/about
Tunturi	www.tunturi.fi/
Nopsa	www.nopsa.fi/

Tähtipyörä www.tahtipyora.fi/

Solifer www.soliferpyorat.fi/epages/soloi.sf/fi_FI/?ObjectPath=Categories

3. Bicycle Accessories

There is also a market for bicycle equipment in Finland, for example lamps and helmets (see full list below). It is stated by the law that bicycles must be equipped with a lamp in front of the bicycle and a reflex behind when riding a bicycle at dark. It is also stated in the road traffic law that the use of a helmet is recommendable. In Scandinavia most people use a bicycle helmet when riding a bike. Due to different weather conditions during winter/fall/spring/summer, cyclists also prepare their bike in correspondence to the actual season.

Popular Bicycle Accessories

- Helmets
- Bike Headlight & Tail Light
- Glasses
- Reflective Vest
- Gloves
- Hydration backpack
- Drinking bottles
- Bicycle locks
- Clothes
- Spare parts for the bicycles (ringing bell, pedals, wheels, winter equipment to mention a few)
- Backpacks and cycling bags
- Distance meters

4. Cyclist Organizations, Fairs and Events in Finland

Suomalainen Pyöräilykuntien Verkosto - The Finnish Bicycle Municipalities Network

Iso Roobertinkatu 3-5 A 22, 00120 Helsinki

T +358 404194555

info@poljin.fi

www.poljin.fi/

Suomen Pyöräilyunioni ry - The Finnish Bicycle Union

Valimotie 10, 00380 Helsinki

T +358 452322644

spu@pyoraily.fi

www.pyoraily.fi/yhteystiedot/

Helsingin Polkupyöräilijät ry – Helsinki Bicyclists

Iso Roobertinkatu 3-5 A 22, 00120 Helsinki

info@hepo.fi

www.hepo.fi/

Pyöräliitto ry - Bicycle Union

Iso Roobertinkatu 3-5 A 22, 00120 Helsinki

T +358 442795588

matti.koistinen@pyoraliitto.fi

<http://pyoraliitto.fi/>

Sports and activity fair GoExpo (<http://goexpo.messukeskushelsinki.fi/>) is organized annually in March in the fair centre Messukeskus in Helsinki. It has a wide biking department where basic bicycles as well as special bicycles are showcased. All the most sold bicycle models and brands can be found at the bicycle fair, which marks also the opening of the spring's bicycle season in Finland.

Suomen Pyöräilyunioni ry - The Finnish Bicycle Union has an extensive, up to date calendar of events and races connected to bicycling in Finland, the calendar can be accessed here: <https://pyoraily.fi/event/> (in Finnish).

5. The Bicycle Market Situation in Finland

Traditionally Finland has been a city biking country where city/urban bikes have been the most popular bicycles among adults. The city bikes and the children's bikes share of the market is approximately 70% of the 300,000 bicycles sold annually. The rest of the market is shared between different leisure bicycles and better road bikes for taking the bicycle to work. Electric bike is slowly gaining popularity but it has not yet reached popularity in the same scale as in Middle Europe.

The occurring trends indicate that the demand for triathlon-, urban- and electronic bikes will grow the most under the upcoming years and that the market will expand in these areas.

The Ministry of Transport and Communications is proposing a 400 euro grant which an individual could obtain when purchasing a new electric-assisted bicycle. The grant would be funded for the period 2018–2021 and could be applied for as early as July 2018. Supportive models like this have been in use in for example Sweden and Norway. Which has resulted in an increased the number of electric wheels, says Senior Officer Eleonora Eilinen from the Ministry. It is likely that the demand of electronic bikes and moreover quantity of electronic bikes on the Finnish streets will increase if this proposition passes. Read the whole article here: <https://yle.fi/uutiset/3-10123025> (in Finnish).

6. The Most Sold Bicycle Brands in Finland

The traditional Finnish brands like Tunturi, Helkama, and Nishiki (part of Tunturi-Hellberg Oy) used to be the most sold bicycles in Finland, but these brands are now facing difficulties. Their strength has been their average price, around 400–600 euros per bike. During the last years foreign sports brands have become increasingly popular. The strongest brands are Trek, Felt, Specialized, Cannondale, Focus, Cube and Merida.

Helkama	www.helkamavelox.fi/
Tunturi	www.tunturi.fi/
Nishiki	www.nishiki.fi/
Trek	www.trekbikes.com/fi/fi_FI/
Felt	www.feltbicycles.com/
Specialized	www.specialized.com/
Cannondale	www.cannondale.com/en/Europe
Focus	www.focus-bikes.com/
Cube	www.cube.eu/
Merida	www.merida-bikes.com/fi_fi
Nopsa	www.nopsa.fi/
Insera	www.insera.fi/
Bianchi	www.bianchi.com/



Picture 2. The highly popular Jojo – which is a house-hold name in Finland - model by Finnish bicycle producer Helkama.

7. Finnish Bicycle Distributors and Shops

Bicycle stores in Finland buy their bikes directly from the factories abroad. The bicycle producers often have a sales person per country/region who is the contact person for the bike shop located in Finland. Traditional city bikes are made specifically for Finland and the distribution is made by Finnish distributors. Most stores have Finnish brands in their selection but are ready to look for business opportunities from foreign brands.

Oy Huntteri Ab

Oy Huntteri Ab is an import and distribution company that was established in 1994 based in Turku, Finland. The main business derives from bicycles and bicycle accessories.

The company serves the whole of Finland and works both with smaller and larger companies. The customer base includes almost all independent bike dealers in Finland. They also co-operate with all the major sport store chains and department stores that sell bicycles.

In bicycles the main brand is Madison which is designed in Finland and produced exclusively for Huntteri. They work in the same way with the new inhouse brand Evon Cycles that include bikes like

29er, cyclocross etc. The company also distributes the international bicycle brands of Felt, Mongoose and Schwinn. In accessories they are a full-service distributor where a bike dealer can find all they need. Their own bicycle accessory brands of 1FirstGear and CycloTech offer basic accessories for general needs. In addition to their own accessory lines, they also distribute international brands such as Abus, BBB, Hamax, Michelin, Motorex, Sigma and Tacx.

<http://huntteri.fi/s/info>

Suomen Pyöräkeskus

Suomen Pyöräkeskus Oy is the biggest Finnish online store in Finland, selling quality bicycles, electric bicycles, clothes and all kinds of bicycle equipment. Their most sold bicycle model is Helkama's city bike; the Jopo model, which enjoys the position of a house-hold name in Finland.

www.pyorakeskus.fi/

BAIKS

Founded in 1994 and having 16 stores around Finland makes BAIKS the biggest bike-centric chain in Finland.

www.baiks.fi/yrittysinfo/

Velosport

Velosport is a bicycle store, selling special bikes, equipment and clothing. The store has existed for over thirty years and is located in Helsinki. Velosport is selling road bikes, mountain bikes, and special bikes like carbo bikes, tandems and electric bicycles. They are representing brands such as Colnago, Cannondale, LOOK, Marin, Olmo, GT, Fulcrum, Campagnolo, Sram, Shimano, Bakfiets.nl, GORE Bike Wear, Sealskinz and Sidi.

Mäkelänkatu 91, 00610 Helsinki

T +358 103219200

info@velosport.fi

<http://velosport.fi/index.php?page=yrittys>

Fillarikellari

Fillarikellari is selling cyclocross, touring, roadbikes, hybrid bikes, mountain bikes, fatbikes, classic bikes, citybikes, BMX-bikes and kids bikes. The company is selling the following bikes:

Bianchi, Crescent, Trek, Genesis, Helkama, Monark, Abus, Blackburn, Bluegrass, Bontrager, Cane Creek, Cat Eye, Continental, DT Swiss, EBS Brakers, Elite, Endura; Giro, Hamax, Jopo, Kryptonite, Met, Mac-Off, Pack Tool, Pearl Zum, Power Bar, Pro, Schwalbe, Shimano, Sigma, SKS, Spectra, Tec, Thule, Weldtite, Xlc, Zefal.

Annankatu 19, 00120 Helsinki

T +358 104394990

info@fillarikellari.fi

www.fillarikellari.fi

Suomen Urheilupyörä

The company is a family company, that was established in 1975. The company is today one of the biggest companies selling bicycles and spare parts. They also sell competition bikes, textiles, helmets and triathlon equipment.

Öljytie 9, 37150 Nokia

T +358 33412602

palaute@suomenurheilupyora.fi

www.suomenurheilupyora.fi/yritys

Suomen Urheiluaitta

Represented brands: Abus, Axa, BBB, Bell, Blackburn, Briko, Brooks, Cat Eye, Cube, EBC, Fenix, Giro, Globe, Hienostella, Hiplok, Kasper, Koolstop, Kryptonite, Lazer, Light & Motion, Look, Ortlieb, Panaracer, Pedro's, Racktime, San Marco, Schwalbe, Shimano, SKS, Specialized, Spiuk, Sram, Sturmey Archer, Sturly, Tacx, Takaratas, Topeak, Tubus, Weldtite, Wippermann, XLC, Zefal.

Annankatu 22, FI-00100 Helsinki

T +358 9643064

annankatu@suomenurheiluaitta.fi

www.suomenurheiluaitta.fi/

Bikester

Bikester is an online store selling Belgian Ridley Bikes.

www.bikester.fi/polkupyorat/maantiepyora/cyclocross.html

Cycle center

Cycle Center is importing and selling Belgian Ridley bikes. Cycle Center has three stores located in Helsinki.

T +358 10084215

info@cyclecenter.fi

Three stores in Helsinki: Mäkelänkatu 84, Helsinginkatu 9, Kauppakeskus Kluuvi.

www.cyclecenter.fi/

Larun Pyörä Oy

Family-owned company in Helsinki that has gained a good reputation in specialized bikes over the more than 40 years that they have been up and running. They sell bikes, clothing, used/second hand bikes, different components and all kind of equipment related to bicycling.

T +358 102291799

myynti@larunpyora.com

<https://larunpyora.com/>

Blueface Oy

Importer and seller of spare parts for bicycles since 1991. Opened an online store in 2010. Representing and selling brands such as BlackJack, Fizik, Hutchinson, Masterlock, RaceFace, Rock Shox, Rodi, Selle Royal, Time and Uniortools. (The webshop: www.blueface.fi/shop/)

T +358 37877731

kauppa@blueface.fi

www.blueface.fi/

Electrobike Oy

Electrobike Oy is the biggest electro bike shop in the Nordic countries, located in Vantaa.

Sähkötie 1, 01510 Tammisto

Contact Mr. Jani Jokinen, Entrepreneur

T +358 400955673

jani@electrobike.fi

www.electrobike.fi/

Other retail chains, department stores and grocery stores that sell bicycles include Kesko (www.kesko.fi/en/) with their chain "Citymarket", S-Group (www.s-kanava.fi/web/s/en/s-ryhmalyyhysti) with the "Prisma"-chain, the sports chain "XXL" (www.xxl.fi/).

8. Finnish Cyclist Magazines

Fillari

Also includes an online discussion forum and a news forum which are actively updated.

Website: www.fillari-lehti.fi/

Pyöräily&Triathlon

No online magazine.

Website: www.lehtikuningas.fi/kunto-lehti/pyorailytriathlon

Sporttimyyjä

Website: www.sporttimyyja.fi/tilaajalle/lehtiarikisto/

Sporttimyyjä

Is the Trade Magazine for Sports Business. In fact, Sporttimyyjä is the only trade magazine for the Finnish sports article business. The magazine covers all the product areas, sporting goods, bicycles, outdoor articles, not forgetting fishing and hunting equipment. Sporttimyyjä is a member of Finnish Periodical Publishers' association and the member of ESPG (European Sportstrade Publishing Group). Media Kit also available in English).

9. Bicycle Tourism in Finland

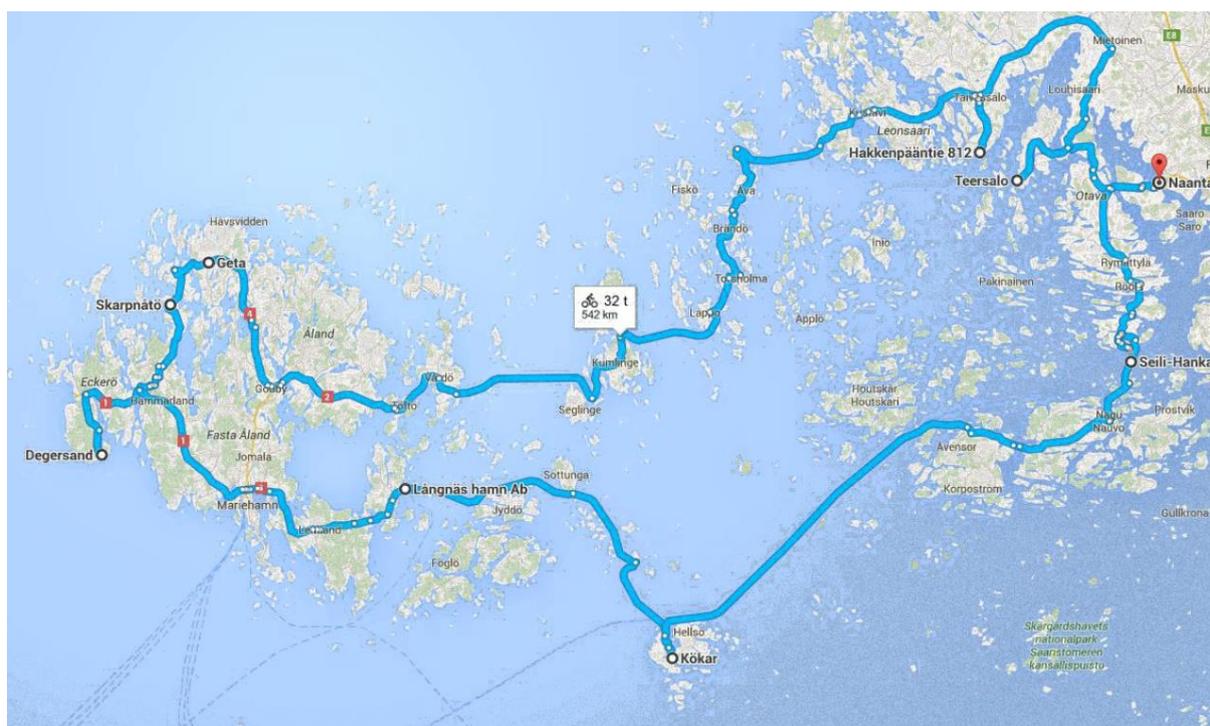
The bicycle scenery in Finland is characterized with plenty of trees, lakes and long roads.

Finland has a country wide network of 72 marked national cycle routes and many other local routes. There are 6 major cycle routes, that have marking signs and official guides in Finnish, German and English. The routes are; Via Finlandia (596 km), Kings Road (253 km), The Great Lakes Route (458 km), Coastal Route (955 km), Through Southern Finland (360 km), Central Finland Route (312 km).

The Archipelago Trail

The Archipelago Trail is one of Finland's most popular tourist routes when it comes to cycling. Rather than a road, it is best described as a network, made up of many sections of roads linked by ferry crossings. Besides 160-190 kilometres of road sections, the crossings from one island to the next cover an additional 30-50 kilometres depending on the chosen route. Read more about it here: www.visitfinland.com/article/cycling-the-archipelago-trail/.

Coastal Finland with its beautiful archipelago offers a variety of fascinating destinations and routes that are easy to reach by bike.



Picture 3. The Turku archipelago and Åland. There are ferries that connect the islands and together they form a circular archipelago trail, popular among travellers by both bike and car.

Cycling in Lapland

Using a mountain bike is the best way to explore Lapland's nature, as the roads in Lapland are in good condition and have very little traffic, making it ideal for cross-country and road cycling. You can take

one of the marked routes or plan your own. Marked trekking trails can be found from holiday resorts and national parks.



Picture 4. Biking in Lapland. (Cision.com)

Useful websites related to bike tourism in Finland

VisitFinland

www.pyorailensuomessa.fi/en/cycling/cycling-in-finland



VisitFinland

www.visitfinland.com/article/into-the-wild-by-bike/

Cycletourer

www.cycletourer.co.uk/cycletouring/finland.shtml

Biketours.com

www.biketours.com/finland/

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