

COVID breakout trend: Bicycles sell like hotcakes on Carousell

Singapore sees the most interest regionally, with over 1 million searches for bikes

Singapore, 19 March 2021 — Sales of bicycles on [Carousell](#), one of the world's largest and leading marketplaces, have been increasing since the fourth quarter of 2020, with the trend sustaining in the first two months of 2021. Demand is still growing regionally, with an average of 1.6 million searches for bicycles each month in 2021. Singapore sees the most interest, at over 1 million searches.

As the COVID-19 pandemic spread across the globe in 2020, demand for fitness items started to spike in March 2020 and grew by 200% to hit a new peak in August 2020 with 2,186,154 searches across the three markets. Towards the end of the year, the demand for bicycles also broke out as the new trend regionally with 2.05 million searches.

At this time in Singapore, brick-and-mortar bicycle shops were running out of stock, and consumers took to online platforms to look for bikes. The average monthly transactions on Carousell grew by about 44% in the second half of 2020 compared to the first half, with an average of over 6,000 sold each month. Secondhand bikes accounted for over 70% of regional sales and were the strong first choice for Hong Kong and Malaysia. Singapore is the exception to this trend, with over 65% of its demand for new bikes.

Singapore-based Bicycle Store [@dcpro_sg](#), which only sells new bikes, has seen the same spike in demand on Carousell. Shop Co-owner Wayne Lui says "We've been on Carousell since October 2020, and in just 6 months, we've sold over 800 bikes. Online platforms have been our main way of reaching customers and more than 70% of our traffic comes from Carousell. Our most popular brand is definitely Brompton."

Brompton bikes are the most wanted brand across the nation by far, with over 72,000 searches. The most popular type of bicycle in Singapore is the folding bike, preferred for its portable and compact nature, similar to city-state Hong Kong where folding bikes are the second most popular.

Ng Chee Soon, Managing Director, Carousell Singapore said, "We've seen the push in demand for bikes in Singapore for various reasons over the past year, such as the continued demand for food delivery or Singaporeans wanting to explore different ways to remain fit while staying home. The government has also incentivised Singaporeans to explore new routes on bikes, with the launch of Singapore's longest trail, the Coast-to-Coast trail, and the newly completed Changi Airport Connector. Seeing this trend in demand mirrored on our marketplace is testament to our relevance in Singapore. Success stories of both casual users and merchants on Carousell show how much potential for further growth in bicycle sales there is on our marketplace."



About Carousell

Carousell is a classifieds marketplace that makes selling as easy as taking a photo, buying as simple as chatting. Launched in August 2012, Carousell began in Singapore and is now one of the world's largest and fastest growing marketplaces in eight markets across Southeast Asia, Taiwan and Hong Kong. Carousell is backed by leading investors, including Telenor Group, Rakuten Ventures, Naver, and Sequoia Capital India. In Hong Kong, Carousell has a diverse range of products in over 30 categories, including property, autos, electronics, home and furniture, and fashion. Download the app for iOS or Android, and visit www.carousell.com for more information.