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The Bike Industry Slump

And

Heat Exhaustion, Heat Stroke, and Keeping Cool on Your Rides

Is the Bike Industry in Trouble—Or Is It Making Another Comeback?

BY MOLLY HURFORD / PUBLISHED: AUG 14, 2023 / BICYCLING.COM



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Introduction

Greetings fellow riders. I'm keeping our feature article on the bike industry short this week but, in view of the recent string of hot weather days in the low country, I am adding an important article from a past volume (Volume 28/22) to refresh everyone's memory on recognizing the symptoms of heat stroke and heat exhaustion and relevant First Aid.

Please play it safe on your ride days. On club rides, if you think heat may slow you down or, for whatever reason, you just want to ensure that the heat and humidity will not cause adverse health consequences, consider joining a group that rides at a more moderate pace.

INDUSTRY EXPERTS ARE WEIGHING IN ON IF THE BIKE BUSINESS SLUMP IS ALMOST OVER.

Between the [COVID-19 bike boom](#) and the slump in sales that followed, the cycling industry has been on a wild ride for the last four years. But industry experts say that by 2024, the business of bikes may finally stabilize.

Admittedly, it's hard to see an end in sight now, with brands like [Van Moof declaring bankruptcy](#), All City Cycles [announcing their closure](#), [Bell announcing layoffs](#), and bike behemoths like SRAM and Shimano [still taking hits to profits](#) quarter after quarter.

According to a recent [Forbes](#) article, major players in the cycling space in Taiwan are going so far as to call this moment in time a “super cold winter” due to falling demand but huge overstock.

It was almost inevitable that after the bike boom caused by COVID-19, the industry would have to slow down. In fact, even as companies ramped up production to meet the impossible demand due to the shutdowns and shipping issues in 2020, most knew they were in a no-win situation. Don't make enough product, and miss out on record profits. Make too much and still have overstock when the wave of consumer demands crests, and you're going to hit a rough patch. But the danger of under-producing, for most, far outweighed the cost of ending up with too much product, especially as suppliers prioritized the bigger orders.

“Considering the global economy situation, as well as the current market is undergoing inventories adjustments, this year would be a year to adjust production, sales, and supply back to normal,” a [Giant financial press release](#) stated.

While bike brands still see bikes as the future of transportation around the world, especially in the [e-bike category](#), it's impossible to deny that times are tough right now. It's a tricky line to walk between being optimistic that the industry will rebound and continue to expand—while staying pessimistic enough to cut losses and keep from overproducing.

Between a renewed interest in racing with huge viewership numbers for events like the [Tour de France Femmes](#) and a better understanding of the health and environmental benefits that cycling has, experts do believe that this downturn is the ‘trough’ of the wave, says *Forbes*. And that means there's nowhere to go but up.

TTIPS VOL. 28/22 – INSIGHTS

Heat Exhaustion, Heat Stroke, and Keeping Cool on Your Rides

Introduction

It is hot in the Low Country, seriously hot....and humid, of course. And we choose to ride in it. Such is our OCD (Obsessive Cycling Disorder) affliction. In this heat, we need to be careful, and we need to look out for each other during our rides.

Every year, there are more than 67,000 emergency room visits due to heat. The two most common diagnoses are HEAT EXHAUSTION and HEAT STROKE. Do you remember the difference between the two? Do you know how to recognize and treat them? Here's a refresher from Men's Health magazine, July-August 2022:

HEAT EXHAUSTION SYMPTOMS

- Heavy sweating plus:
- Cold, pale, clammy skin
- Fast, weak pulse
- Muscle cramps, tiredness, or weakness
- Nausea or vomiting
- Dizziness or headache
- Fainting

WHAT TO DO FOR HEAT EXHAUSTION

- Move to a cool place
- Loosen clothing
- Drink cool liquids
- Cool down with cool cloths, or douse with cool water
- When possible, take a cool bath
- Get immediate help if vomiting or symptoms last longer than an hour

HEAT STROKE SYMPTOMS

(These symptoms are extremely serious. A person can die or be permanently disabled if these are not treated quickly)

- Body temperature of 103 degrees or higher
- Hot, red, dry, or damp skin
- Fast, strong pulse
- Confusion
- Headache, dizziness, or passing out.

WHAT TO DO FOR HEAT STROKE

- Call 911 without delay
- Get the person to a cool location
- Use cool cloths or a cool bath to lower their body temperature
- Do not give them something to drink

OK riders, that's it for now. Until next week.....

Make Every Ride Epic,

Darryl