



Observatoire Europe-Afrique 2030

Data Sheet n°46

Enterprise : Euro-Cycles (Tunisie)

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Degree of accuracy of the information contained in the data sheet

High

1. Activity of the Enterprise

Euro-Cycles specializes in the manufacture, assembly and sale of bicycles.

Founded in 1993

Euro-Cycles exports over 450,000 mountain bikes to most European countries (UK, Germany, Italy, Netherlands, Denmark, Greece, France, Spain...).

Equipped with state-of-the-art equipment, new departments have been created to control the entire production process: frame and parts welding department with complete phosphating line, rim production department, saddle production and assembly department, powder-coating department and semi-automatic wheel assembly department.

Euro-Cycles has a 3,500 m² warehouse to store bicycles packed on behalf of its customers.

Capacity: 1.5 million bikes/year

Sales: approx. 500,000 bikes/year

Workforce: 300 employees.

Sales 2022: 161 million TND

Breakdown of 2022 sales:

-bikes: 82.6% -accessories (10%)

-accessories (10%)

-rims (6.2%)

-frames and forks (1.1%)

-scooters (0.1%)

For 2023, the company forecasts a 38.5% decline in sales.

2. Product Range

Children's bikes, mountain bikes, road bikes, BMX/Trick bikes, transport bikes, folding bikes, beach cruisers and electric bikes.

Detailed description of manufacturing and assembly stages:

<https://euro-cycles.com/>

3. Sources of Information

<https://euro-cycles.com/>

Kapitalis - 27/04/2023

4. Contacts

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