

Foldable Bikes 'Big In Japan'

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The folding bike market in Japan is estimated to be about 1 million sales a year. The total bike market in Japan is about 8-9 million with folding bikes accounting for almost 10%. Many of the folding bike brands and designs are unique to the Japanese market. It is common to see bikes branded after car manufacturers (BMW, chevrolet, Jeep, Rover, Mini etc). There is even a 26' lamborghini foldable mountain bike. Bikes in Japan are used as means of transport to get around the crowded cities. With space at a premiun, a foldable bike makes lots of sense.

Matt who is based in Japan has sent us some images of the more popular brands.

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