



**Trade Remedies
Authority**

**Transition Review No. TD0037 -
Electric bicycles**

Anti-dumping transition review on electric bicycles from the People's Republic of China

Note to public file

10 October 2023

Business and consumer survey responses

The TRA conducted an online survey of consumers, and upstream and downstream businesses to help us to understand the economic impacts of the tariffs paid on electric bicycles imported from the People's Republic of China (PRC). The survey was open from 14 July 2023 to 27 August 2023. This document sets out the evidence received from this survey.

Number of responses and verification

We received 83 responses of which 29 were businesses and 54 were consumers. We reviewed these and removed:

- Responses where only the first question had been completed (*Are you a business or a consumer?*)
- Responses where the business identity could not be verified
- Responses from ineligible businesses (e.g. producers of electric bicycles)
- Responses from outside of the UK
- Duplicate responses

Once these responses were removed, there were 6 business responses and 41 consumer responses.

Business responses (6 responses)

After checking and removing responses as set out above, 6 business responses remained. All were small businesses (less than 50 employees) so we have decided not to disclose their identities due to their size. Their responses to the questions were as follows:

Q2 *How do electric bicycles relate to your business?*

We use/sell electric bicycles in our business (Downstream business)	5
We make parts for electric bicycles (Upstream business)	1

Upstream business (1 response)

The single respondent who identified as an upstream business in **Q2** submitted the following answers:

Q3 *Please describe what your business does?*

The respondent said they manufacture their own brand overseas and produce products for other brands.

Q4 *To your knowledge, are any products sold by your company used in the manufacture of electric bicycles?*

Yes

Q5 *Please provide your company's approximate total sales revenue (in pound sterling) from the last financial year.*

£10 million to £15 million [The exact value was provided via questionnaire but has been shown as a range in this note for confidentiality.]

Q6 *Approximately what percentage of your total sales revenue from the last financial year related to electric bicycles?*

Between 1% and 10%

Q7 *Approximately how many UK employees does your company have?*

5-10 [The exact value was provided via questionnaire but has been shown as a range in this note for confidentiality.]

Q8 Please tell us how the existing tariff on electric bicycles from China affects your company and industry? What might change if the tariff were to be removed?

The respondent said the current tariff restricts innovation, reduces speed to market and increases prices for consumers and businesses.

Q9 Is there any other information you would like to provide to help us assess the effects of the tariff on electric bicycles from China on the overall economic interest of the UK?

The respondent suggested that e-bikes might lose market share to e-scooters or conventional bicycles if they were unable to compete at lower price points.

Downstream businesses (5 responses)

The five respondents who identified as downstream businesses in **Q2** submitted the following answers:

Q10 Please describe what your business does.

Four respondents said they were retailers. One did not provide a response to this question.

Q11 Does your company import electric bicycles?

All respondents said they imported, one also purchased e-bikes made in the UK

Q12 Please name your supplier(s) and their country(ies), (i.e. Company name, Country).

Respondents said they imported from Tunisia, the PRC, Italy and Spain. One respondent also said that they bought from a UK producer. The names of suppliers have not been included in this note for confidentiality.

Q13 Please provide your company's approximate total sales revenue (in pound sterling) from the last financial year.

Responses ranged from £30,000 to £12 million.

Q14 Approximately what percentage of your total sales revenue in the last financial year were from sales of electric bicycles?

Less than 1%	2
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Greater than 20%	3
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Q15 "Who do you sell to? (Other businesses/final consumers, etc.)

Retailers	2
Consumers	2
Retailers and consumers	1

Q16 Approximately how many UK employees does your company have?

Responses ranged from 1 to 35.

Q17 If prices of electric bicycles were to increase, how would you respond? (Respondents could select multiple options)

Reduce purchase of other goods to maintain quantity of electric bicycles	3
Reduce purchases of electric bicycles	3
Purchase same quantity of electric bicycles	1

Q18 Are your electric bicycles ever used because of a protected characteristic? Protected characteristics are; age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.

One respondent said their electric bicycles may be used by older people.

Q19 Please tell us how the existing tariff on electric bicycles from China affects your company and industry? What might change if the tariff were to be removed?

One respondent was in favour of the existing tariff and stated that imports from the PRC damage credibility due to their low quality and poor safety. Four respondents opposed the existing tariff arguing that it restricts their ability to import from the PRC and increases prices for customers.

Q20 In your experience are there any notable differences in electric bicycles from China compared to those from other countries including the UK (e.g. in terms of price, quality or characteristics)?

Responses said:

- E-bikes from the PRC are lower quality than those from the UK.
- E-bikes were cheaper and quicker to produce.
- It varies by manufacturer.
- There is no difference because many UK companies buy their e-bike parts from the PRC anyway.

Q21 *Is there any other information you would like to provide to help us assess the effects of the tariff on electric bicycles from China on the overall economic interest of the UK?*

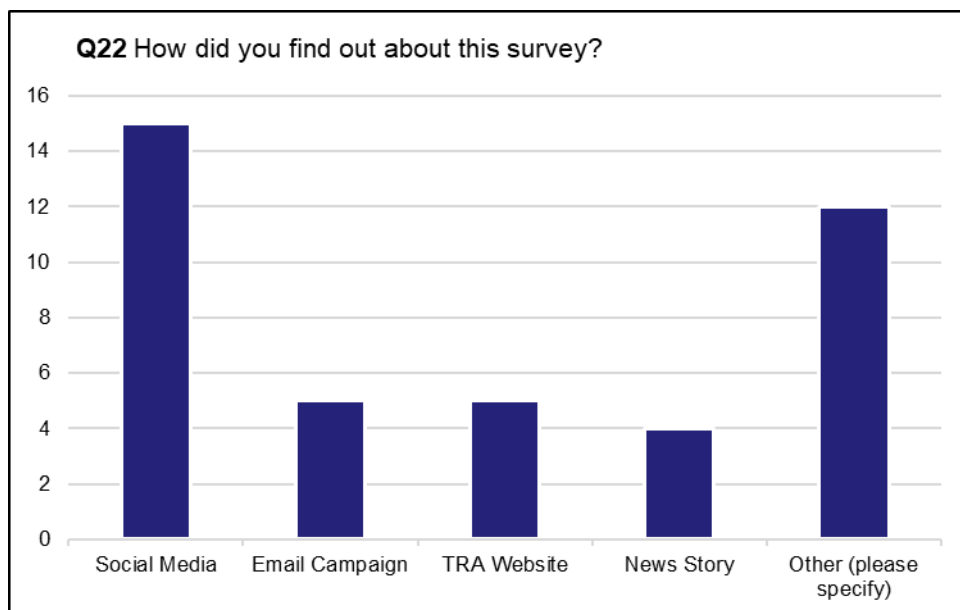
Responses said:

- They were concerned about the safety of e-bikes from the PRC.
- Reducing the tariff could improve the competitiveness of the UK e-bike market.
- Most e-bike parts come from the PRC anyway.
- While it would be good to support UK producers, they are unable to produce at competitive prices.

Consumer responses (41 responses)

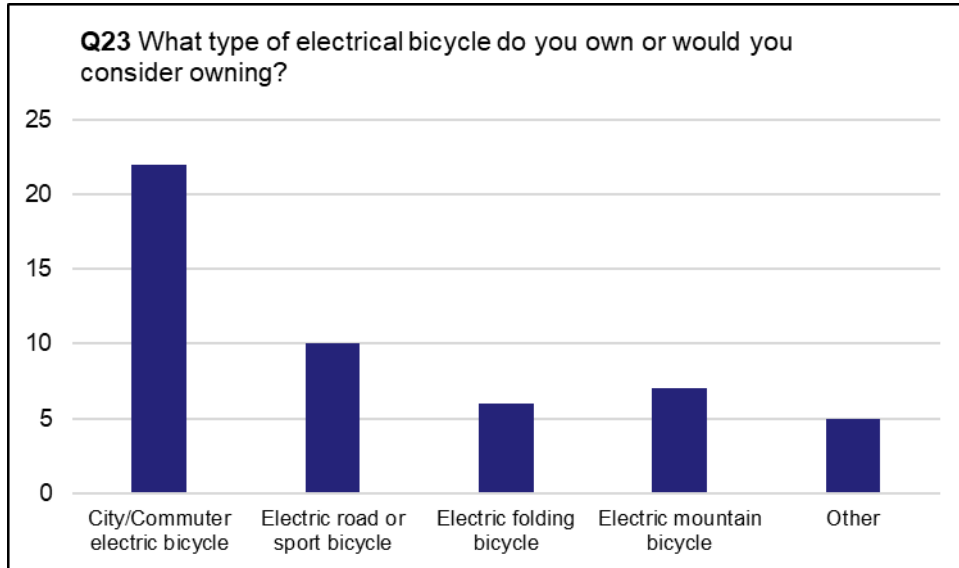
After checking and removing responses as set out above, there were 41 remaining responses from consumers. These are set out below.

Q22 *How did you find out about this survey?*



Those who selected “Other” mentioned word of mouth, online forums and other government websites.

Q23 What type of electrical bicycle do you own or would you consider owning?



Those who selected “Other” mentioned cargo bikes and Dutch-style upright bikes.

Q24 Do you use electric bicycles because of a protected characteristic? Protected characteristics are: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.

Four respondents mentioned age, three mentioned disability.

Q25 Rank the order in which the following factors apply when considering purchasing an electric bicycle.

Percentage of responses	Least important ← → Most important				
	Least important				Most important
Price	0%	10%	30%	23%	38%
Type (e.g. foldable)	3%	13%	38%	13%	35%
Quality	3%	23%	10%	43%	23%
Brand	13%	55%	13%	18%	3%
Other (please specify)	83%	0%	10%	5%	3%

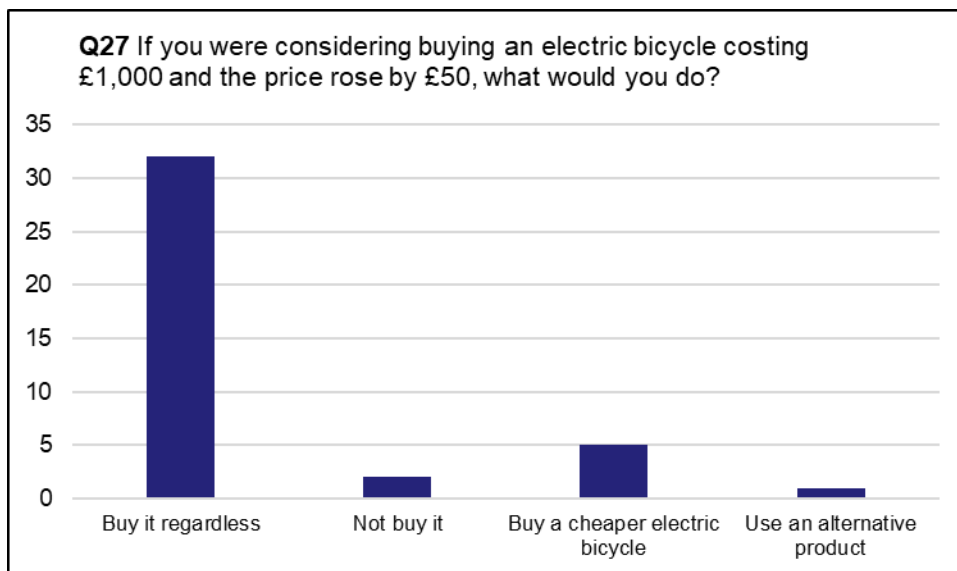
Overall, respondents said that price was the most important consideration when buying an e-bike followed by the type of bike, the quality of bike and the brand. For those who considered other things to be important, responses included the range and capacity of the battery, the specific features of a bike and security.

Q26 *Would you buy a particular brand of electric bicycles or go for the lowest priced bicycle which meets your requirements?*

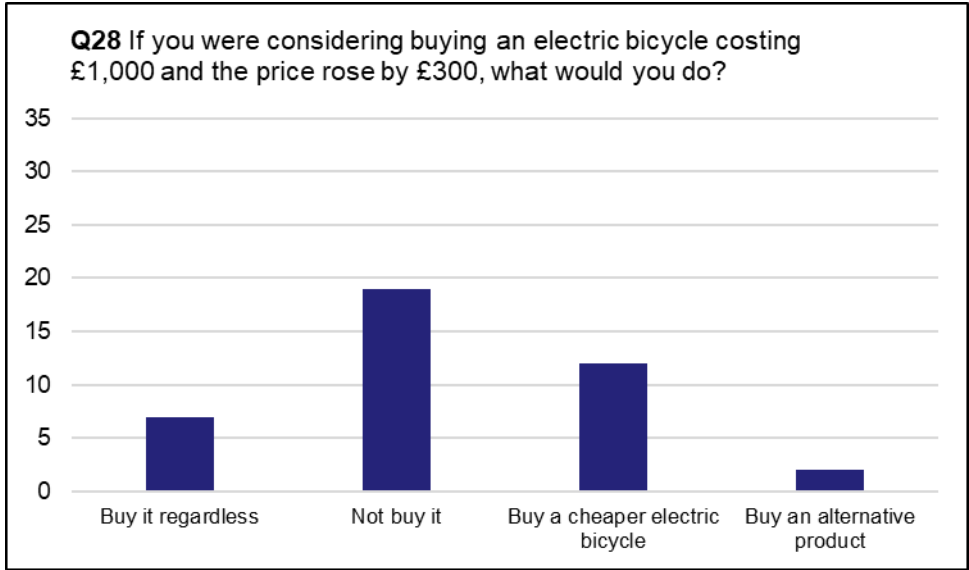
Buy the lowest priced electric bicycle that meets my requirements	21
Buy a particular brand of electric bicycle	10
Unsure	9

For those who said they would buy a particular brand, the following brands were mentioned: Trek, Giant, Orange, Tern, Gazelle, Pure, Specialized, Carrera and Ribble.

Q27 *If you were considering buying an electric bicycle costing £1,000 and the price of this bicycle rose by £50, what would you do?*



Q28 *If you were considering buying an electric bicycle costing £1,000 and the price of this bicycle rose by £300, what would you do?*



For those who said they would buy an alternative product, they said conventional bicycles and motorbikes would be the alternative products that they would consider.

Annex A: Survey questions

Q1 Are you a business or a consumer?

If **Q1** answer is "Business"

Q2 How do electric bicycles relate to your business?

If **Q2** answer is "Upstream business"

Q3 Please describe what your business does?

Q4 To your knowledge, are any products sold by your company used in the manufacture of electric bicycles?

Q5 Please provide your company's approximate total sales revenue (in pound sterling) from the last financial year.

Q6 Approximately what percentage of your total sales from the last financial year were to companies which produce electric bicycles?

Q7 Approximately how many UK employees does your company have?

Q8 Please tell us how the existing tariff on electric bicycles from China affects your company and industry? What might change if the tariff were to be removed?

Q9 Is there any other information you would like to provide to help us assess the effects of the tariff on electric bicycles from China on the overall economic interest of the UK?

If **Q2** answer is "Downstream business"

Q10 Please describe what your business does.

Q11 Does your company import electric bicycles?

Q12 Please name your supplier(s) and their country(ies), (i.e. Company name, Country).

Q13 Please provide your company's approximate total sales revenue (in pound sterling) from the last financial year.

Q14 Approximately what percentage of your total sales revenue in the last financial year were from sales of electric bicycles?

Q15 "Who do you sell to? (Other businesses/final consumers, etc.)

Q16 Approximately how many UK employees does your company have?

Q17 If prices of electric bicycles were to increase, how would you respond?

Q18 Are your electric bicycles ever used because of a protected characteristic? Protected characteristics are; age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.

Q19 Please tell us how the existing tariff on electric bicycles from China affects your company and industry? What might change if the tariff were to be removed?

Q20 In your experience are there any notable differences in electric bicycles from China compared to those from other countries including the UK (e.g. in terms of price, quality or characteristics)?

Q21 Is there any other information you would like to provide to help us assess the effects of the tariff on electric bicycles from China on the overall economic interest of the UK?

If **Q1** answer is "Consumer"

Q22 How did you find out about this survey?

Q23 What type of electrical bicycle do you own or would you consider owning?

Q24 Do you use electric bicycles because of a protected characteristic? Protected characteristics are: age, disability, gender reassignment, marriage and civil

partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.

Q25 *Rank the order in which the following factors apply when considering purchasing an electric bicycle (with the top being the most important and the bottom being the least important).*

Q26 *Would you buy a particular brand of electric bicycles or go for the lowest priced bicycle which meets your requirements?*

Q27 *If you were considering buying an electric bicycle costing £1,000 and the price of this bicycle rose by £50, what would you do?*

Q28 *If you were considering buying an electric bicycle costing £1,000 and the price of this bicycle rose by £300, what would you do?*