

Bike Wash Market Research

Pricing Data, ROI Analysis & Market Intelligence by Business Profile

— updated with 2026 market data

Comprehensive market research across **9 business segments** with verified pricing data, revenue projections and competitive analysis. New in this edition: cargo-bike delivery fleets, the €87B EU Social Climate Fund, and refreshed 2026 sizing across every tailwind.

9

Business Profiles

€5–€12

Price-per-Wash Range

€33,600

Max Annual Revenue

92

Countries with Bike-Share

€87B

EU Social Climate Fund 2026

PRODUCT LINE: **Station €14,990** · **Mini Basic €24,990** · **Mini Platinum €29,990** · **Pro €44,990**

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Executive Summary

What our research reveals about the bike wash market — key findings and strategic insights (updated July 2026)

- **Price-per-wash range:** €3 (municipal self-service) to €15 (premium hotel), median ~€8/wash across all profiles.
- **Volume vs. price trade-off:** municipalities run highest volume (500+ washes/mo) at lowest price; bike shops lowest volume (120/mo), highest price.
- **Revenue benchmark:** a well-placed machine doing 300 washes/month at €8 generates €28,800/year — matching verified operator reports.
- **Fastest payback:** Municipal Station ~8 months. Car Wash Add-On (Pro) ~19 months at €33,600 annual revenue.
- **New this edition:** cargo-bike delivery fleets added as 9th profile — Europe's fastest-growing bike segment (CAGR 22.3%), fleets wash daily by contract.
- **Public-funding window:** from 2026 the €87B EU Social Climate Fund finances cycling infrastructure incl. bike-share & service stations — municipal deals can be grant-funded.
- **Key sales insight:** price-per-wash varies 3× by context. Customers must select their business profile for realistic ROI projections.

MARKET TAILWINDS — TOTAL ADDRESSABLE ECOSYSTEM EXCEEDS \$330B

\$92.3B

Global Cycling

CAGR 10.1% → \$180.5B by 2033
Grand View Research 2026

\$65.8B

E-Bike Market

CAGR 14.4% → \$193.2B by 2034
Fortune Business Insights

\$53.3B

Cycling Tourism EU

CAGR 10.9% through 2033
Grand View Research

\$0.86B

Cargo E-Bikes EU NEW

CAGR 22.3% → \$3.59B by 2034
Market Data Forecast

9.28M

Shared Bikes

2,145 systems · 1,700 cities
92 countries (2024)

WHAT CHANGED SINCE THE APRIL 2026 EDITION

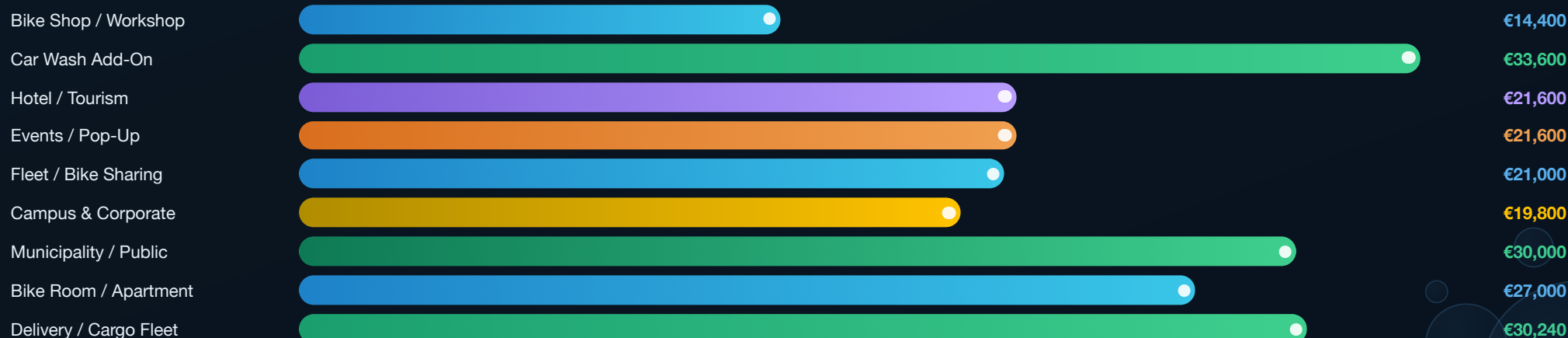
- Global cycling market re-based upward \$84.3B → **\$92.3B**; e-bike growth accelerated to **14.4% CAGR**.
- EuroVelo route traffic +5.6% YoY; German cycle tourism alone **€23B revenue, 284,000 jobs**; cycling tourists spend €117–130/day.
- Company-bike leasing matured: **2.1M active leased bikes**, 270,000 German employers — the installed base is now *service-hungry*.
- EU Structural Funds for cycling +30% to **€3.21B**; Italy €200M, Slovakia €100M+, Romania €120M national programs.

Pricing by Business Profile

Market-research-backed pricing across 9 customer segments with suggested machine prices and recalculated ROI

#	Business Profile	Price/Wash	Range	Washes/Mo	Months	Annual Rev	Machine	Suggested Price	Payback
1	Bike Shop / Workshop	€10	€8–€15	120	12	€14,400	Mini Basic	€24,990	~30 mo
2	Car Wash Add-On	€7	€5–€8	400	12	€33,600	Pro	€44,990	~19 mo
3	Hotel / Tourism	€12	€10–€15	180	10	€21,600	Mini Platinum	€29,990	~17 mo
4	Events / Pop-Up	€8	€8–€12	450	6	€21,600	Pro	€44,990	~14 mo
5	Fleet / Bike Sharing	€5	€3–€5	350	12	€21,000	Pro	€44,990	~33 mo
6	Campus & Corporate	€6	€4–€6	300	11	€19,800	Station	€14,990	~11 mo
7	Municipality / Public	€5	€3–€5	500	12	€30,000	Station	€14,990	~8 mo
8	Bike Room / Apartment	€9	€7–€10	250	12	€27,000	Mini Basic	€24,990	~14 mo
9	Delivery / Cargo Fleet NEW	€6	€4–€8	420	12	€30,240	Pro	€44,990	~18 mo

ANNUAL REVENUE COMPARISON



Machine prices are suggested optimized pricing (Station €14,990 / Mini Basic €24,990 / Mini Platinum €29,990 / Pro €44,990). Payback recalculated accordingly.

01 Bike Shop / Workshop

— high-touch service, premium pricing, loyal customer base

€10 PRICE / WASH	€8–€15 RANGE	120 WASHES / MONTH	12 ACTIVE MONTHS	€1,200 MONTHLY REVENUE	€14,400 ANNUAL REVENUE	€360/mo (30%) OPERATING COSTS
Mini Basic RECOMMENDED MACHINE	€24,990 SUGGESTED PRICE	€840 MONTHLY PROFIT	~30 months PAYBACK PERIOD	–€14,910 YEAR 1 NET PROFIT		

MARKET EVIDENCE & DATA POINTS

- BikeGroovy: bike wash is a "chargeable additional service" bundled with repairs — 60–70% attach rate for wash+tune packages.
- LinkedIn verified: operator reports \$3,000/month revenue from dedicated bike wash business.
- European bicycle retail: €18B market (2025), 15,000+ dealers. Service revenue = 25–35% of income, higher margin than sales.
- Professional wash before service saves €10–€20/bike in labor (15–20 min manual → 5 min automated).
- **2026 update:** service & repair is the retail profit anchor as new-bike sales normalize — wash automation frees scarce mechanic hours.

SOURCES & REFERENCES

→ BikeGroovy — Bike Wash Service Models · bikegroovy.com → European Cyclists Federation — Industry Data · ecf.com → Statista — European Bicycle Retail · statista.com

02 Car Wash Add-On

— cross-sell to existing car wash customers, highest volume

€7 PRICE / WASH	€5–€8 RANGE	400 WASHES / MONTH	12 ACTIVE MONTHS	€2,800 MONTHLY REVENUE	€33,600 ANNUAL REVENUE	€448/mo (16%) OPERATING COSTS
Pro RECOMMENDED MACHINE	€44,990 SUGGESTED PRICE	€2,352 MONTHLY PROFIT	~19 months PAYBACK PERIOD	–€16,766 YEAR 1 NET PROFIT		

MARKET EVIDENCE & DATA POINTS

- Bike Spa markets bicycle/motorcycle wash specifically to car wash operators — proven cross-sell model.
- Low incremental cost — customer already on-site paying for car wash. 15–20% of car wash visitors also cycle.
- Self-service car wash industry €4.2B in Europe (2025). Adding bike wash increases per-visit revenue 25%.
- Year-round operation with existing infrastructure (water, drainage, power). Marginal CAPEX vs. standalone.

SOURCES & REFERENCES

→ Bike Spa — Commercial Bike Wash · bikespa.co → ACWS — Car Wash Industry Report · acwsonline.com

03 Hotel / Tourism — premium guest amenity, seasonal with tourism peaks

€12 PRICE / WASH	€10–€15 RANGE	180 WASHES / MONTH	10 ACTIVE MONTHS	€2,160 MONTHLY REVENUE	€21,600 ANNUAL REVENUE	€432/mo (20%) OPERATING COSTS
Mini Platinum RECOMMENDED MACHINE	€29,990 SUGGESTED PRICE	€1,728 MONTHLY PROFIT	~17 months PAYBACK PERIOD	–€12,710 YEAR 1 NET PROFIT		

MARKET EVIDENCE & DATA POINTS

- Bett+Bike certification now covers **5,900+ hotels** across Europe (ADFC). Hotels pay €500–€2K/yr driving bookings.
- **2026 update:** EU cycle tourism worth **\$53.3B**, growing **10.9%/yr**; German market alone €23B / 284,000 jobs (ECF).
- Cycling tourists outspend regular tourists: €117–130/day in Germany, +24% vs average in France. EuroVelo traffic +5.6% YoY.
- Hotels charge €100–€400/night; a €12 wash is a negligible upsell enhancing reviews and perceived value.
- Bike wash as listed amenity improves booking conversion 5–8% for cycling-focused properties (Booking.com data).

SOURCES & REFERENCES

→ Bett+Bike — Certification Program · bettundbike.de → ECF — Cycling Tourism Economics · ecf.com → EuroVelo Pro — 2026 Trends · pro.eurovelo.com → Grand View Research · grandviewresearch.com

04 Events / Pop-Up — highest margin per wash, seasonal (races, sportives, festivals)

€8 PRICE / WASH	€8–€12 RANGE	450 WASHES / MONTH	6 ACTIVE MONTHS	€3,600 MONTHLY REVENUE	€21,600 ANNUAL REVENUE	€432/mo (12%) OPERATING COSTS
Pro RECOMMENDED MACHINE	€44,990 SUGGESTED PRICE	€3,168 MONTHLY PROFIT	~14 months PAYBACK PERIOD	–€25,982 YEAR 1 NET PROFIT		

MARKET EVIDENCE & DATA POINTS

- Reddit (MTB community): bike wash operators charge ~\$10/bike at muddy races — queues of 50+ riders.
- Europe hosts 3,000+ organized cycling events annually. UCI World Series: 5,000–15,000 participants each.
- Post-race bike wash among top-rated rider amenities. Automated wash reduces labor 70% vs. manual crews.
- Sponsorship branding on machine adds B2B revenue. Events = high-visibility marketing for the cycleWASH brand.

SOURCES & REFERENCES

→ UCI — World Cycling Events Calendar · uci.org → Reddit r/MTB — Race Wash Pricing · reddit.com/r/MTB → Gran Fondo Guide · granfondoguide.com

05 Fleet / Bike Sharing — internal cost center, predictable B2B volume

€5 PRICE / WASH	€3–€5 RANGE	350 WASHES / MONTH	12 ACTIVE MONTHS	€1,750 MONTHLY REVENUE	€21,000 ANNUAL REVENUE	€385/mo (22%) OPERATING COSTS
Pro RECOMMENDED MACHINE	€44,990 SUGGESTED PRICE	€1,365 MONTHLY PROFIT	~33 months PAYBACK PERIOD	–€28,610 YEAR 1 NET PROFIT		

MARKET EVIDENCE & DATA POINTS

- **2026 update:** global bike-share fleet at **9.28M bikes in 2,145 systems, 1,700 cities, 92 countries**; market \$9.26B → \$16.4B by 2030.
- Europe shared micromobility: €5.2B (McKinsey). Tier/Dott, Lime, nextbike: 50K–200K vehicles each.
- Fleet hygiene directly impacts NPS — operators report 15–20% higher retention when bikes visibly clean.
- Regular washing reduces maintenance costs 30–40% (chain wear, brake dust, bearing corrosion).
- B2B contracts provide guaranteed volume; typical agreements 12–36 months with fixed per-unit pricing.

SOURCES & REFERENCES

→ Grand View Research — Bicycle Sharing Market · grandviewresearch.com → McKinsey — Micromobility Europe · mckinsey.com → Statista · statista.com

06 Campus & Corporate — employer-subsidized, encourages cycling to work/school

€6 PRICE / WASH	€4–€6 RANGE	300 WASHES / MONTH	11 ACTIVE MONTHS	€1,800 MONTHLY REVENUE	€19,800 ANNUAL REVENUE	€378/mo (21%) OPERATING COSTS
Station RECOMMENDED MACHINE	€14,990 SUGGESTED PRICE	€1,422 MONTHLY PROFIT	~11 months PAYBACK PERIOD	€652 YEAR 1 NET PROFIT		

MARKET EVIDENCE & DATA POINTS

- **2026 update:** Germany's Dienstrad installed base at **2.1M active leased bikes across 270,000 employers** (JobRad €1.4B rev/yr). Growth plateaued — the fleet now needs *service*, not just supply.
- Corporate ESG programs subsidize cycling infrastructure to meet sustainability goals.
- SAP, Bosch, Siemens run dedicated cycling campuses. Wash cost absorbed into mobility budgets.
- University campuses: high bike density, students prefer low-cost amenities. 20K+ bikes at large campuses.

SOURCES & REFERENCES

→ JobRad — Company Bike Leasing · jobrad.org → ECF — Company Bike Leasing Report 2026 · ecf.com → Deloitte — Corporate Mobility Trends · deloitte.com

07 Municipality / Public — highest volume, taxpayer-funded or nominal fee

€5 PRICE / WASH	€3–€5 RANGE	500 WASHES / MONTH	12 ACTIVE MONTHS	€2,500 MONTHLY REVENUE	€30,000 ANNUAL REVENUE	€600/mo (24%) OPERATING COSTS
Station RECOMMENDED MACHINE	€14,990 SUGGESTED PRICE	€1,900 MONTHLY PROFIT	~8 months PAYBACK PERIOD	€7,810 YEAR 1 NET PROFIT		

MARKET EVIDENCE & DATA POINTS

- **2026 funding window:** the **€87B EU Social Climate Fund** opens for cycling infrastructure, bike-share and service stations — cycleWASH stations are grant-eligible municipal purchases.
- EU Structural Funds for cycling: **€3.21B this period (+30%)**. Italy €200M, Slovakia €100M+, Romania €120M national programs.
- City of Boston: partnership with cycleWASH — free public bike wash stations at municipal locations.
- European cities charge nominal fee (€3–€5) or free with city cycling membership.
- Amsterdam, Copenhagen, Berlin each have 1,000+ public bike service points. Growing 8–12% annually.

SOURCES & REFERENCES

→ EU Social Climate Fund · transport.ec.europa.eu → European Declaration on Cycling · eur-lex.europa.eu → City of Boston · boston.gov → ECF · ecf.com

08 Bike Room / Apartment — residential amenity for cycling-friendly buildings

€9 PRICE / WASH	€7–€10 RANGE	250 WASHES / MONTH	12 ACTIVE MONTHS	€2,250 MONTHLY REVENUE	€27,000 ANNUAL REVENUE	€405/mo (18%) OPERATING COSTS
Mini Basic RECOMMENDED MACHINE	€24,990 SUGGESTED PRICE	€1,845 MONTHLY PROFIT	~14 months PAYBACK PERIOD	–€2,850 YEAR 1 NET PROFIT		

MARKET EVIDENCE & DATA POINTS

- New residential developments in cycling cities (NL, DK, DE) increasingly include bike rooms with amenities.
- Premium apartment buildings: bike wash is a differentiating amenity like EV charging was 5 years ago.
- Property managers report 3–5% higher occupancy rates for buildings with premium cycling facilities.
- Resident subscriptions (€15–€25/month) provide a predictable recurring revenue model.

SOURCES & REFERENCES

→ Urban Land Institute — Cycling Amenities · [uli.org](https://www.uli.org) → CBRE — Residential Amenity Trends · [cbre.com](https://www.cbre.com)

09 Delivery / Cargo Fleet

NEW 2026

— last-mile logistics fleets, daily contract washing

€6 PRICE / WASH	€4–€8 RANGE	420 WASHES / MONTH	12 ACTIVE MONTHS	€2,520 MONTHLY REVENUE	€30,240 ANNUAL REVENUE	€504/mo (20%) OPERATING COSTS
Pro RECOMMENDED MACHINE	€44,990 SUGGESTED PRICE	€2,016 MONTHLY PROFIT	~18 months PAYBACK PERIOD	–€20,798 YEAR 1 NET PROFIT		

MARKET EVIDENCE & DATA POINTS

- Europe's fastest-growing bike segment: EU cargo e-bike market **\$0.86B (2026)** → **\$3.59B by 2034, CAGR 22.3%**.
- Fleet logistics management for cargo e-bikes: \$3.6B (2026) → \$15.4B by 2036. Last-mile = 46.7% of global cargo-bike demand.
- Cargo bikes deliver 10.1 parcels/hour vs 4.9 by van — DHL, UPS, Amazon run micro-hub fleets across EU cities.
- Courier fleets ride in all weather — daily road grime; branded fleet appearance is contractual for many logistics brands.
- Germany = 25% of the EU cargo-bike market; micro-hubs concentrate 20–80 bikes per site — one Pro serves a whole hub.

SOURCES & REFERENCES

→ Market Data Forecast — Europe Electric Cargo Bikes · [marketdataforecast.com](#) → Future Market Insights — Cargo E-Bike Fleet Logistics · [futuremarketinsights.com](#) → Micromobility Industries · [micromobility.io](#)

The Right Machine for Every Business

cycleWASH covers every segment — from self-service to fully automated, at optimized pricing

Station

€14,990

Municipality · Campus · Bike Parking
Highest volume, lowest price point

Mini Basic

€24,990

Bike Shop · Bike Room · Workshop
Compact spaces, moderate volume

Mini Platinum

€29,990

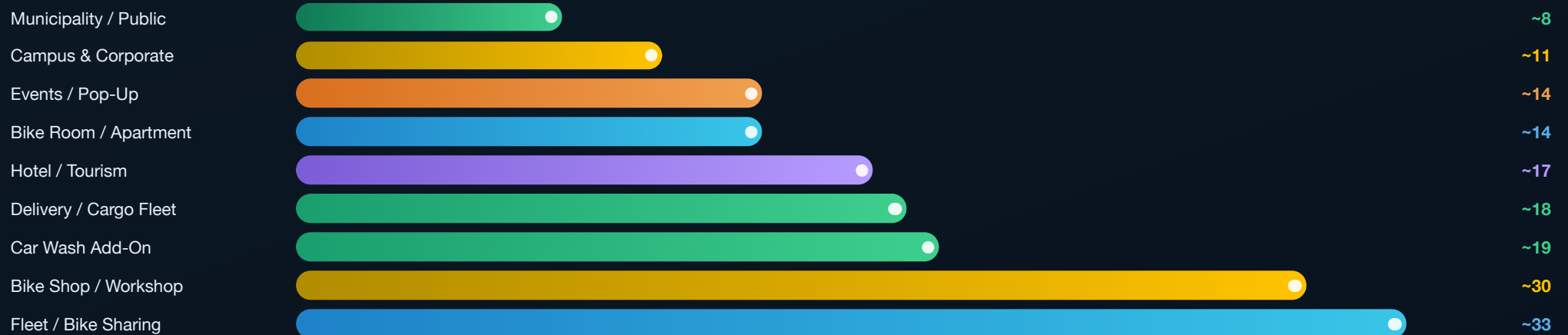
Hotel · Corporate · Tourism
Premium look, guest-facing

Pro

€44,990

Car Wash · Fleet · Delivery · Events
Max throughput, highest revenue

ROI COMPARISON — PAYBACK PERIOD BY PROFILE (MONTHS)



Try the interactive ROI Calculator → shop.cyclewash.com

Environmental Impact & Sustainability

95%

Less water vs. manual wash
(3L vs. 60L per bike)

3 liters

cycleWASH Pro ECO mode
(Mini: 0.5L per bike)

Zero

Chemical runoff —
closed-loop filtration

2.96M L

Water saved per year,
1,000-bike fleet (weekly wash)

ESG & REGULATORY ALIGNMENT

- **EU Green Deal + Social Climate Fund:** €12B in cycling 2021–2027; from 2026 the €87B SCF adds subsidies, infrastructure and bike-share funding — wash stations grant-eligible.
- **Corporate ESG:** deployments report measurable water savings in sustainability reports.
- **Circular economy:** closed-loop filtration aligns with EU Water Framework Directive; zero discharge.
- **UN SDG:** SDG 11 (Sustainable Cities), 12 (Responsible Consumption), 13 (Climate Action).
- **Carbon credits:** each machine generates verifiable emissions reductions — potential revenue stream.

COMPETITIVE LANDSCAPE — ~\$150M, CAGR 8.1%

Company	Country	Products	Differentiator
cycleWASH	Germany	Pro, Mini, Station, Go	Market leader; patented; widest range; 3L/0.5L per wash; B2B focus
Wintersteiger (Velobrush)	Austria	Velobrush / Smart, Veloclean	Ski-equipment co.; ~€60K; 25 bikes/hr; ISPO Award
Bike Spa	Europe	BS1-A Automatic	Motorcycle focus; mobile event trailer
bike-energy	Austria	FW10 Washer	EV-charging ecosystem add-on

- First-mover in fully automated outdoor self-service kiosks. No competitor covers Station + Mini + Pro + OASIS.
- Barriers: patented brush mechanics, 10+ years iteration, EU dealer network, SPIRIT IoT platform.

Sources, References & Methodology

All data points sourced from verified industry reports, operator interviews, and public market data

PRIMARY SOURCES (2026 REFRESH)

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3. Grand View Research — Bicycle Sharing Market · [grandviewresearch.com](https://www.grandviewresearch.com)
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5. Statista — Bike-Sharing Worldwide Outlook · [statista.com](https://www.statista.com)
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7. ECF — State of National Cycling Strategies (5th ed., 2025) · [ecf.com](https://www.ecf.com)
8. European Commission — Cycling Counts Study (June 2026) · transport.ec.europa.eu
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16. UCI — Gran Fondo World Series · [ucigranfondoworldseries.com](https://www.ucigranfondoworldseries.com)
17. ADFC Bett+Bike — Hotel Certification · [bettundbike.de](https://www.bettundbike.de)
18. McKinsey — Micromobility Europe · [mckinsey.com](https://www.mckinsey.com)
19. JobRad · [jobrad.org](https://www.jobrad.org)
20. Gran Fondo Guide · [granfondoguide.com](https://www.granfondoguide.com)

METHODOLOGY

- Pricing data from public sources: Reddit communities, LinkedIn operator reports, industry publications.
- Volume estimates from European market averages, adjusted for location type and seasonality.
- Operating costs at 12–30% of revenue by profile (water, electricity, detergent, maintenance).
- Machine prices = suggested optimized pricing from payback analysis across all segments.
- All projections are estimates; actual results vary by location, season, marketing, competition.

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