

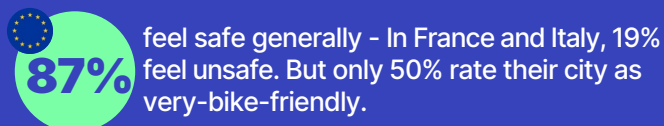
#1 European urban mobility barometer

June 2025 - OpinionWay survey for Decathlon - 4,094 respondents

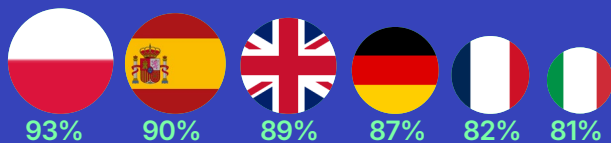
Gen Z's motivation & experience with cycling



What's holding them back? Gen Z's urban cycling frictions



Top 3 Barriers Identified by Gen Z Cyclists :



Unlocking urban cycling: What will make Gen Z cycle more. A strong cross-country behaviour

