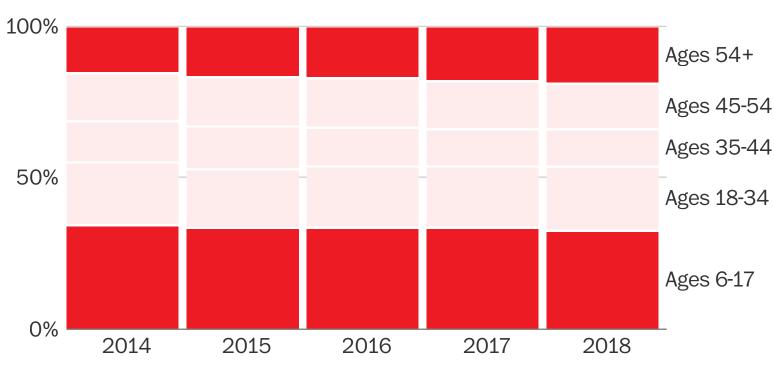
## Kids mean a lot to the biking industry

Even as kids cycling participation decreases, they're still the largest single age demographic of all cyclists. But the biking population is skewing older.



Source: Sports & Fitness Industry Association

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