Sales by region, 2025

Northfield Bicycle Works. Annual summary for wholesale partners. Amounts in US dollars.

Net sales grew in four of the five regions. Online orders passed the two million dollar mark for the first time; the South region closed slightly below last year.

Table 1. Net sales by region and quarter

Region	Q1	Q2	Q3	Q4	Full year	Change on 2024
North	$312,400	$348,150	$371,900	$402,650	$1,435,100	+8.4%
South	$198,700	$205,300	$187,450	$221,800	$813,250	-2.1%
East	$254,900	$262,100	$280,350	$301,200	$1,098,550	+5.7%
West	$176,250	$181,900	$199,400	$214,650	$772,200	+11.2%
Online	$461,300	$495,800	$538,200	$603,900	$2,099,200	+19.6%
Total	**$1,403,550**	**$1,493,250**	**$1,577,300**	**$1,744,200**	**$6,218,300**	**+9.3%**

Table 2. Units, prices and returns by product line

Product line	Units sold	Average price	Return rate	Gross margin
City	3,980	$412.50	2.3%	31.5%
Gravel	2,105	$1,284.00	1.8%	36.2%
Cargo	615	$2,365.75	0.9%	28.4%
Kids	2,205	$189.90	3.6%	24.0%
All lines	**8,905***	**$698.29**	**2.4%**	**32.3%**

* Includes 204 demonstration bikes sold to partner shops at cost.

Workshop hours

Hours are counted per site and half year. A positive difference means more hours were worked than planned.

Table 3. Planned and worked hours by site

Site	First half		Second half		Difference
	Planned	Worked	Planned	Worked	Worked - planned
Northfield	5,200.0	5,164.5	5,400.0	5,437.5	+2.0
Riverside	3,150.0	3,185.0	3,300.0	3,264.5	-0.5
Harbour	2,480.0	2,445.5	2,600.0	2,633.0	-1.5