

Austria E-bike - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2029)

Market Report | 2025-04-28 | 180 pages | Mordor Intelligence

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Report description:

The Austria E-bike Market size is estimated at 1.08 billion USD in 2025, and is expected to reach 1.64 billion USD by 2029, growing at a CAGR of 10.87% during the forecast period (2025-2029).

PROPULSION SEGMENT MARKET OVERVIEW

- The Austrian e-bike market experienced a surge in demand. E-bikes have currently become increasingly popular in Austria as a sustainable and practical mode of transportation for commuting, running errands, and leisure activities. According to a European Bicycle Manufacturers Association (EBMA) report, e-bikes accounted for approximately 25% of all bicycles sold in Austria in 2019. The report also noted that the Austrian e-bike market was expected to continue its growth trajectory in the coming years, driven by factors such as increasing awareness of the health and environmental benefits of e-bikes, government initiatives to promote cycling, and technological advancements in e-bike design.
- Several major e-bike brands were expanding their operations in Austria, including Bosch, Shimano, and Giant, who were launching new models of e-bikes designed specifically for the Austrian market. Several local players, such as KTM and Simpon, were also gaining popularity in the region.
- The Austrian government has also introduced several initiatives to promote the use of e-bikes, such as providing financial incentives for purchasing e-bikes and investing in the development of cycling infrastructure. Several cities in Austria, such as Vienna and Salzburg, have implemented bike-sharing schemes that include e-bikes as part of their fleets. Overall, the Austrian e-bike market is expected to continue its growth during the forecast period, driven by factors such as government support, increasing consumer demand, and technological advancements.

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Austria E-bike Market Trends

Austria demonstrates significant and consistent growth in E-Bike adoption rates, reflecting strong market acceptance and consumer demand.

- The sales of bicycles in Austria have grown significantly over the past few years. The growing interest in fitness, rising traffic congestion during office hours, and the increasing government policies to promote e-bicycles due to environmental conditions are increasing the adoption of e-bicycles in the country. Fuel cost savings and eco-friendly rides also accelerated the e-bicycle adoption rate to 5.0% in 2019 compared to 2018.
- The country witnessed continuous growth in the production of bicycles. Despite the pandemic, the production of e-bikes grew by 5.08% in 2020 compared to 2019. The growing number of COVID-19 cases in 2020 positively impacted the Austrian e-bike market. People started opting for e-bikes for daily commuting due to the fear of public transportation and maintaining social distancing. Thus, the adoption rate of e-bikes increased by 6.20% in 2020 compared to 2019.
- The resumption of business operations and the removal of trade barriers implemented by the government resulted in the gradual growth of e-bike sales in Austria in 2021. The resumption of trade activities resulted in the easier supply of various products, such as e-bikes. The introduction of advanced products with high-tech features, such as fast charging and long range, is projected to boost the adoption rate of e-bikes in Austria by 89% in 2029.

Austria exhibits a gradual rise in the population commuting 5-15 km daily, indicating a slow but steady change in travel distances.

- Despite the pandemic, Austria's bicycle production increased by around 5% in 2020 compared to 2019. The country also recorded significant growth in the number of bicycle buyers in the past few years. The number of people commuting by bicycle within a range of 5-15 km has grown in the country. The number of people commuting to their workplaces by bicycle accounted for around 50% of bicycle owners in Austria in 2020.
- The restrictions and barriers imposed by the government due to COVID-19 positively impacted the bicycle industry. The pandemic led to the closure of businesses, offices, industries, transportation services, etc. People started opting for bicycles to travel to nearby locations, like markets, to buy essentials or for exercise. The introduction of e-bikes with cutting-edge battery packs that offer an increased range of up to 40-45 km helped increase the number of people who commuted within a range of 5-15 km daily, amounting to 50% in 2021.
- During the pandemic, individuals developed the habit of riding bicycles, which continued after the resumption of activities and the removal of restrictions. In 2020, about 18% of people opted for e-bikes. Factors such as associated health benefits, no carbon emissions, and time-saving during traffic are expected to increase the usage of bicycles in Austria during the forecast period.

Austria E-bike Industry Overview

The Austria E-bike Market is fragmented, with the top five companies occupying 36.38%. The major players in this market are CUBE Bikes, KTM Bike Industries, Riese & Muller, Scott Sports and Trek Bicycle Corporation (sorted alphabetically).

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- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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