

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

Market Report | 2025-04-28 | 182 pages | Mordor Intelligence

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### **Report description:**

The Belgium E-bike Market size is estimated at 0.99 billion USD in 2025, and is expected to reach 1.4 billion USD by 2029, growing at a CAGR of 9.03% during the forecast period (2025-2029).

### **PROPULSION SEGMENT MARKET OVERVIEW**

- As a result of the COVID-19 restrictions, there were fewer commuting trips, more frequently performed by bigger vehicles. Although there were fewer restrictions in Belgium than in other European nations, personal transportation became increasingly common in Belgium as well.
- In recent times, e-bikes have become especially popular with people between the ages of 50 and 60 years, as they have been using bikes mainly for recreation purposes in Belgium. But there has also been a noticeable growth in the sales of e-bikes between the age group of 40 and 50 years. Thus, more people have been adopting e-bikes for commuting. There is also an increased preference for e-bikes with a lady's frame as they are easier to sit on and ride.
- Consumers purchased more expensive e-bikes in 2021. From EUR 2,191 to EUR 2,283, the average price of an e-bike in Belgium increased by 4% in 2021 from 2020. From EUR 2,031 to EUR 2,197, the price increase in Belgium in 2021 was more than 8% higher than in 2020. Essentially, consumers in the country have begun to purchase more high-end electric bikes, with e-bikes priced above EUR 3,000 also showing significant growth. Cheaper e-bikes still hold a lot of potential. In Belgium, over 30% of purchases are of e-bikes, with prices up to EUR 1,500. E-bike adoption is also increasing due to an increased focus on human health and the environment and the rising preference for a reliable mode of transportation. As electric bikes gain prominence in Belgium, start-ups and major players have begun introducing their latest product portfolios in the country to cater to the growing demand and garner a significant market share. Such factors are expected to augment the market's growth over the forecast

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period.

## Belgium E-bike Market Trends

Belgium shows exceptionally high E-Bike adoption rates, suggesting a deeply ingrained cycling culture and market maturity.

- The demand for bicycles has been gaining popularity in Belgium over the past few years. The advantages of e-bikes over traditional bicycles have boosted the demand for e-bikes across Belgium during the same period. Effortless riding, zero carbon emissions, saving time in high traffic congestion, and cost-efficiency are some of the major factors contributing to the growing adoption of e-bikes over other vehicles for daily commuting to nearby places. However, the adoption rate in the country amounted to 34% in 2019 compared to 51.40% in 2018.
- The COVID-19 outbreak in 2020 positively impacted the e-bike market across Belgium. Factors such as the need to maintain social distancing measures and consumers' anxiety about using public transportation changed consumers' preferred commuting, further encouraging them to invest in e-bikes as a convenient and price-friendly option for daily commutes to offices and nearby places. Such factors increased the adoption rate of e-bikes by 4.60% in 2020 over 2019 across the country.
- The resuming of business operations and the removal of trade barriers after the lockdown resulted in the gradual growth of e-bicycle sales in Belgium in 2021, as the resumption of trade activities solved the problem of product shortage in the country. The availability of innovative products with high-tech features is attracting consumers, which is further projected to increase the adoption rate in Belgium by more than 35% in 2028.

Belgium maintains a high percentage of commuters traveling 5-15 km daily, indicating a strong preference for this travel distance.

- The popularity of bicycle travel in Belgium is increasing annually, creating a huge demand for individual bicycle users. Bicyclists who commute daily 5 to 15 kilometres are becoming more prevalent as a result of the rise in bicycle demand. In 2020 people who used bicycles as the medium of transportation every day to a distance of close to 5 to 15 kilometres to various places such as offices, businesses and schools are close to 10% and which is increasing gradually across Belgium.
- The Pandemic was a major factor in Belgium's rise in bicycle demand in 2020 and 2021 as a result of lockdowns, various lockdown restrictions such as no gym or yoga centres were open, drop-in public transportation, and increased demand of bicycles. Additionally, in many Belgium cities, cyclists choose to use their bicycles as a mode of transportation for trips to their regular workplaces, places of business, and other local locations. The number of commuters going 5 to 15 kilometers by bicycle remained stagnant to 81.3% in 2021.
- Many people now commute from 5 to 15 kilometres away to their daily jobs on bicycles, as well as to their places of employment, places of business, and adjacent marketplaces. Additionally, in 2022, about 12% of people who work daily commuted by bicycle. The number of persons who commute to work by bicycle has increased in 2022 over 2021 as a result of improvements in the infrastructure for bicycles and various plans by the government to promote cycling. Such factors are expected to enhance the number of bicycle commuters with 5-15km, which further will also increase the demand for bicycles in Belgium during the forecast period.

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## Belgium E-bike Industry Overview

The Belgium E-bike Market is fragmented, with the top five companies occupying 27.37%. The major players in this market are Accell Belgie, Belgian Cycling Factory, Cowboy, Pon Holdings B.V and Royal Dutch Gazelle (sorted alphabetically).

Additional Benefits:

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

### **Table of Contents:**

1 EXECUTIVE SUMMARY & KEY FINDINGS

2 REPORT OFFERS

3 INTRODUCTION

3.1 Study Assumptions & Market Definition

3.2 Scope of the Study?

3.3 Research Methodology

4 KEY INDUSTRY TRENDS

4.1 Bicycle Sales

4.2 GDP Per Capita

4.3 Inflation Rate

4.4 Adoption Rate Of E-bikes

4.5 Percent Population/commuters With 5-15 Km Daily Travel Distance

4.6 Bicycle Rental

4.7 E-bike Battery Price

4.8 Price Chart Of Different Battery Chemistry

4.9 Hyper-local Delivery

4.10 Dedicated Bicycle Lanes

4.11 Number Of Trekkers

4.12 Battery Charging Capacity

4.13 Traffic Congestion Index

4.14 Regulatory Framework

4.15 Value Chain & Distribution Channel Analysis

5 MARKET SEGMENTATION (includes market size in Value in USD and Volume, Forecasts up to 2029 and analysis of growth prospects)

5.1 Propulsion Type

5.1.1 Pedal Assisted

5.1.2 Speed Pedelec

5.1.3 Throttle Assisted

5.2 Application Type

5.2.1 Cargo/Utility

5.2.2 City/Urban

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- 5.2.3 Trekking
- 5.3 Battery Type
  - 5.3.1 Lead Acid Battery
  - 5.3.2 Lithium-ion Battery
  - 5.3.3 Others

## 6 COMPETITIVE LANDSCAPE

- 6.1 Key Strategic Moves
- 6.2 Market Share Analysis
- 6.3 Company Landscape
- 6.4 Company Profiles
  - 6.4.1 A. Winther A/S
  - 6.4.2 Accell Belgie
  - 6.4.3 Batavus Intercycle Corporation
  - 6.4.4 Belgian Cycling Factory
  - 6.4.5 BIZBIKE BVBA
  - 6.4.6 Cowboy
  - 6.4.7 HF Christiansen A/S (Principia bikes)
  - 6.4.8 myStromer AG
  - 6.4.9 Pon Holdings B.V
  - 6.4.10 Royal Dutch Gazelle
  - 6.4.11 Strom Bikes
  - 6.4.12 VanMoof BV

## 7 KEY STRATEGIC QUESTIONS FOR E BIKES CEOS

## 8 APPENDIX

- 8.1 Global Overview
  - 8.1.1 Overview
  - 8.1.2 Porter's Five Forces Framework
  - 8.1.3 Global Value Chain Analysis
  - 8.1.4 Market Dynamics (DROs)
- 8.2 Sources & References
- 8.3 List of Tables & Figures
- 8.4 Primary Insights
- 8.5 Data Pack
- 8.6 Glossary of Terms

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