

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

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Report description:

The China E-bike Market size is estimated at 11.01 billion USD in 2025, and is expected to reach 12.39 billion USD by 2029, growing at a CAGR of 2.98% during the forecast period (2025-2029).

PROPULSION SEGMENT MARKET OVERVIEW

- E-bikes are becoming more powerful, and some models are more similar to scooters and motorcycles than to bicycles in terms of performance. The government's policies and laws supporting the use of green technologies, like e-bikes, are what essentially fuel the China e-bike market. These initiatives have sparked the development of big data-using application platforms and e-bikes with smart batteries. Electric bikes (e-bikes) provide cheap, convenient, and relatively energy-efficient transportation to an estimated 40 million to 50 million people in the People's Republic of China (PRC) as of 2007. In 2015, some 14.35 million electric bikes were sold to customers in China. The country is the most important market for electric bikes worldwide.
- In 2019, as the leading brand of electric bicycles in China, Yadea sold around 6.1 million units, almost doubling its sales compared to 2016. Meanwhile, Sunra and Niu also experienced sale growth from 2016 to 2019, with respective sales of 1.7 and 0.4 million units in 2019.
- The consequences of developing transportation infrastructure and increasing transportation volume include pollution and greenhouse gas emissions. The transportation industry accounted for 9% of direct CO2 emissions in 2020. The Chinese government is making concerted efforts to change its transportation system into a smart and environmentally friendly one. Given these considerations, the Chinese government will encourage pedal-assisted, speed pedelec, and throttle e-bikes to alleviate China's congestion, pollution, and fuel price difficulties.

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China E-bike Market Trends

China demonstrates exceptionally high and increasing E-Bike adoption rates, highlighting a vast market and strong consumer adoption.

- China accounted for more than 90% of consumption in the Asia-Pacific e-bike market during the historical period, owing to the high sales of e-bikes in the country to tackle heavy traffic conditions and growing vehicle pollution. The import and export volumes of e-bikes in China have been large over the past years. Currently, China ranks as the largest exporter of electric bikes worldwide.
- The Chinese e-bike industry is largely driven by several government efforts and legislation supporting the use of green technology, thus boosting the demand for e-bikes with smart batteries and application platforms. Electric motorcycles made by Chinese manufacturers have gained favor in Europe due to their high quality and technical advancements. There has also been an increase in the demand for e-bikes in the country to prevent traffic congestion and accidents. The advent of rental services due to the rising focus on shared micro-mobility services has also benefited the industry. Other factors driving the adoption of e-bikes include hyper-urbanization, a scarcity of parking spaces, and high transport expenses for fuel vehicles
- An electric bike is becoming an affordable option to many Chinese consumers, as it is priced at CNY 1,500-3,000 (about USD 180-360), which is a small fraction of the cost of a car. During the forecast period, the consumption of e-bikes is likely to continue to grow due to the decreasing cost of e-bikes in the Chinese market. Gasoline prices have risen in the country, while electricity prices in rural areas have dropped, making e-bikes more economically competitive to alternatives, like gasoline-powered scooters.

China demonstrates a consistent rise in the population commuting 5-15 km daily, reflecting a gradual change in commuting patterns.

- Every year, the use of bicycles for transportation grows in China, driving their demand. This growing demand is leading to an increase in the number of people who use bicycles to commute 5-15 km per day. Nearly 15% of individuals in China used bicycles as their primary mode of transportation in 2020 to travel between 5 and 15 km daily to various locations, including offices and schools.
- The COVID-19 pandemic significantly boosted China's bicycle demand in 2020 and 2021 due to lockdowns and the closure of gyms and yoga studios. People also avoided public transportation to maintain social distancing and chose bicycles to commute to their workplaces, places of business, and other nearby sites in many Chinese cities. In 2021, there was an increase in the number of commuters traveling 5-15 km on bicycles.
- Currently, many people use bicycles to travel a distance of 5-15 km to their workplaces, places of commerce, and nearby markets. About 17% of daily commuters rode bicycles in 2022. Due to improvements in bicycle infrastructure and a variety of cycling promotion initiatives by the government, the number of people biking to work increased in 2022 compared to 2021. Such factors are anticipated to boost the number of commuters using bicycles to cover a distance of 5-15 km daily, which may also increase the demand for bicycles in China during the forecast period.

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China E-bike Industry Overview

The China E-bike Market is moderately consolidated, with the top five companies occupying 49.61%. The major players in this market are Aima Technology Group Co. Ltd, Jiangsu Xinri E-Vehicle Co. Ltd, NIU Technologies, Shenzhen TAILG Technology Group Co., LTD. and Yadea Group Holdings Ltd. (sorted alphabetically).

Additional Benefits:

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

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