

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

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Report description:

The Denmark E-bike Market size is estimated at 412.6 million USD in 2025, and is expected to reach 566.2 million USD by 2029, growing at a CAGR of 8.23% during the forecast period (2025-2029).

PROPULSION SEGMENT MARKET OVERVIEW

- In 2018, the Danish government granted access to e-bikes to utilize the dedicated bicycle lanes in the country, which may impact the sales of e-bikes positively. The Parliament approved speed pedelecs, a super electric bike that can achieve speeds of up to 45 kmph, to be used on cycling lanes in the country. The Danish Parliament also ruled that beginning July 1, 2018, people operating superbikes must be at least 15 years old and wear a helmet, with no requirement for a license or number plate.
- In 2019, Finland, Sweden, Norway, Denmark, and Iceland signed a declaration to work toward carbon neutrality. One of the important aspects of this declaration is to decarbonize the transport sector and encourage local companies, investors, local governments, organizations, and consumers to upscale their efforts toward carbon neutrality.
- However, accidents involving e-bikes have become more severe in the country. A report by the Danish Road Traffic Accident Investigation Board (AIB) deduced that age factors impacted a number of incidents, and riding an e-bike is more challenging for the elderly and those suffering from age-related disabilities. This factor may hinder the market's growth to a certain extent in the country.?

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Denmark E-bike Market Trends

Denmark's adoption rates for E-Bikes show steady growth, indicating a progressive acceptance and increasing market presence.

- Denmark is gaining popularity in terms of bicycle usage over the past few years and the country has one of the highest users of bicycles in Europe. Moreover, the advantages of the e-bike over the traditional bicycle have raised the demand for e-bikes across Denmark. Effortless riding, zero carbon emission, saving time in high traffic congestion, and cost-efficient are some of the major factors contributing to the adoption of e-bikes over other vehicles for daily commuting to nearby places. As a result, the adoption rate for e-bikes has increased by around 3.50% in 2019 over the year 2018.
- The pandemic wave in 2020 has created a positive impact on the e-bike market across Denmark. Factors such as giving importance to social distancing and anxiety about using public transportation have changed the commuting methods of the consumer which further has encouraged consumers to invest in e-bikes, as a convenient and price-friendly option for daily commuting to offices and nearby places. Such factors have accelerated the adoption rate by 3.10% in 2020 over 2019 across the country.
- The resumption of business operations and the removal of trade barriers after the lockdown have resulted in the gradual growth of the sales of e-bicycles in Denmark in 2021. Moreover, resuming of trade activities made the easy availability of the products such as bicycles. introduction of advanced products with high-tech features is attracting consumers, which further is projected to increase the adoption rate by more than 35% during the forecast period in Denmark.

Denmark exhibits a steady increase in the percentage of commuters traveling 5-15 km daily, indicating stable commuting distances.

- One of the popular cycling nations, Denmark has seen a considerable increase in the number of bicycle sales over the previous few years. The number of persons who commute by bicycle 5 to 15 kilometres each day is rising along with the demand for bicycles. By 2020, between 5 and 15 kilometres per day were being travelled to various areas, such as workplaces, businesses, schools, etc., by around 50% of people in Denmark.
- The pandemic's many lockdown restrictions, which included the closing of various establishments like shops, gyms, and yoga studios, as well as drop-in public transportation, significantly affected the demand for bicycles in the Netherlands in 2020 and 2021. Moreover, people got habitual in riding bicycles for their work and nearby places between 5 to 15 kilometers, such factors resulted in an 0.2% increase in commuters commuting 5 to 15 kilometers in 2021 over 2020 in Denmark.
- The number of persons who use bicycles to go to work has increased in 2022 over 2021, due to improvements in bicycle infrastructure and a number of government cycling promotion activities. In January 2022, The Danish Ministry of Transportation declared 2022 to be "The Year of the Bike" in January of that year. This project, which invested \$458 million on new bike infrastructure, was started as a part of a significant infrastructure plan. The first \$64 million will be put to use in 2022, mostly to build additional bike lanes around the nation. It is projected that these factors will increase the proportion of commuters who ride 5 to 15 km, which would further increase demand for bicycles in Denmark during the forecast period.

Denmark E-bike Industry Overview

The Denmark E-bike Market is fragmented, with the top five companies occupying 26.61%. The major players in this market are

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CUBE Bikes, Giant Manufacturing Co. Ltd, Principia bikes, Royal Dutch Gazelle and Van Moof BV (sorted alphabetically).

Additional Benefits:

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

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