

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

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Report description:

The E-bike Market size is estimated at 38.08 billion USD in 2025, and is expected to reach 51.78 billion USD by 2029, growing at a CAGR of 7.98% during the forecast period (2025-2029).

- E-bikes are reliable and environmentally beneficial. They are also a great mode of transportation since they combine the comfort of a car with the fun of riding, which makes them particularly handy for leisure activities. An e-bike is quiet, produces no carbon emissions, provides a cheap form of transportation, conserves space, and promotes excellent health. The primary driving forces of the market's growth are increased awareness about fitness, rising environmental concerns, increased traffic congestion, and government initiatives to promote cycling.
- E-bikes are an excellent means of transportation, particularly for recreational activities. These bikes enable customers to cross rugged terrains that would be difficult to navigate without an electric engine. People started looking for safe and comfortable modes of transportation during the COVID-19 pandemic, and the e-bike business is increasing as a result of the integration of e-bikes into regular use. These factors are increasing the popularity of e-bikes around the world.
- With ever-increasing environmental and health concerns, governments and international organizations around the world are passing tough emission standards to limit carbon emissions. Some international organizations around the world have implemented severe vehicle standards. The rapid depletion of fossil fuel reserves has raised concerns about the sustainability of future generations. This aspect presents a significant challenge to governments and society. As a result, e-bikes are proven to be an excellent answer to the problem.

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Country Level Overview

- The market growth is mainly due to the increasing adoption of electric bikes as a mode of transportation on a daily basis globally. The market is seeing an upsurge in the unit sales of electric bikes based on their beneficial consumer characteristics, such as health benefits, economic mobility options, and convenience in riding.
- In the Asia-Pacific electric bike or electric bicycle market, China, Japan, and Indonesia accounted for a major share of overall unit sales during the historical period. China held over 90% volume share in the global electric bike market in 2023. However, it has witnessed stagnant growth in recent years, and its market is almost at the saturation point.
- In Europe, electric bike sales have skyrocketed in recent years, with countries like Germany, Belgium, and the Netherlands selling major units of electric bikes. This trend is due to the growing preference for electric bikes in transportation, sports, and leisure activities. The subsidies and tax incentive programs on electric bikes in Sweden, Belgium, and France are likely to support the significant growth of the European electric bike market during the forecast period.
- The North America electric bike market is growing as the preference for low-speed two-wheelers has increased in recent years. Various bike-sharing operators are including electric bikes in their fleets, which is expected to support the sales growth of these bikes in the near future.

Global E-bike Market Trends

The steady global increase in e-bike adoption rates reflects a worldwide shift toward sustainable and efficient personal mobility solutions

- There has been an increase in the demand for electric bicycles in many countries over the past several years. Increased gasoline costs, traffic congestion during rush hours, and the health advantages of exercise are driving the adoption of e-bikes in several countries, including the United Kingdom and the United States. With a greater adoption rate in 2019 compared to other regions, Europe was the primary market for the sales of electric bikes. The increasing demand for e-bikes accelerated the adoption rate in 2019 compared to 2018.
- The bicycle industry was favorably impacted by the rapid global expansion of COVID-19 cases. E-bikes are one of the most practical and affordable solutions for everyday commutes to work and other local locations compared to other means of transportation, which has revolutionized how consumers commute. This has encouraged people to invest in e-bikes, which accelerated their adoption rate in 2020 over 2019 in various countries worldwide.
- The return of commercial operations and the lifting of trade restrictions like lockdowns have accelerated the adoption of e-bikes in numerous countries throughout the world. The improvement of import and export activities has been a result of the removal of trade obstacles globally. According to estimates, during the forecast period, the adoption rate of e-bikes will increase in a number of countries worldwide due to consumers' growing interest in them as a result of their features and advantages, such as the ability to exercise while riding, the lack of fuel costs, and cleaner rides.

A global uptick in 5-15 km commutes underscores a universal shift towards moderate commuting distances, aligning with evolving work-life dynamics and urban planning.

- The global bicycle market is made up of several bicycle-friendly regions, including North America, Europe, and Asia-Pacific.

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Bicycle demand has grown recently among many countries in various regions. People from different countries and regions are gradually shifting to using bicycles for their everyday commutes of 5 to 15 km or other nearby locations such as offices and commercial districts. The APAC region has witnessed the most daily commuters traveling 5 to 15 km among all regions.

- Following the COVID-19 outbreak, which forced the closing of gyms and public transportation in several countries worldwide, many people discovered bicycles to be a secure and isolated method of transportation. People also preferred to exercise during the pandemic by bicycling or going on weekend runs to neighboring sites, which led to an increase in the number of commuters with a daily journey distance of 5 to 15 km in 2020 over 2019 globally. Consumers who commute 5 to 15 km daily are drawn to e-bikes with cutting-edge battery packs that offer an increased range of up to 40 to 45 km.

E-bike Industry Overview

The E-bike Market is fragmented, with the top five companies occupying 21.46%. The major players in this market are Aima Technology Group Co. Ltd, Giant Manufacturing Co. Ltd, Merida Industry Co. Ltd, Trek Bicycle Corporation and Yadea Group Holdings Ltd (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

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- 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
 - 5.2.3 Trekking
 - 5.3 Battery Type
 - 5.3.1 Lead Acid Battery
 - 5.3.2 Lithium-ion Battery
 - 5.3.3 Others
 - 5.4 Region
 - 5.4.1 Africa
 - 5.4.1.1 By Country
 - 5.4.1.1.1 South Africa
 - 5.4.1.1.2 Rest-of-Africa
 - 5.4.2 Asia-Pacific
 - 5.4.2.1 By Country
 - 5.4.2.1.1 Australia
 - 5.4.2.1.2 China
 - 5.4.2.1.3 India
 - 5.4.2.1.4 Japan
 - 5.4.2.1.5 New Zealand
 - 5.4.2.1.6 South Korea
 - 5.4.2.1.7 Rest-of-APAC
 - 5.4.3 Europe
 - 5.4.3.1 By Country
 - 5.4.3.1.1 Austria
 - 5.4.3.1.2 Belgium
 - 5.4.3.1.3 Czech Republic
 - 5.4.3.1.4 Denmark
 - 5.4.3.1.5 Finland
 - 5.4.3.1.6 France
 - 5.4.3.1.7 Germany
 - 5.4.3.1.8 Italy
 - 5.4.3.1.9 Luxembourg
 - 5.4.3.1.10 Netherlands
 - 5.4.3.1.11 Norway
 - 5.4.3.1.12 Poland
 - 5.4.3.1.13 Spain
 - 5.4.3.1.14 Sweden
 - 5.4.3.1.15 Switzerland
 - 5.4.3.1.16 UK

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- 5.4.3.1.17 Rest-of-Europe
- 5.4.4 Middle East
 - 5.4.4.1 By Country
 - 5.4.4.1.1 Saudi Arabia
 - 5.4.4.1.2 United Arab Emirates
 - 5.4.4.1.3 Rest-of-Middle East
- 5.4.5 North America
 - 5.4.5.1 By Country
 - 5.4.5.1.1 Canada
 - 5.4.5.1.2 Mexico
 - 5.4.5.1.3 US
 - 5.4.5.1.4 Rest-of-North America
- 5.4.6 South America
 - 5.4.6.1 By Country
 - 5.4.6.1.1 Argentina
 - 5.4.6.1.2 Brazil
 - 5.4.6.1.3 Rest-of-South America

6 COMPETITIVE LANDSCAPE

- 6.1 Key Strategic Moves
- 6.2 Market Share Analysis
- 6.3 Company Landscape
- 6.4 Company Profiles
 - 6.4.1 Aima Technology Group Co. Ltd
 - 6.4.2 Canyon Bicycle
 - 6.4.3 Cycling Sports Group, Inc.
 - 6.4.4 Fritzmeier Systems GmbH & Co. KG (M1 Sporttechnik)
 - 6.4.5 Giant Manufacturing Co. Ltd
 - 6.4.6 Jiangsu Xinri E-Vehicle Co. Ltd
 - 6.4.7 Kalkhoff Werke GmbH
 - 6.4.8 Luyuan Electric Vehicle Co., Ltd.
 - 6.4.9 Merida Industry Co. Ltd
 - 6.4.10 Myvelo Co. Ltd
 - 6.4.11 Rad Power Bikes
 - 6.4.12 Riese & Muller
 - 6.4.13 Royal Dutch Gazelle
 - 6.4.14 Samchuly Bicycle
 - 6.4.15 Specialized Bicycle Components
 - 6.4.16 TAILING ELECTRIC VEHICLE CO.,LTD
 - 6.4.17 The Cargo Bike Company
 - 6.4.18 Tianjin Fuji-Ta Bicycle Co. Ltd
 - 6.4.19 Trek Bicycle Corporation
 - 6.4.20 VanMoof BV
 - 6.4.21 Yadea Group Holdings Ltd
 - 6.4.22 Yamaha Bicycles

7 KEY STRATEGIC QUESTIONS FOR E BIKES CEOS

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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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