

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

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Report description:

The Europe E-bike Market size is estimated at 21.28 billion USD in 2025, and is expected to reach 29.28 billion USD by 2029, growing at a CAGR of 8.31% during the forecast period (2025-2029).

PROPULSION SEGMENT MARKET OVERVIEW

- A total of around 26 million units of electric bicycles were sold in the region in 2022, compared to around 24 million units of bikes in 2021. E-city/urban, e-trekking, and e-MTB bikes were the most preferred companies, occupying nearly 94% of all the e-bike sales in the country. Some of the major factors driving the sales of the e-bike market are the innovative character of the product, fully integrated batteries and drives, appealing designs, and the use of high-quality materials.
- After Germany, the Netherlands is the second-largest e-bike market in Europe. In 2022, the country witnessed a sale of nearly 0.55 million e-bikes, which was a slight increase compared to the previous year, which recorded nearly 0.5 million unit sales. Though the volume of e-bikes in the country increased as compared to last year, it was not a considerable change. This can be attributed to the fact that new bike sales were affected by practices, such as bike-sharing systems and swap bikes.
- Some of the major reasons considered for adopting e-bikes in European countries are the health benefits, environmental benefits, reduction in expenditure, avoidance of traffic congestion, and rise in demand for e-bikes as sports equipment among youth. . All these factors are expected to help the market growth over the forecast period.

EUROPE COUNTRY LEVEL MARKET OVERVIEW

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Europe E-bike Market Trends

Germany stands out with its notably high adoption rates, indicating a mature market and strong consumer acceptance

- Europe has witnessed a significant demand for e-bicycles over the past few years. Rising fuel prices, traffic jams during peak hours, and exercise benefits are some of the factors responsible for the increasing adoption rate of e-bikes in European countries, such as the United Kingdom, Italy, Spain, and Germany. Denmark accounted for the major share of e-bike sales and had a higher adoption rate in 2019 than other countries in the region, such as Luxembourg. The growing demand for e-bikes further accelerated their adoption rate across Europe.
- The growing number of COVID-19 cases affected the bicycle business positively. As people avoided public or rented transportation to maintain social distancing, they changed their commuting methods and invested in e-bikes as a convenient and price-friendly option. Such factors accelerated the adoption rate of e-bikes in 2020 across Europe.
- The resumption of business operations and the relaxation of restrictions, such as lockdowns and trade activities, boosted the adoption of e-bikes and increased the import and export activities in the region. The growing consumer interest in e-bikes is expected to increase their adoption in the region during the forecast period.

Steady growth in 5-15 km commutes, especially in Belgium and the Netherlands, reflects efficient transportation and urban planning

- Europe has many bicycle-friendly countries, including the Netherlands, Poland, and the United Kingdom. The demand for bicycles has grown recently in these countries. People in Europe are gradually shifting toward bicycles for shorter commutes (5-15 km) or trips to neighboring areas, including businesses and markets. Belgium has the highest percentage of daily commuters within 5-15 km in Europe.
- The COVID-19 pandemic in 2020 changed people's perceptions of bicycles as a secure, isolating means of transportation. People chose bicycles as an ideal form of exercise during the pandemic or engaged in weekend leisurely rides to neighboring areas, thus increasing the number of commuters with a daily travel distance of 5-15 km by 0.3% in 2021. Consumers commuting a daily distance of 5-15 km per day were drawn to e-bikes with their cutting-edge battery packs that offer an increased range of up to 40-45 km.
- Many people in the region regularly commute by bicycle to their places of employment within 5-15 km. Bicycle commuting is increasingly common in developed countries like the United Kingdom, Germany, Netherlands, and Norway, largely because it is healthy, carbon-free, fuel-efficient, and saves time in traffic. During the forecast period, these factors are anticipated to accelerate the number of commuters traveling a daily distance of 5-15 km across Europe.

Europe E-bike Industry Overview

The Europe E-bike Market is fragmented, with the top five companies occupying 18.14%. The major players in this market are Accell Group, CUBE Bikes, Giant Manufacturing Co. Ltd., Merida Industry Co. Ltd and Pon Holding B.V. (sorted alphabetically).

Additional Benefits:

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

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