

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

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Report description:

The Europe E-cargo bike Market size is estimated at 1.16 billion USD in 2025, and is expected to reach 1.6 billion USD by 2029, growing at a CAGR of 8.51% during the forecast period (2025-2029).

- The European market for e-cargo bikes has steadily grown in recent years. This trend is projected to continue as more towns invest in infrastructure to promote sustainable mobility options. The European Cyclists' Federation (ECF) reported that the European market for e-bikes rose by 23% in 2019.
- The demand for delivery services across European cities increased during the pandemic due to increased online shopping amid lockdowns and trade restrictions, thus boosting cargo vehicle use. E-cargo bikes are safer and do not emit greenhouse gas emissions. Many businesses use them for various applications instead of vans and other delivery vehicles. For instance, in the Netherlands, DHL makes 60% of inner-city deliveries by cargo bikes. Transport for Quality of Life estimated that e-cargo bikes could replace up to 8% of urban van trips by mileage.
- Due to increasing technological advancements, pedelec producers are focusing on producing pedelecs that can connect with riders' cell phones and provide real-time information on the speed and battery level. The majority of e-cargo bike sales are still accounted for by pedal-assisted models. However, there is a growing demand for throttle-assisted e-cargo bikes, particularly among business owners such as delivery companies and couriers. Throttle-assisted e-cargo bikes are a more convenient and efficient alternative to traditional delivery vehicles, especially in urban areas where traffic and parking may be a concern.

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- Over the past decade, the problem of daytime traffic congestion has grown in Europe due to an increase in delivery vehicles used by large companies that require supplies and an increase in online shopping. Thus, due to the problem of congestion, restaurants and retail chains are turning toward e-bikes and e-cargo bikes for their operations, mainly due to their increased average speed.
- Some key e-bike manufacturers operating in the country are focusing on developing innovative solutions and attractive models to widen their customer base. For instance, in 2020, CityQ developed a weather-protected e-bike, purpose-built for families and light cargo, with a built-in IT platform for managing the bike remotely. DB Schenker Norway premiered its Armadillo e-cargo bike for semi-trailer deliveries in the Bergen city center. More Armadillos are anticipated to be launched across the bigger Norwegian cities.
- Tax incentives and government policies further drive the demand for e-cargo bikes. In February 2021, the German Federal Ministry for the Environment, Nature Conservation, and Nuclear Safety (BMU) announced its plans to start a funding program, providing grants of up to 25% of the purchase costs or a maximum of EUR 2,500 for cargo bikes or trailers.

Europe E-cargo 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.

The UK and Germany are key contributors to the region's Hyper-Local Delivery market, both showing a steady increase in volume

- E-bikes are becoming highly popular across Europe. The share of online buyers increased by 80.25% in the last five years since 2017, which also increased pollution and traffic congestion in the region. Thus, due to these problems, logistic businesses are opting for a more convenient and cleaner option, i.e., an e-bike, for deliveries. The Netherlands accounted for the highest number of e-bike deliveries in 2019, followed by Denmark and the United Kingdom. The use of e-bikes for local deliveries in the region grew by 11.73% in 2019 over 2018.
- Various parcel and courier companies are making efforts to deploy e-bicycles as last-mile logistics options over large carbon-emission vehicles. In September 2020, FedEx announced that it was testing electric cargo bikes for parcel deliveries in London and Amsterdam. The company also announced that the initial results of the pilot testing were very good and planned to

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extend the services to other cities in the region. E-bicycle deliveries in Europe increased by 24.99% in 2021 over 2020.

- The e-bike market is developing in various countries across the region due to the cost advantages of these bikes over alternative fuel-powered vehicles, as well as time efficiency, fuel efficiency, eco-friendliness, and lower maintenance costs. Subsidies offered on e-bikes by the government also provide another advantage to vendors. Therefore, last-mile local deliveries made by e-bikes are projected to rise in Europe during the forecast period.

Europe E-cargo bike Industry Overview

The Europe E-cargo bike Market is moderately consolidated, with the top five companies occupying 40.05%. The major players in this market are Accell Group, CUBE Bikes, Giant Manufacturing Co. Ltd., Pon Holding B.V. and Riese & Muller (sorted alphabetically).

Additional Benefits:

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

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