

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

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Report description:

The France E-bike Market size is estimated at 2.3 billion USD in 2025, and is expected to reach 3.14 billion USD by 2029, growing at a CAGR of 8.16% during the forecast period (2025-2029).

Propulsion Segment Market Overview

- France's current road system is proving insufficient to handle the daily increase in car traffic. The WHO estimates that 1.35 million individuals lose their lives in traffic accidents every year. E-bike use will decrease the number of automobiles on the road as they take up less space on the road and cause fewer traffic jams. As a result, more people in France are choosing to ride e-bikes, which may increase their demand in the country.
- The COVID-19 pandemic significantly increased the demand for electric bikes. E-bikes emerged as the preferred mode of transportation as they are quick, simple to ride, affordable, and safe. During the pandemic, people's growing anxiety regarding public transportation and social distancing measures also boosted the demand for e-bikes in France. However, with businesses shutting down and only necessary services being permitted to commute during the first quarter of 2020, along with the government's limitations and lockdowns, the sales of e-bikes slowed down in the country. After the relaxation of restrictions and with wide vaccination campaigns, the world regained normalcy, which, in turn, contributed to commuters' going back to their regular travel patterns.
- In the coming years the market is expected to witness significant growth. Factors that may speed up the expansion of the e-bike market include government financing and strict restrictions on pollution and traffic congestion. The increased public interest in e-bikes as an affordable, dependable, and eco-friendly alternative to traditional vehicles is driving the growth of the electric bicycle market in the country and globally.

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France E-bike Market Trends

France's E-Bike adoption rates indicate a robust growth, reflecting an expanding market and increasing popularity.

- Bicycle sales in France have grown significantly over the past few years. The increasing number of health-conscious consumers, high traffic congestion on the roads during peak hours, and increasing government practices to promote e-bicycles and protect the environment are improving the adoption of e-bicycles in the country. Reduced fuel costs and eco-friendliness of these bikes also accelerated their adoption rate by 2.60% in 2019 over 2018.
- The COVID-19 pandemic in the country positively impacted e-bike sales. People preferred using their personal vehicles for daily commutes and avoided public transportation due to the fear of contracting the virus during the pandemic, which further accelerated the sales of e-bikes in France. As a result, the adoption of e-bikes in the country grew by 19.60% in 2020 over 2019.
- The relaxation of COVID-19 restrictions due to a drop in the number of cases also led to the resumption of businesses and offices, which also contributed to the growth of the e-bike market in the country in Q1 2022. Companies are launching e-bikes with high-tech features, long battery ranges, higher speed limits, and fast charging features, thus encouraging consumer interest in the market. During the forecast period, the country is expected to see a growth of 80% in the adoption of e-bikes.

France demonstrates a steady increase in the percentage of commuters traveling 5-15 km daily, indicating evolving commuting habits.

- The country has witnessed a significant increase in bicycle demand in recent years, with rising interest in bicycles as a mode of commute among consumers. Though the demand for e-bikes is rising, the daily commute to offices and marketplaces within the range of 5-15 km is still low compared to other modes of transportation. Most people prefer personal automobiles for daily commutes. In 2020, only 3% of the workers across France opted for bicycles for daily commutes.
- In 2020, the COVID-19 pandemic in France led to the closure of public transportation and gyms, along with offices and business operations. Therefore, people developed the habit of daily cycling during lockdowns, which continued in 2021. People are choosing to use e-bicycles to commute to their offices, businesses, and nearby locations, which raised the number of commuters in the range of 5-15 km by 0.3% in 2021 over 2020. The availability of e-bikes with modern battery packs that offer a greater range of up to 40-45 km is also increasing the demand from consumers who commute within the range of 5-15 km every day.
- In 2022, many users commuted daily by bicycle to their workplaces. A growing number of people are choosing to travel by e-bikes, mainly due to their health benefits, no emissions, and time savings. The developments in the bicycle infrastructure are also boosting the demand for e-bikes in the country. In September 2021, French Prime Minister Elisabeth Borne granted EUR 250 million to improve bike infrastructure and provide cycling classes for 800,000 schoolchildren. Such factors are anticipated to improve the use of e-bikes among consumers who travel a distance of 5-15 km daily during the forecast period.

France E-bike Industry Overview

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The France E-bike Market is fragmented, with the top five companies occupying 28.06%. The major players in this market are CYCLES LAPIERRE (Lapierre), DECATHLON, Giant Manufacturing Co. Ltd., Manufacture Francaise du Cycle (MFC) and Maxon Motor AG (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

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

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- 5.3.1 Lead Acid Battery
- 5.3.2 Lithium-ion Battery
- 5.3.3 Others

6 COMPETITIVE LANDSCAPE

- 6.1 Key Strategic Moves
- 6.2 Market Share Analysis
- 6.3 Company Landscape
- 6.4 Company Profiles
 - 6.4.1 CYCLE ME (Moustache Bikes)
 - 6.4.2 CYCLES LAPIERRE (Lapierre)
 - 6.4.3 Cycles Peugeot
 - 6.4.4 Cycling Sports Group, Inc.
 - 6.4.5 DECATHLON
 - 6.4.6 DOUZE Factory SAS
 - 6.4.7 FRONTISPORT (Gitane)
 - 6.4.8 Giant Manufacturing Co. Ltd.
 - 6.4.9 KTM Bike Industries
 - 6.4.10 Manufacture Francaise du Cycle (MFC)
 - 6.4.11 Maxon Motor AG
 - 6.4.12 Trek Bicycle Corporation

7 KEY STRATEGIC QUESTIONS FOR E BIKES CEOS

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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