

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

Market Report | 2025-04-28 | 192 pages | Mordor Intelligence

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Report description:

The Germany E-bike Market size is estimated at 9.13 billion USD in 2025, and is expected to reach 12.46 billion USD by 2029, growing at a CAGR of 8.06% during the forecast period (2025-2029).

PROPULSION SEGMENT MARKET OVERVIEW

- Germany is one of the leading regions of the European e-bike industry. Some of the major factors driving sales in the e-bike market are the innovative features of the products, fully integrated batteries and drives, appealing designs, and the use of high-quality materials.
- Players like VW and Gazelle unveiled new e-cargo bikes at the 2018 IAA (Internationale Automobil-Ausstellung) Commercial Vehicles exhibition in Hannover, Germany, to address the demands of the logistics industry. One of the Pon Bike Group's companies, Gazelle, collaborated with Aluca and DOCKR (mobility as a services (MaaS) start-up) to produce the Gazell D10 cargo e-bike model. The new cargo e-bike, known as the light electrical freight transporter (LEFT), has a capacity of 100 kg and can carry up to two conventional carriage boxes with Euro Pallet dimensions (1,200*800*1,100 mm). A 250 W Bosch Performance CX motor and a 1000 Wh battery are included with the LEFT.
- Germany's government and citizens are expected to switch to electric vehicles as gasoline prices increase and people grow more environmentally conscious. Speed pedelecs are expected to overtake the pedal-assisted bicycles as the most practical mode of transportation, even if they are best for shorter trips. Speed pedelecs will likely become more popular as power and speed capabilities advance.

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Germany E-bike Market Trends

Germany exhibits a significant and consistent increase in E-Bike adoption rates, highlighting a strong market penetration and consumer acceptance.

- The bicycle has gradually become one of the popular modes of daily commuting over the past few years in Germany. Moreover, the launch of e-bikes has increased the demand for bicycles in recent years. Continuous growth in pollution and traffic conditions along with a hike in fuel prices have increased adoption of the e-bikes across the country. Germany is witnessing a sales growth of e-bikes under a variety of age groups and people between the age of 45 and above are highly showing interest in the bikes. As a result, the adoption rate for e-bikes has increased to 23.40% in 2018 over 2017.
- The pandemic wave in 2020 has created a positive impact on the e-bike market across Germany. Factors such as taking measures of social distancing and anxiety about using public transportation have changed the commuting methods of the consumer which further has brought a big boom in the adoption of e-bicycles by growth of around 7% in 2020 over the year 2019.
- The e-bicycle companies are launching new models with advanced technologies and high-tech features such as long battery ranges, which are attracting customers due to which the interest in e-bikes among the people of Germany is growing significantly. Moreover, the preference of consumers for a carbon-free and healthier ride along with fuel saving is contributing to the higher adoption rate of e-bicycles. Owing to such factors the country has witnessed an e-bike adoption rate increased to 42.60% in 2021 over 2020, which is projected to grow during the forecast period in Germany.

Germany shows a stable percentage of commuters traveling 5-15 km daily, indicating consistent commuting patterns.

- People in different cities have started to gradually adopt the bicycle culture, and Germany has seen a huge increase in the demand for bicycles. Approximately 23% of people opt for bicycles to get to work, schools, or universities. The investments in cycling infrastructure and public transportation networks are encouraging people to choose a bicycle over other vehicles. An increase in the number of commuters with 5-15 km travel in 2020 also increased the demand for bicycles in Germany.
- The COVID-19 pandemic in Germany in 2020 led to the shutdown of gyms and public transit, and people in Germany rediscovered bicycles as a safe, socially isolating mode of transportation. Aside from this, during the pandemic, people chose to exercise through bicycling or going for weekend recreational runs to nearby locations, increasing the number of commuters within the range of 5-15 km across the country. The introduction of e-bikes with advanced battery packs for providing an enhanced range of up to 40-45 km is boosting the demand for bicycles, especially by consumers traveling a distance of 5-15 km daily.
- Individuals became habitual to riding bicycles after the pandemic. After the removal of the COVID-19 restrictions, many people started commuting by bicycle daily between offices, businesses, and adjacent markets within a range of 5-15 km. In 2021, about 10% of users traveled by bicycle daily to their workplaces. On alternative days, around 17% of people opted for bicycles to travel to offices. Bicycle commuters are on the rise, partly due to the health benefits, carbon-free journeys, and time savings from avoiding traffic jams. Such factors are expected to increase the number of commuters within the 5-15 km travel range, reaching 67.2% in 2029 across Germany.

Germany E-bike Industry Overview

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The Germany E-bike Market is fragmented, with the top five companies occupying 19.82%. The major players in this market are Accell Group, CUBE Bikes, Merida Industry Co. Ltd., Pon Holding B.V. and Riese & Muller GmbH (sorted alphabetically).

Additional Benefits:

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

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