

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

Market Report | 2025-04-28 | 181 pages | Mordor Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

The Japan E-bike Market size is estimated at 1.11 billion USD in 2025, and is expected to reach 1.78 billion USD by 2029, growing at a CAGR of 12.56% during the forecast period (2025-2029).

### **PROPULSION SEGMENT MARKET OVERVIEW**

- Japan is an Asian country that is no stranger to electric bikes. Electric power-assisted bicycles were introduced to the Japanese market, aiding the elderly by requiring less physical strength to navigate their daily life on a bicycle. The fundamental advantage of motorized bicycles, such as pedelecs, is the ease with which they may be used in daily life, such as doing errands or commuting. The majority of pedelec owners in Japan purchased their pedal-assist electric bicycles because they live in a residential area with a high number of slopes.
- Due to the island's rough geography, Japan's road system comprises more than 1.28 million kilometres of length and hundreds of bridges and tunnels. Because there are so many highways in Japan with little traffic, long-distance cycling is extremely common throughout much of the country. In 2021, pedal electric cycles (pedelecs), which make up around 12.2 percent of all new bicycle sales in Japan, will typically cost between 70 and 150 thousand Japanese yen.
- In Japan, the number of events using motorised bicycles has decreased from approximately 23.14 thousand in 2011 to fewer than 7,000 in 2020. The increased number of bicycles on the road reduces the likelihood of an accident. Rising youth interest in sports such as uphill cycling, as well as increased awareness of a healthy and active lifestyle, are expected to fuel market demand in the future years. The pedal-assist bicycle is useful for short distances, but the speed Pedelec will be the most convenient option in the near future. Furthermore, as power and speed capabilities improve, consumers will most likely gravitate toward the Speed Pedelec category in the coming years.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Japan E-bike Market Trends

Japan exhibits a consistent increase in E-Bike adoption rates, reflecting growing market penetration and consumer acceptance.

- The e-bike market in Japan is quickly becoming the most popular mode of transportation in urban areas. E-bikes are more agile and quicker than cars as they are extremely maneuverable and can readily dodge obstacles that cause a vehicle to slow down.
- In recent years, the number of e-bikes sold in Japan has increased, showing significant demand from a growing number of older people and working parents with young children. Older people were the major target demographic when electric power-assist bicycles were first introduced to the Japanese market. Motorized bicycles, such as pedelecs, are more convenient to commute. The elderly benefit from these bicycles as they allow them to exert less physical strength to navigate their everyday lives. However, in recent years, parents of preschool children have grown to rely on the convenience of e-bikes while dropping their children at daycare centers.
- Due to the resumption of business activities and the removal of trade restrictions imposed during lockdown, the adoption of e-bikes increased in Japan. Lifting trade regulations has benefited the country's import and export activities. Due to e-bikes features and benefits, such as fuel efficiency and time savings, their adoption rate is projected to increase in Japan in the future.

Japan maintains a high percentage of commuters traveling 5-15 km daily, indicating a strong preference for this travel distance.

- The bicycle culture is gaining popularity in the country. Over the years, bicycle demand in Japan has increased. The usage of bicycles for commuting to various places, such as schools, marketplaces, and job sites, is increasing in the country. In 2020, more people started using bicycles to travel a distance of 5-15 km for exercising and going to nearby places, such as markets or offices. Therefore, the demand for bicycles in Japan increased in 2020 compared to 2019.
- The restrictions and barriers imposed during the pandemic significantly and favorably affected the bicycle market in Japan. For short trips, more Japanese choose to walk or bike instead of using other automobiles. The availability of e-bikes with more sophisticated features and longer battery lives also encouraged individuals to choose bicycles for weekend activities and exercise, further boosting the number of commuters in Japan who traveled 5-15 km on bicycles in 2021 compared to 2020.
- Bicycle use for short trips became common as people habitually used bicycles to commute to nearby places. Currently, many individuals commute daily by bicycle, covering a distance of 5-15 km to local markets and workplaces. More people prefer to commute by bicycle due to the growing health benefits, carbon-free commuting, and saving time by avoiding traffic. These factors are anticipated to increase the number of people commuting a distance of 5-15 km in Japan during the forecast period.

## Japan E-bike Industry Overview

The Japan E-bike Market is fragmented, with the top five companies occupying 37.20%. The major players in this market are Asahi Cycle Co. Ltd, Panasonic Cycle Technology Co. Ltd, Shimano Inc., Trek Bicycle Corporation and Yamaha Bicycles (sorted alphabetically).

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## 6 COMPETITIVE LANDSCAPE

### 6.1 Key Strategic Moves

### 6.2 Market Share Analysis

### 6.3 Company Landscape

### 6.4 Company Profiles

#### 6.4.1 Asahi Cycle Co. Ltd

#### 6.4.2 Bridgestone Cycle Co. Ltd

#### 6.4.3 Fujikom Co. Ltd

#### 6.4.4 Giant Manufacturing Co. Ltd.

#### 6.4.5 Kawasaki Motors Corporation Japan

#### 6.4.6 Maxon Motor AG

#### 6.4.7 Panasonic Cycle Technology Co. Ltd

#### 6.4.8 Shimano Inc.

#### 6.4.9 Trek Bicycle Corporation

#### 6.4.10 Yamaha Bicycles

## 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

Market Report | 2025-04-28 | 181 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-01"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

