

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

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Report description:

The Mexico E-bike Market size is estimated at 6.76 million USD in 2025, and is expected to reach 7.5 million USD by 2029, growing at a CAGR of 2.63% during the forecast period (2025-2029).

PROPULSION SEGMENT MARKET OVERVIEW

- Mexico is one of the first countries in North America to embrace the e-bike culture. In 2019, Mexico had 340 pedal-assisted bicycles and 28 new stations, accounting for 5% of the overall fleet. The function of a speed pedelec is similar to a standard e-bike pedelec, where turning the pedals activates the electric help. These bicycles have recently gained popularity in Mexico due to their increased feasibility and features. Throttle-assisted e-bikes are utilized in mountainous and difficult terrains, allowing users to travel faster and with less effort.
- Traffic is a serious issue in Latin American cities such as Mexico City and Sao Paulo. Nonetheless, technological development and lightweight materials assist the e-bike market's quick growth. Speed pedelecs, which allow riders to reduce the time taken for journeys more than regular pedelecs, could be one of the keys to unlocking a more sustainable transportation future in Mexico. As such power and speed capabilities improve, consumers will surely gravitate toward the speed pedelecs segment in the next years. Still, from a price standpoint, some audiences will undoubtedly opt for pedal-assisted e-bikes as well.
- The government and consumers are expected to turn toward electric mobility due to the increasing fuel prices. As the pedal assist bicycle is better suited for shorter distances, the speed pedelec will be the most practical option in the near future. As power and speed capabilities improve, consumers may likely gravitate toward speed pedelecs in the coming years. Although Mexico has legislation limiting the use of throttle-assisted e-bikes, they are far less common than pedal-assisted e-bikes.

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Mexico E-bike Market Trends

Mexico's E-Bike adoption rate demonstrates gradual growth, with a trend towards more widespread use and market acceptance.

- The sales of bicycles in Mexico have been growing significantly over the past few years. The increase in health-conscious consumers, high traffic congestion (as Mexico is one of the countries with a high traffic index), and increasing government practices to promote e-bicycles concerning environmental conditions are enhancing the adoption of e-bicycles in the country. Reductions in fuel costs and eco-friendly rides accelerated the adoption rate of e-bicycles to 12.1% in 2018 over 2017 in Mexico.
- The country witnessed a sales decline in 2019, which continued by 11.5% in 2020 over 2019. The rise in the COVID-19 cases, restrictions imposed by the government, such as the closing of various manufacturing industries, and the implementation of trade barriers across various countries have resulted in a sales drop. Mexican bicycle sales were highly affected as it is majorly dependent on imports. Shortage of products declined the adoption rate of e-bikes by 9.2% in 2020 over 2019.
- The starting of business operations and the removal of trade barriers after the lockdown resulted in the gradual growth of the sales of e-bicycles in Mexico in 2021, as starting trade activities solved the problem of the product shortage in the country. The availability of advanced products with high-tech features is attracting consumers, which is projected to increase the adoption rate further, by 15.5%, during the forecast period in Mexico.

Mexico's percentage of commuters with a 5-15 km daily travel distance is gradually increasing, indicating a slow but steady change in commuting distances.

Mexico E-bike Industry Overview

The Mexico E-bike Market is moderately consolidated, with the top five companies occupying 46.64%. The major players in this market are Bicicletas Mercurio SA De CV, Distribuidora de Bicicletas Benotto, S.A. de C.V., Specialized Bicycle Components, Trek Bicycle Corporation and Yamaha Bicycles (sorted alphabetically).

Additional Benefits:

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

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