

Middle-east 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 Middle-east E-bike Market size is estimated at 73.07 million USD in 2025, and is expected to reach 105.8 million USD by 2029, growing at a CAGR of 9.69% during the forecast period (2025-2029).

- Increasing environmental awareness, rising traffic congestion, increased awareness about personal fitness, and cycling promotion programs are the main growth factors of the Middle Eastern e-bike market. People are rethinking using bicycles as their major mode of transportation due to a lack of parking spots and increasing traffic congestion. Customers are increasingly turning toward online distribution channels to purchase bicycles, owing to a number of factors such as doorstep delivery, easy replacement, and the accessibility to a wide range of goods from the comfort of home.
- The COVID-19 outbreak in the Middle East boosted the demand for bicycles. People use bicycles for commuting and for other activities like exercising and hiking. The increased public awareness of the health advantages of pedaling is the main demand driver. Consumers want vehicles that are safer, more comfortable, and ecologically responsible. The demand for such vehicles for daily commutes has increased due to the advent of shared mobility firms.
- In the coming years, e-bikes will likely become more popular in the Middle East. Ride-sharing firms in the United Arab Emirates are diversifying their product offerings to include renting and selling options for electric bicycles. By 2029, there may be 39.9 million customers engaged in e-commerce activities. E-cargo bikes may become more well-known in the coming years. Mountain e-bikes are also in great demand as the interest in hiking and leisurely activities is growing. Due to these various factors, the market for e-bikes in the region is expected to grow rapidly.

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Middle-east E-bike Market Trends

The UAE's rapid growth rate highlights a burgeoning interest in e-bikes, aligning with modernization and sustainability efforts.

- The electric bicycle market in the Middle East is in its growth stage. There is an increasing demand for sustainable and eco-friendly transportation options. However, the market in the Middle East is still relatively small compared to other regions due to factors such as high costs and lack of infrastructure. In recent years, several countries in the region have taken steps to promote the adoption of electric bicycles by providing subsidies and investing in charging infrastructure. Despite these efforts, the market is still in its early stages. Further government support and investment are needed to drive better growth.
- The future of the electric bicycle industry in the Middle Eastern region looks promising due to the increasing demand for sustainable and eco-friendly transportation options. The market is expected to grow as more consumers become aware of the benefits of electric bicycles, such as reduced carbon emissions, lower operating costs, and improved health and wellness.
- Key players in the Middle Eastern e-bike market include local and international manufacturers, such as Giant, Trek, and Mercedes-Benz, and start-ups, like E-Joe and Propella. These companies offer a range of electric bicycles, including mountain bikes, road bikes, and city bikes, thereby catering to the needs of a wide range of consumers.

The Middle East demonstrates a steady increase in the population commuting 5-15 km daily, reflecting consistent and evolving travel habits.

- The demand for bicycles in the Middle East has been rising steadily over the past few years. However, the proportion of people using bicycles is smaller compared to other modes of transportation. There are only a handful of people who travel between 5 and 15 kilometers. Most people rely on cars in Saudi Arabia, the United Arab Emirates, and many other countries across the region. As several people opted to commute via bicycles during the pandemic, the number of commuters traveling between 5 and 15 kilometers increased in 2020.
- The lockdowns in 2020 and 2021 had a significant impact on the demand for e-bikes and bicycles in the Middle East. This situation motivated many others to start cycling for fitness and health reasons. People frequently utilize their bikes to travel to their usual places of work, places of business, and other nearby sites like grocery stores. Due to the increasing usage of bicycles, the number of bike-based commuters in the Middle East increased in 2021.
- The usage of bicycles increased further when the COVID-19-related restrictions were lifted, and business operations resumed across the Middle Eastern countries. Due to various advantages, like carbon-free transportation, fuel efficiency, and time-saving during rush hours, bicycles and e-bikes are now frequently utilized by many people. These factors are likely to increase the number of people who commute 5-15 kilometers during the forecast period and boost the sales of e-bikes.

Middle-east E-bike Industry Overview

The Middle-east E-bike Market is fragmented, with the top five companies occupying 38.73%. The major players in this market are Accell Group, Giant Manufacturing Co. Ltd., Jiangsu Xinri E-Vehicle Co. Ltd., Riese & Muller and Wuxi Yadea Export-Import Co. Ltd.

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

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