

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

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Report description:

The Netherlands E-bike Market size is estimated at 1.71 billion USD in 2025, and is expected to reach 2.19 billion USD by 2029, growing at a CAGR of 6.31% during the forecast period (2025-2029).

PROPULSION SEGMENT MARKET OVERVIEW

- The Netherlands is known for its extensive and well-developed cycling infrastructure, and e-bikes have become an increasingly popular mode of transportation in the country. In the Netherlands, e-bikes are widely available and can be rented or purchased from many bike shops. They are often used by commuters for daily transportation, as well as by tourists exploring the country. The Dutch government has also introduced incentives to encourage the use of e-bikes, such as tax breaks for businesses that provide them to their employees and subsidies for individuals who purchase them. This has helped to further promote the adoption of e-bikes in the country.
- In February 2021, Stromer opened its European subsidiary, myStromer Europe, in Den Bosch, the Netherlands. The new EU service center aims to increase the company's delivery capacity. Kobe Broos, previously the Market Manager of Stromer Benelux, will take over as the new General Manager of myStromer Europe. Initially, accessories and spare parts for European customers would be supplied directly from this subsidiary in Den Bosch. In a later phase, bike deliveries and the expansion of the showroom for dealer consultations and training would be included.
- As a result of the rising gasoline costs, both the government and the general public may choose electric vehicles. The speed pedelec is soon expected to be the most practical choice. A pedal-assisted bicycle is better suited for shorter trips. In recent future, people may probably prefer speed pedelecs as their power and speed capabilities are advancing. Throttle-assisted e-bikes are prohibited by law in the Netherlands, and they are far less widespread than pedal-assisted e-bikes.

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Netherlands E-bike Market Trends

The Netherlands exhibits a high adoption rate for E-Bikes, highlighting a strong cycling culture and market maturity.

- The Netherlands is one of the popular countries known for bicycle usage, the country is witnessing significant growth in e-bikes over the past few years. Moreover, the benefits of the electronic bicycle over the conventional bicycle have surged the demand for e-bikes across the Netherlands. Ease of riding, pollution-free and time-saving, and cost-efficient are some of the major factors contributing to the adoption of e-bikes over other vehicles for daily commuting to offices and marketplaces. As a result, the adoption rate for e-bikes has increased by 6% in 2018 over the year 2017.
- The Netherlands was one of the major hits, causing loss to various industries such as automotive, etc., Moreover fear of corona, due to which people started avoiding public and shared transportation which impacted the sales and usage of personal vehicles including e-bicycles. People preferred to choose e-bikes over other commuting options as it is one of the most cheapest and carefree vehicles (very less maintenance cost compared to other vehicles). As a result, the sales of e-bicycles, and the adoption rate of e-bikes among consumers have increased by around 8.5% in 2020 over the year 2019 in the Netherlands.
- The relaxation in the covid wave and drop in the covid cases resulted in the resumption of business operations and offices. Which has increased the growth of e-bikes in 2021, Moreover, the launching of new e-bikes with high-tech features such as long battery range, higher speed limits, and fast charging features have highly encouraged consumers to invest in E-bikes. As a result, the country is expected to witness a growth in the adoption rate of e-bikes reaching at 92% in 2028 compared to 57.50% in 2022.

The Netherlands shows a consistent rise in the population commuting 5-15 km daily, reflecting a preference for medium-distance travel.

- The Netherlands is one of the popular countries known for cyclists, the country has witnessed significant growth in the number of bicycle sales over the past few years. The demand for bicycles is increasing, which has led to an increase in the number of people who commute by bicycle 5 to 15 kilometers per day. Nearly 36% of individuals in the Netherlands have used bicycles as their primary mode of transportation by 2020 to travel daily between 5 and 15 kilometers to various locations, including offices, enterprises, schools, etc.
- The different lockdown limitations, including the closing of various activities such as businesses, gyms, and yoga studios, and drop-in public transportation, due to which, the pandemic had a significant impact on the Netherlands bicycle demand in 2020 and 2021. In many Netherlands cities, bikers also decide to get to their usual workplaces, places of business, and other nearby sites on their bicycles. In 2021 compared to 2020, there was an increase of around 0.90% in the number of commuters traveling 5 to 15 kilometers on bicycles, Moreover, various people started using bicycles for approximately 27% of their home-work commutes.
- The improvements in bicycle infrastructure and a variety of government cycling promotion initiatives, the number of people who use bicycles to commute to work have increased in 2022 over 2021. Today, many people use bicycles to go 5 to 15 kilometers to their daily jobs, as well as to their workplaces, places of commerce, and nearby markets. These factors are anticipated to increase the number of commuters who bike 5 to 15 km, which would further raise demand for bicycles in the Netherlands throughout the projection period.

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Netherlands E-bike Industry Overview

The Netherlands E-bike Market is moderately consolidated, with the top five companies occupying 58.67%. The major players in this market are Accell Group, CUBE Bikes, Giant Manufacturing Co. Ltd., Pon Holdings B.V. and Trek Bicycle Corporation (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

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- 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

6 COMPETITIVE LANDSCAPE

- 6.1 Key Strategic Moves
- 6.2 Market Share Analysis
- 6.3 Company Landscape
- 6.4 Company Profiles
 - 6.4.1 Accell Group
 - 6.4.2 Canyon Bicycles
 - 6.4.3 CUBE Bikes
 - 6.4.4 Giant Manufacturing Co. Ltd.
 - 6.4.5 Pon Holdings B.V.
 - 6.4.6 Prophete GmbH & Co. KG
 - 6.4.7 Riese & Muller
 - 6.4.8 Royal Dutch Gazelle
 - 6.4.9 SHIMANO INC
 - 6.4.10 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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