

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

Market Report | 2025-04-28 | 180 pages | Mordor Intelligence

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### **Report description:**

The New Zealand E-bike Market size is estimated at 44.24 million USD in 2025, and is expected to reach 66.75 million USD by 2029, growing at a CAGR of 10.83% during the forecast period (2025-2029).

### **PROPULSION SEGMENT MARKET OVERVIEW**

- In New Zealand, standards for developing bicycle infrastructure are subpar, and both the central and municipal governments provide very little support for cycling. As individuals become more aware of the need to maintain a healthy, active lifestyle, bicycles are becoming popular as a practical form of leisure activity. In New Zealand, people are becoming more health-conscious, resulting in the increased use of e-bikes.
- In terms of most parameters, including GHG emissions, the projected life cycle consequences of e-bikes were shown to be more advantageous compared to autos. This was partly owing to New Zealand's almost 80% proportion of renewable electricity generation. Because of this electrical mix, the e-bike's environmental impacts during usage were less than those associated with its manufacturing and disposal. The environmental impacts were evaluated for recharging the battery at four different times of day, representing different average electricity generation mixes.
- The study emphasized the importance of reducing the use of private autos, transitioning to zero or low-emission vehicles, and decarbonizing the freight sector and public transportation. As fuel prices rise and people become more mindful of pollution, the government and inhabitants of New Zealand are expected to shift to electric vehicles. The pedal-assisted e-bike is ideal for shorter distances, but speed pedelecs are expected to emerge as the most practical option in the future. As power and speed capabilities improve, the speed pedelecs segment of the New Zealand e-bike market will undoubtedly record an increase in demand. Owing to these factors, the e-bike market in New Zealand is expected to flourish during the forecast period.

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## New Zealand E-bike Market Trends

New Zealand demonstrates a robust increase in E-Bike adoption rates, indicating a strong market presence and consumer acceptance.

- New Zealand has been witnessing growth in e-bike sales in recent years, with about 75,000 units imported in 2021. Although sales had remained consistent, increased awareness of carbon emissions and the rising price of petrol and ease of access increased the demand for e-bikes for commuting in recent years. E-bikes and other low-powered vehicles (mobility scooters, e-scooters, etc.) are becoming popular across the world as battery technology improves and economies of scale reduce prices.
- To meet the demand, specialty stores are being set up across New Zealand. In contrast to most other nations, New Zealand law restricts motor power but does not address motor assistance cut-out speed. Any ordinarily legal motor may push these vehicles to speeds considerably in excess of 40 km/h with stronger batteries and controllers producing high amperage.

New Zealand demonstrates a steady increase in the percentage of commuters traveling 5-15 km daily, indicating stable commuting patterns.

- New Zealand has witnessed a significant increase in the demand for bicycles in recent years as individuals began showing interest in bicycle travel. There is a rise in the demand for bicycles, but users commuting daily to offices, businesses, and markets within a range of 5-15 km by bicycles is still low compared to other modes of transportation. As the majority of people are using personal automobiles for daily usage, close to 2.5% of the workers across New Zealand opted for bicycle travel in 2020 within the range of 5 to 15 km.
- The stoppage of public transportation and the avoidance of rental cars, the COVID-19 limitations, and the lockdown had a favorable effect on bicycle sales, driving up demand. As more people began utilizing bicycles for short commutes, the number of commuters covering a distance of 5 to 15 km increased significantly in New Zealand, rising in 2021 over 2020.
- People started riding bicycles to work on a regular basis when the restrictions were removed. Many people now commute to work each day on bicycles between workplaces, businesses, and nearby markets within a radius of 5 to 15 km. A significant number of commuters opted for bicycles in 2022 over 2021. Bicycling to work is becoming more popular due to health advantages, zero emissions, and time savings from avoiding traffic. Owing to such factors, commuter travel between 5 and 15 km is anticipated to grow in New Zealand during the forecast period.

## New Zealand E-bike Industry Overview

The New Zealand E-bike Market is fragmented, with the top five companies occupying 37.82%. The major players in this market are Accell Group, Giant Manufacturing Co., Scott Sports, Trek Bicycle Corporation and UBCO LIMITED (sorted alphabetically).

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

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