

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

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Report description:

The North America E-bike Market size is estimated at 4.11 billion USD in 2025, and is expected to reach 7.54 billion USD by 2029, growing at a CAGR of 16.41% during the forecast period (2025-2029).

PROPULSION SEGMENT MARKET OVERVIEW

- The electric vehicle industry is steadily revolutionizing the automobile sector in North America, mostly with the yearly introduction of increasingly efficient and powerful electric vehicles. Apart from being a cleaner and greener mode of transportation for short distances, e-bikes are being used across a wide range of industries and applications in the United States. The long-term benefits of riding a pedal-assisted e-bike involve working out while traveling to and from work instead of having to set aside a specific time for exercising. Most employees spend their workdays sitting at their desks. E-bikes help in exercising while saving time.
- In order to address major issues like traffic congestion and pollution, regional governments are boosting the construction of e-bike infrastructure. Several businesses are entering the market with innovative pedal-assisted e-bikes. Many companies are working on more product innovations to cater to these issues.
- Transportation agencies and other organizations are investing in e-bike rentals and sharing passes to increase the popularity of electronic modes of travel. E-bikes are typically fitted with GPS, thereby helping operators and organizations plan systematic expansions by analyzing mobility data. Future technology-based vehicles, like speed pedelecs and pedal-assisted bikes with higher functionalities, are expected to meet the enormous demand for and the sales of e-bikes in the North American region.

NORTH AMERICA COUNTRY LEVEL MARKET OVERVIEW

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- The North American market for e-bikes is an extremely fragmented one, with the presence of both local and international players in the region. Major cities in the region face transportation challenges related to traffic congestion, injury and loss of life due to road crashes, local air quality, climate change, obesity and physical inactivity, economic burden, and the international supply rate of oil. Shifting people from cars to other modes of transportation, such as bicycles, can help address these challenges.
- The demand for e-bikes in North America is soaring as commuters are looking for suitable means of personal transportation. Purchasing an e-bike leads to increased commute, rising from 2.1 km to 9.2 km per day on average. E-bikes can be used by people of different age groups. Younger people use them for commutes and exercise, and older people mainly use them for shorter and safer commutes.
- Local governments are encouraging the use of e-bikes on public roadways to help in the process of electrification. According to the aforementioned trends, the demand for e-bikes for last-mile deliveries and public bicycle-sharing networks is likely to rise in the future.

North America E-bike Market Trends

The US leads with a robust increase in e-bike adoption, reflecting a significant shift towards eco-friendly transportation.

- The North American region is witnessing a significant demand for e-bicycles. Rising fuel prices, highly dense traffic conditions, and health concerns are some of the factors responsible for the increasing adoption of e-bikes across North American countries. The United States accounts for the highest sales of e-bikes. The country witnessed a higher adoption rate in 2018 compared to other countries like Canada and Mexico. The rising demand for e-bikes accelerated their adoption rate by 2.3% across North America in 2018.
- North America witnessed a rapid change in the demand for e-bikes in 2020. The region accounted for the highest adoption rate of e-bikes in 2020. The pandemic had a positive impact on the adoption rate of bicycles, including e-bikes. In 2020, people opted for more personal rides and developed exercising habits, which had a positive impact on the bicycle market. Owing to these factors, the region witnessed an adoption rate of 3.1% in 2020.
- The interest of consumers in e-bicycles is growing tremendously across North America. The launch of new models with updated technologies by various companies across the region is attracting consumers toward e-bikes. In March 2022, the two-wheeler manufacturer, Yamaha, introduced new e-bikes, Wabash RT Gravel Adventure Model and CrossCore RC Fitness Commuter, in the United States. Both the models are equipped with 500-watt-hour lithium-ion batteries with speed support of 28 mph, and they have class-3 pedal-assist features. Such new launches are expected to enhance the adoption of e-bikes in North America during the forecast period.

A consistent upward trajectory in the population commuting 5-15 km, led by the US, highlights a shift towards moderate commuting distances.

- North America comprises various bicycle-oriented countries like the United States, Canada, and Mexico. The demand for bicycles in these countries has increased over the recent years. People in various countries across North America are gradually shifting to using bicycles to go to nearby places like offices, business areas, and malls. The United States has the highest number of daily commuters who travel between 5 km and 15 km.

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- After the COVID-19 outbreak, which led to the closure of gyms and public transit across North America, various people found bicycles to be a safe and socially isolated mode of transportation. During the pandemic, people chose to exercise through cycling or going for weekend recreational runs to nearby locations. These factors increased the number of commuters who traveled between 5 kilometers and 15 kilometers by more than 1% in 2020. The launch of e-bikes with advanced battery packs for providing an enhanced range of up to 40-45 kilometers attracted consumers who travel a distance of 5-15 kilometers daily.
- Relaxation of the COVID-19-related restrictions opened up offices and businesses across North America. Many people now commute by bicycle to their places of employment and other areas. The popularity of bicycle-based commuting is increasing due to health benefits, carbon-free journeys, fuel savings, and time savings in packed countries like the United States and Mexico. Such factors are expected to accelerate bicycle journeys across North America during the forecast period.

North America E-bike Industry Overview

The North America E-bike Market is fragmented, with the top five companies occupying 22.72%. The major players in this market are Cycling Sports Group, Inc., Giant Manufacturing Co., Trek Bicycle Corporation, VanMoof and Yamaha Bicycles (sorted alphabetically).

Additional Benefits:

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

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