

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

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Report description:

The Norway E-bike Market size is estimated at 169.5 million USD in 2025, and is expected to reach 241.9 million USD by 2029, growing at a CAGR of 9.31% during the forecast period (2025-2029).

Propulsion Segment Market Overview

- The rising popularity of e-bikes decreased the sales of other bikes. Like people in other European countries, Norwegians repair their bikes more often instead of buying new ones. As a result, parts suppliers are doing well. However, the sale of bike accessories and bike wear remains low despite the positive demand witnessed during the COVID-19 pandemic. In addition, rider-specific regulations pertaining to e-bikes that make helmets mandatory are expected to benefit e-bike manufacturers and associated accessory manufacturers and, thus, boost the market.
- Government regulations are still in an evolving phase. On the one hand, Norwegian law prohibits using electric bicycles in protected areas such as Dovrefjell, Jotunheimen, and Rondane to ensure the safety of wild reindeer. Still, according to other laws, electric bicycles are considered motorized vehicles. The Environment Agency recently established that electric bicycles with a motor that is turned off should also be defined as motorized vehicles.
- The city of Oslo also announced that it would pay up to 25% of the bike's cost, capping the grant at NOK 10,000. The country also invested a phenomenal USD 1 billion in new bike infrastructure to push a general modal shift away from cars. Due to the abovementioned factors, the e-bike market is anticipated to witness significant growth over the forecast period (2023-2029).

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Norway E-bike Market Trends

Norway shows a steady increase in E-Bike adoption rates, indicating a growing market and a strong cycling culture.

- The country is witnessing a growing trend of using bicycles over the past few years. reasons such as shifting people towards green and pollution-free rides, opting for the convenient vehicle to save time in traffic congestion, and fuel cost saving are highly contributing to the growth of various types of bicycles in the country, especially e-bikes. Moreover, fewer maintenance costs over other vehicles have accelerated the e-bicycle adoption rate in 2019 over 2018 among the people of Norway.
- The high spread of the covid cases in the country in 2020 acted as a positive side for the thee-bike market across Norway. Factors such as purchasing personal vehicles to avoiding public and rental transportation are one of the major points that encouraged customers to invest in e-bicycles. As a result, the country witnessed a growth in the sales of e-bikes, further accelerating the adoption rate of e-bikes in 2020 over the year 2019 in Norway.
- The decline in the covid cases with relaxation in the pandemic wave resulted in the resumption of business operations and the removal of trade barriers after the lockdown has resulted in good growth in the sales of e-bicycles in Norway in 2021. Moreover introducing new models with attractive features such as fast charging capability, and big lightweight batteries with long-range are capturing the consumers, which further is projected to increase the adoption rate during the forecast period in Norway.

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

- Cyclist from various cities has dramatically expanded over the past few years in Norway. However, commuter travel of 5 to 15 kilometers is still relatively low compared to other modes of transportation, as most people travel via various modes due to increased electrification, especially in cars, 67.9% of the population chose to commute via bicycles to nearby places within 5 to 15 kilometres in 2020 in Norway.
- The pandemic's many lockdown restrictions, which included the closing of various shops, businesses, industries, etc. significantly affected the demand for bicycles in Norway in 2020 and 2021. Moreover, the introduction of e-bikes with advanced technology and better range offering has increased the number of daily commuters in Norway. More people started using bicycles for their home-to-work commutes in 2021 compared to 2020, which resulted in an increase in commuters commuting 5 to 15 kilometers in Norway in 2021.
- The use of bicycles for daily transportation has grown, increasing the number of commuters who travel between 5 and 15 kilometres each way, including trips to their places of employment, places of business, and neighbouring markets. In addition, 68.8% of people in the nation rode bicycles to work every day in 2022 between 5 to 15 kilometres . During the projection period in Norway, the development of cycling infrastructure and the construction of bike lanes are anticipated to increase demand for bicycles and commuters by 5 to 15 kilometres.

Norway E-bike Industry Overview

The Norway E-bike Market is fragmented, with the top five companies occupying 26.20%. The major players in this market are Accell Group, Giant Manufacturing Co. Ltd, Kalkhoff Werke GmbH, Maxon Motor AG and Merida Industry Co. Ltd. (sorted alphabetically).

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- The market estimate (ME) sheet in Excel format
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