

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

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Report description:

The Poland E-Bike Market size is estimated at 370.6 million USD in 2025, and is expected to reach 646 million USD by 2029, growing at a CAGR of 14.90% during the forecast period (2025-2029).

PROPULSION SEGMENT MARKET OVERVIEW

- Initially, the COVID-19 pandemic slowed the expansion of the e-bike sector. Following the pandemic, consumers began to gravitate toward e-bikes across Switzerland, as the pandemic increased the importance of personal commuting over public transit. Riders are shifting to a single-person form of transportation that saves fuel while avoiding crowds and traffic. E-city/urban, e-trekking, and e-MTB bikes were the most preferred companies, occupying nearly 94% of all the e-bike sales in the country. Some of the major factors driving the sales of the e-bike market are the innovative character of the product, fully integrated batteries and drives, appealing designs, and the use of high-quality materials.
- In 2022, the country witnessed a sale of nearly 83085 e-bikes, which was a slight increase of 33.62% compared to the previous year, which recorded nearly 62176 units of sales. Though the volume of e-bikes in the country increased as compared to last year, it was not a considerable change. This can be attributed to the fact that new bike sales were affected by practices, such as bike-sharing systems and swap bikes.
- Some of the major reasons considered for adopting e-bikes in the country are the health benefits, environmental benefits, reduction in expenditure, avoidance of traffic congestion, and rise in demand for e-bikes as sports equipment among youth. All these factors are expected to help the market growth over the forecast period.

Poland E-Bike Market Trends

Poland demonstrates a consistent increase in E-Bike adoption rates, reflecting a growing market and consumer interest.

- The usage of e-bikes has been growing significantly over the past few years in Poland. Increased consumer interest in bicycle rides along with the health benefits, growing traffic congestion on the roads of Poland during peak hours, and increasing government initiatives to promote e-bicycles to reduce environmental degradation are enhancing the adoption of e-bicycles in the country. The no-fuel costs and lower maintenance costs accelerated the adoption rate of e-bikes by 1.20% in 2019 compared to 2018.
- The growing number of COVID-19 cases affected the country's bicycle industry positively. Factors such as consumers not wishing to use public or rented transportation to maintain social distancing changed consumers' commuting methods and encouraged them to invest in e-bikes, as they are among the most convenient and price-friendly options for commuting daily to offices and nearby places.
- The resumption of business operations and the easing of COVID-19 pandemic-related restrictions, such as lockdowns and trade activities, enhanced the adoption of e-bikes. The removal of trade barriers helped resume import and export activities in the country. The adoption rate for e-bikes in Poland is expected to reach 30.80% in 2029 compared to 8.70% in 2022, owing to consumers' interest in e-bikes due to their features and benefits, such as savings in terms of fuel and time.

Poland shows a slight increase in the percentage of commuters traveling 5-15 km daily, indicating a gradual change in commuting patterns.

- In Poland, the use of bicycles has become increasingly popular in recent years, as has an interest in bicycle rides due to their health advantages and growing traffic concerns. Along with an increase in bicycle demand, more people are choosing to commute 5 to 15 km each day by bicycle. Around 35% of people among all bicycle holders in Poland were using the bicycle for daily commutes of between 5 and 15 km to destinations like places of employment, places of business, and schools, in 2020.
- In Poland, the COVID-19 pandemic was a major factor impacting bicycle demand in 2020 and 2021 due to lockdowns, the stoppage of several modes of transportation, and the closure of gyms, which encouraged people to take up cycling as an exercise with fitness benefits. In many Polish cities, cyclists use their bicycles as a mode of transportation for trips to their regular workplaces, places of business, and other local locations. The number of commuters traveling 5 to 15 km by bicycle remained stagnant at around 51% in 2021 due to the habits of using bicycles.
- On bicycles, many people now travel approximately 5 to 15 km to their daily jobs, as well as to their places of employment, places of education, and nearby markets. Additionally, 45% of all bicycle holders in 2022 commuted by bicycle to their workplaces. Due to improvements in bicycle infrastructure, the number of people who commute to work by bicycle reached around 51% in 2022. During the forecast period, these factors are anticipated to increase the number of commuters who bike 5 to 15 km, which would further raise the demand for bicycles in Poland.

Poland E-Bike Industry Overview

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The Poland E-Bike Market is fragmented, with the top five companies occupying 28.56%. The major players in this market are Accell Group, ECOBIKE SP Z O O, Giant Manufacturing Co. Ltd, Kross SA and Merida Industry Co. Ltd (sorted alphabetically).

Additional Benefits:

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

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