

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

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Report description:

The South Africa E-bike Market size is estimated at 6.29 million USD in 2025, and is expected to reach 9.8 million USD by 2029, growing at a CAGR of 11.70% during the forecast period (2025-2029).

PROPULSION SEGMENT MARKET OVERVIEW

- The primary growth drivers for the South African e-bike market include increases in fitness consciousness among individuals, environmental concerns, traffic congestion, and government initiatives to promote cycling.
- The COVID-19 pandemic positively impacted bicycle demand in South Africa. Since then, people have been using bicycles for commuting as well as for other activities, including sports, exercise, and hiking. The increased public awareness of pedaling's health advantages is also significantly driving demand. Consumers want vehicles that are safer, more comfortable, and ecologically responsible. To cater to this demand, manufacturers are expected to create a variety of avant-garde pedal-assisted bicycles. Demand for e-bikes for daily commuting has also increased in line with the advent of shared mobility firms.
- As fuel costs and traffic congestion in South Africa grow, the country's administration and people are expected to rely increasingly on electric transportation. Speed pedelecs will soon be the best option since the pedal-assisted bicycle is better suited for shorter journeys. Along with e-bikes serving various purposes, they ultimately result in significant financial savings, less pollution, and simplified mobility. The South African e-bike market is expected to grow during the forecast period.

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South Africa E-bike Market Trends

South Africa's E-Bike adoption rates show steady growth, indicating a developing market and increasing consumer interest.

- The African electric bicycle market is still in its early stages of development but has significant potential for growth. However, several challenges need to be addressed to drive the growth of the African electric bicycle market, including high costs, limited availability of charging infrastructure, and traditional attitudes toward transportation. Many African countries lack the infrastructure and support necessary for the widespread adoption of electric bicycles, and the market heavily depends on imports from other regions.
- The use of e-bikes has become increasingly popular in South Africa over the past few years. Rising interest in bicycle rides and their health benefits, increasing traffic congestion on the roads during rush hours, and expanding government initiatives to promote e-bikes in response to environmental conditions all contribute to this trend. The adoption rate of e-bikes among South Africans also increased to 0.10% in 2020 over 2019 due to the no-fuel expenditures and lower maintenance costs.
- The growing popularity of e-bikes is attributed to several factors, including the ease of riding, no fuel costs compared to other forms of transportation, the environment-friendliness of the rides, the affordability of the vehicles, and the advantages of exercise. The adoption rate of e-bikes in the nation increased by 0.60% in 2022 compared to 2021, and by 2029, the adoption rate is expected to increase by 5.00% in South Africa.

South Africa exhibits a steady increase in the percentage of population commuting 5-15 km daily, indicating evolving travel distances.

- The demand for bicycles in South Africa has been growing gradually over the past few years. People are gradually adopting bicycle culture, but it is still much less than other means of transport. People are majorly dependent on motor vehicles, due to which the number of commuters ranging from 5 to 15 kilometers is very low. However, owing to the demand for personal mobility during the pandemic, the country witnessed a growth in the number of commuters for short-distance travel during 2020-2021.
- The lockdown effects in 2020 and 2021 significantly contributed to South Africa's increased bicycle demand. This increased demand was due to individuals taking up cycling as a form of exercise and for its health advantages. In many cities, people also started traveling to their usual workplaces, places of business, and other nearby sites by bike. In 2021, the number of commuters traveling 5-15 kilometers by bicycle increased in South Africa compared to 2020.
- Bicycle usage increased due to the removal of COVID-19 restrictions and the restart of commercial operations in South Africa. Many people frequently started riding bicycles to their workplaces, including offices and businesses, due to their many advantages, including carbon-free transportation, fuel efficiency, and time savings in traffic during office hours. Considering such factors, commuters traveling 5-15 kilometers are expected to increase during the forecast period, which is also projected to boost bicycle sales in the future.

South Africa E-bike Industry Overview

The South Africa E-bike Market is fragmented, with the top five companies occupying 37.43%. The major players in this market are Accell Group, Cycling Sports Group, Inc., Giant Manufacturing Co. Ltd., Merida Industry Co. Ltd. and Riese & Muller (sorted alphabetically).

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- The market estimate (ME) sheet in Excel format
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