

## **South America E-Bike - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2029)**

Market Report | 2025-04-28 | 193 pages | Mordor Intelligence

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### **Report description:**

The South America E-Bike Market size is estimated at 136.1 million USD in 2025, and is expected to reach 162 million USD by 2029, growing at a CAGR of 4.45% during the forecast period (2025-2029).

### Propulsion Segment Market Overview

- The South American e-bike market, characterized by its diverse range of propulsion types, is experiencing significant growth and transformation. Among the various propulsion types, pedal-assisted and throttle-on-demand e-bikes are the most prevalent. Pedal-assisted e-bikes are favored for their efficiency and the ability to offer a more traditional cycling experience, aligning well with the health-conscious and environmentally aware consumer base. Throttle-on-demand e-bikes cater to those seeking convenience and ease of use, particularly in urban settings where quick and effortless commuting is a priority.
- However, because of the economic crisis in some of the major market regions, which was there even before the world was hit by the COVID-19 pandemic and Argentina was facing a third year of recession in 2020. Now, with the pandemic's economic shock, it is expected that a record contraction in the crisis-prone country. Yet, it is expected that in the near future, the government of the country will take the necessary steps to bring the economy back to the growth trajectory, and the market will grow even at a high rate.?
- With the government ramping up the country's e-bikes, many bike-sharing platforms have entered Argentina to leverage the business opportunities created. The government and private investors are launching several bike-sharing programs in the country to promote e-bikes and control environmental pollution. For instance, in November 2019, Canadian bike-sharing company, PBSC Urban Solutions, announced a successful rollout in Buenos Aires, the capital of Argentina, introducing 4,000 ICONIC bikes to the capital city, doubling the shared bikes available in the city. ?

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## SOUTH AMERICA COUNTRY LEVEL MARKET OVERVIEW

- Although the Latin American market for electric mobility is nascent, at least 45% of the countries in the region have already adopted measures that favor its growth. Some local and global companies have also decided to make partial replacements of their existing fleets regionally to adapt to GHG reduction targets and reduce their costs. The Latin American region can particularly benefit from the accelerated transition to electric mobility, considering that it has one of the electricity generation matrices with lower GHG emissions due to the high hydroelectricity generation and the progressive evolution of other renewable energy sources in the market. In the South American economies, public policies are also helping drive the market for electric vehicles.
- The South American electric bicycle market is highly fragmented and not dominated by a few major players with a monopoly over manufacturing and sales of the product. Instead, the market is highly competitive without any dominant players. The companies recording the highest sales include Giant Bicycles, Merida, Trek Bikes, and Riese & Muller.
- In line with rising gasoline costs, governments and the general public are increasingly expected to choose electric vehicles. The speed pedelec will soon be the most practical choice among e-bikes because the pedal-assisted e-bike is better suited for shorter trips. Over the coming years, people are expected to gravitate toward speed pedelecs as their power and speed capabilities advance. Although throttle-assisted e-bikes are prohibited by law in South America, they are far less common than pedal-assisted e-bikes.

### South America E-Bike Market Trends

Argentina and Brazil show gradual growth, signaling emerging markets with potential for significant expansion.

- The South American e-bike market is currently in the pre-emerging stage, with a few countries witnessing notable unit sales of electric bikes, which is a relatively small fraction of global electric bike sales. The major reason for this is the high price of e-bikes and the perception of e-bikes as premium two-wheelers.
- In the region, the e-bike market in the shared category is witnessing higher growth. The majority of bike-sharing operators present in Argentina and Brazil are either integrating or increasing the fleet of e-bikes in their bike-sharing services.
- The market is fragmented with a number of startups and companies, such as Giant Bicycles, EDG, Trek Bicycle Corporation, and others. In contrast, major e-bike rental companies are expanding their market reach and adding more e-bikes to their fleet.

South America shows a general increase in the population commuting 5-15 km daily, reflecting a gradual change in commuting habits across the continent.

- The region has various bicycle potential countries, such as Brazil and Argentina. The countries falling under the South America region is witnessing a decent demand for bicycles over the past few years. People in South America are gradually opting for bicycles for short distances (up to 15 km). Brazil has the highest percentage of daily commuters in the range of 5 to 15 km in South America.
- People found bicycles as the most efficient and effective way of commuting after the COVID-19 outbreak. Moreover, people opted to exercise during the pandemic by bicycling or going on weekend recreational activities, which increased the number of

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commuters with a daily travel distance of 5 to 15 km in 2021 over 2020 across the region. Additionally, the introduction of e-bikes with advanced features and a higher range of 40 to 45 km is encouraging consumers to opt for bicycles for daily commuting.

- Removal of the COVID-19 restrictions and resumption of offices and business operations across South America contributed to the growth of bicycle users. Many people have regularly started to commute by bicycle to their places of employment. Bicycle commuting is becoming popular due to its various benefits, such as carbon-free rides, fuel efficiency, and time-saving in traffic in countries such as Brazil. Such factors are expected to accelerate commuters with journey distances of 5 to 15 km across South America during the forecast period.

## South America E-Bike Industry Overview

The South America E-Bike Market is moderately consolidated, with the top five companies occupying 45.18%. The major players in this market are Accell Group, Jiangsu Xinri E-Vehicle Co. Ltd., Pon Bicycle Holding BV, Riese & Muller and Specialized Bicycle Components (sorted alphabetically).

### Additional Benefits:

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

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