

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

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Report description:

The Spain E-bike Market size is estimated at 1.13 billion USD in 2025, and is expected to reach 1.52 billion USD by 2029, growing at a CAGR of 7.74% during the forecast period (2025-2029).

PROPULSION SEGMENT MARKET OVERVIEW

- The COVID-19 pandemic rapidly boosted the e-bike market by accelerating sales and transforming consumers' cycling attitudes. Many people are still avoiding public transportation or reducing their reliance on it. In the past year, there was a significant shift in how people spent their weekends, such as indulging in adventure and sports activities.
- Over the long term, the e-bike market in Spain is expected to grow due to the increased presence of bike-sharing companies, growing e-commerce activities across the country where e-bikes are used to deliver parcels, and due to government initiatives to increase the usage of bicycles by improving the bicycle infrastructure.
- In Spain, around 80% of all urban car trips are less than 4 km, suggesting that biking or walking could replace driving. The continued government support and incentives, such as tax breaks, subsidies, and infrastructure investments, could also help stimulate the e-bike market in Spain. These incentives can make e-bikes more accessible and affordable for consumers, as well as improve infrastructure to make cycling safer and more convenient. The European Commission has targeted the promotion of electromobility and cycling as clean and effective transportation options for sustainable urban mobility. Thus, due to such goals, Spain's cycling numbers may rise in the coming years.

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Spain E-bike Market Trends

Spain's E-Bike adoption rates show steady growth, indicating an increasing market presence and consumer acceptance.

- The demand for bicycles is rising significantly across the population of Spain over the past few years. Moreover, the advantages of the e-bike over the traditional bicycle have surged the demand for e-bikes across Spain. Convenient riding, pollution-free and time-saving, and cost-efficient are some of the major factors contributing to the adoption of e-bikes over other vehicles for daily commuting to nearby places. As a result, the adoption rate for e-bikes has increased by 3% in 2019 over the year 2018.
- The continuous growth in the pandemic cases in 2020 made a positive impacted the e-bike market positively, as due to the anxiety issue of corona people started avoiding public transport and rental services, which hiked the demand for personal vehicles such as e-bicycles. An increase in the sales of e-bikes among the people of Spain has further accelerated the adoption rate of e-bikes by 1.60% in 2020 over the year 2019 in various areas of Spain.
- The awareness of e-bikes among the population of the country is changing the mindset of the consumer, factors such as effortless riding, no fuel expenses as compared to other vehicles, eco-friendly rides, affordable price of the vehicles, and exercising benefits are responsible for the growth of e-bikes. The country has witnessed an e-bike adoption rate of 0.60% in 2021 over 2020, which is projected to reach 56.40% by 2029 during the forecast period in the Spain.

Spain demonstrates a steady increase in the population commuting 5-15 km daily, reflecting evolving travel habits.

- People have shown interest in traveling by bicycle, and due to this, the demand for bicycles has significantly increased throughout the nation in recent years. The demand for bicycles is increasing, but the daily commute to various workplaces, such as offices, businesses, and markets, with a range of 5-15 kilometres, is still low compared to other modes of transportation, as the majority of people are using personal automobiles for daily usage. In Spain, only close to 6% of workers will choose to commute by bicycle in 2020.
- Concerns about COVID-19 and the pandemic wave significantly and favorably affected the bicycle market in Spain. People opted to commute to work by walking or cycling rather than using public transit. Less people used public transportation after the pandemic's effects, due to which the number of people who commuted daily by bicycle increased by more than 0.3% in 2021 over 2020, and the release of e-bikes with advanced features and longer battery lives encouraged more people to choose bicycles, which further increased the number of commuters who made trips of 5 to 15 kilometers in 2021 over 2020 throughout Spain.
- In areas between 5 and 15 kilometres, many people now commute to their daily jobs by bicycle, including trips to their places of employment, places of business, and adjacent markets. Additionally, 12% of those who work commute each day by bicycle in 2022. The number of persons using bicycles for transportation to work has increased by 0.4% in 2022 over 2021, improvements in cycling infrastructure and the expansion of bicycle lanes are expected to increase bicycle demand and commuters between 5 to 15 km during the forecast period in Spain.

Spain E-bike Industry Overview

The Spain E-bike Market is fragmented, with the top five companies occupying 32.40%. The major players in this market are CUBE Bikes, Giant Manufacturing Co. Ltd., Merida Industry Co. Ltd., Orbea S.Coop. and Trek Bicycle Corporation (sorted alphabetically).

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- The market estimate (ME) sheet in Excel format
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