

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

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Report description:

The Sweden E-bike Market size is estimated at 408.9 million USD in 2025, and is expected to reach 535.1 million USD by 2029, growing at a CAGR of 6.95% during the forecast period (2025-2029).

PROPULSION SEGMENT MARKET OVERVIEW

- The e-bike market in Sweden experienced a surge in demand following the COVID-19 pandemic. The pandemic led to increased interest in outdoor activities, including cycling, and e-bikes, in particular, emerged as a popular choice for commuting, running errands, and leisurely rides. The Swedish government has also introduced several initiatives to promote the use of e-bikes, such as providing financial incentives for purchasing e-bikes and investing in the development of cycling infrastructure. In addition, several cities in Sweden, such as Stockholm and Gothenburg, have implemented bike-sharing schemes that include e-bikes as part of their fleets.
- According to a report by the Swedish Energy Agency, the e-bike market in Sweden was growing steadily, with sales increasing by 50% between 2017 and 2020. The report also noted that the e-bike market was expected to continue its growth trajectory in the coming years, driven by factors such as increasing environmental awareness, government initiatives to promote cycling, and technological advancements in e-bike design.
- In Sweden, around 80% of all urban car trips are less than 4km, suggesting that biking or walking could replace driving. By 2025, 25% of travel distances are expected to be covered by bicycle, foot, or public transportation, according to the Swedish government. By 2025, Gothenburg plans for 12% of all the trips taken in the city to be by bike. The European Commission has separately targeted the promotion of electromobility and cycling as clean and effective transportation options for sustainable urban mobility. Sweden's cycling numbers are expected to rise in the coming years as a result of citywide, national, and

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continental goals, thus increasing e-bike sales.

Sweden E-bike Market Trends

Sweden's E-Bike adoption rates indicate a steady and healthy market growth, with increasing consumer acceptance.

- Sweden has witnessed significant demand growth for e-bikes over the past few years due to their advantages over traditional bicycles. Advantages, such as comfortable riding with minimal effort, zero carbon emissions, time-saving during peak traffic hours, and cost efficiency, are contributing to the adoption of e-bikes over other vehicles for daily commuting to nearby places. As a result, the adoption rate of e-bikes increased by 5.4% in 2019 over 2018.
- The COVID-19 pandemic and the increasing number of cases positively affected the Swedish e-bike market. People's growing preference for personal vehicles and avoidance of public and rented transportation highly contributed to the growth of e-bikes across the country. Thus, people invested in e-bikes as a convenient and price-friendly option for daily commuting to offices and nearby places, boosting their adoption rate by 6.2% in 2020.
- The relaxation in restrictions and the resumption of business operations and offices led to a gradual growth in the demand for e-bikes across Sweden. New product launches with advanced features, such as fast charging capacity, longer range, and exercise tracking, are also highly encouraging consumers to invest in e-bikes. Therefore, the adoption rate of e-bikes in Sweden is expected to reach 72.50% in 2029.

Sweden demonstrates a steady increase in the percentage of commuters traveling 5-15 km daily, reflecting consistent commuting habits.

- Every year, the usage of bicycles for transportation rises in Sweden, driving the demand for bicycles among individual cyclists, especially those who prefer this mode of commute in a range of 5-15 km per day. In 2020, close to 10% of individuals in Sweden used bicycles as their primary mode of transportation to travel 5-15 km daily to various locations, including offices, enterprises, and schools.
- Growth in the number of COVID-19 cases in Sweden resulted in a shutdown of gyms and public transit. Thus, many Swedish people rediscovered bicycles as a safe, socially isolating mode of transportation. During the pandemic wave, people chose to exercise through cycling or engaging in recreational runs to nearby locations, which increased the number of commuters within the range of 5-15 km by 0.1% in 2021. The introduction of e-bikes with advanced battery packs to provide an improved range of up to 40- 45 km also boosted their demand among consumers who travel a distance of 5-15 km daily.
- During the pandemic, people used bicycles for daily travel to shorter distances, such as 5-15 km, including their workplaces and markets. In 2022, about 72.5% of people traveled to work daily on bicycles. Improvements in bicycle infrastructure and bike lanes in the country are expected to increase the demand for bicycles and the number of commuters within 5-15 km during the forecast period.

Sweden E-bike Industry Overview

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The Sweden E-bike Market is fragmented, with the top five companies occupying 39.07%. The major players in this market are Ecoride AB, Giant Manufacturing Co. Ltd, Kalkhoff Werke GmbH, Trek Sweden AB and VanMoof BV (sorted alphabetically).

Additional Benefits:

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

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