

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

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Report description:

The Switzerland E-bike Market size is estimated at 486.3 million USD in 2025, and is expected to reach 621.4 million USD by 2029, growing at a CAGR of 6.32% during the forecast period (2025-2029).

PROPULSION SEGMENT MARKET OVERVIEW

- Initially, the COVID-19 pandemic slowed the expansion of the e-bike sector. However, with the increased importance of personal vehicles over public transport during the pandemic, consumers in Switzerland began to shift toward e-bikes as a daily commuting option. Individuals are also looking for a single-person commute that saves fuel costs while avoiding traffic.
- The local governments in the country are providing subsidies to increase the sales of e-bikes. For instance, in Geneva, the maximum purchase price of an e-bike is CHF 250 (maximum 50% purchase price), while that of a cargo bike is CHF 500 (maximum 10% of the price).
- New companies are looking to enter this fragmented market, while established players are adopting various growth strategies, such as collaboration and expansion, to increase their revenues. For instance, in June 2021, following the success of its pilot project with the city of Zug, AirBie collaborated with Swiss e-bike manufacturer Flyer AG to start an open-access e-bike sharing service in Zug, Baar, and Cham. Thus, due to such factors, the demand for e-bikes in the country has been growing rapidly and may continue to grow over the forecast period.

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Switzerland E-bike Market Trends

Switzerland exhibits a high and steadily increasing E-Bike adoption rate, reflecting a mature market and strong consumer demand.

- While the country witnessed significant growth in the sales of bicycles over the past few years, in recent years, people have started shifting toward e-bikes, with consumers over the age of 40 highly contributing to the growth in the demand for e-bikes. Effortless riding in a given range, exercise benefits, and the ability to save time during traffic congestion have increased the adoption of e-bicycles in the country. These factors, along with reduced fuel costs and eco-friendly rides, accelerated the e-bicycle adoption rate in Switzerland in 2019.
- The COVID-19 pandemic positively affected the bicycle industry in Switzerland. Consumers not wishing to use public or rented transportation to maintain social distancing changed their commuting methods and invested in e-bikes, which are among the most convenient and affordable options among daily modes of commuting to offices and nearby places. Such factors further accelerated the adoption rate of e-bikes in 2020 across Switzerland.
- The drop in COVID-19 cases and the easing of government regulations saw the resumption of business operations and the removal of trade barriers, which resulted in good growth in the sales of e-bicycles in the country in 2021. The unveiling of new products and models with advanced features such as long battery life, good warranty offers, cashback, and discount schemes are projected to increase the adoption rate of e-bikes during the forecast period in Switzerland.

Switzerland maintains a stable percentage of commuters traveling 5-15 km daily, indicating consistent commuting distances.

- Switzerland is highly popular for bicyclers and the country has witnessed a significant number of bicycle users over the past few years. However, most of people traveling to various places such as offices, businesses, or market areas opted for other means of transport as approximately 50% of the population opted for cars in 2020, and close to 10% of people opted for the bicycle (including e-bikes) to travel from 5 to 15 kilometers.
- The Swiss bicycle market was dramatically impacted by worries about COVID-19 and the pandemic wave. People chose to walk or bike instead of taking public transportation to work. After the pandemic's effects, fewer people used public transportation, which led to an increase in daily bicycle commuters of by 0.2% in 2021 over 2020. Additionally, the developments in e-bikes with advanced features such as longer battery lives encouraged more people to choose bicycles, which led to an increase in commuters who made trips of 5 to 15 kilometres in 2021 over 2020 throughout Switzerland.
- Since the limitations were lifted and the pandemic wave was relaxed, people have started commuting by bicycle as a habit. Within a radius of 5 to 15 kilometres, a significant number of people now go to work each day by bicycle between offices, businesses, and local markets. The number of people riding bicycles to work is increasing due to health benefits, producing no emissions, and saves you time by avoiding traffic. In Switzerland, these factors are expected to reach 63.6% in commuter travel between 5 and 15 kilometres during the forecast period.

Switzerland E-bike Industry Overview

The Switzerland E-bike Market is moderately consolidated, with the top five companies occupying 61.44%. The major players in this market are Canyon Bicycle, CUBE Bikes, Maxon Motor AG, Pon.Bike (Schweiz) GmbH and Swiss E-Mobility Group (SEMG)

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Additional Benefits:

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

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