

## **United Kingdom E-bike - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2029)**

Market Report | 2025-04-28 | 182 pages | Mordor Intelligence

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### **Report description:**

The United Kingdom E-bike Market size is estimated at 554.1 million USD in 2025, and is expected to reach 832.9 million USD by 2029, growing at a CAGR of 10.72% during the forecast period (2025-2029).

### **PROPULSION SEGMENT MARKET OVERVIEW**

- The record year in the United Kingdom for electric bike sales was 2018. Along with increased consumer awareness of what an electric bike is, a significant amount of e-bike market growth is anticipated due to a wider selection of electric bikes, ranging from entry-level, reasonably priced e-bikes to premium e-bikes with longer-lasting batteries and performance frames and components.
- The e-bike market in the United Kingdom is poised for growth in the long term, fueled by the rise of bike-sharing companies, the growth of e-commerce and delivery services using e-bikes, and government efforts to promote bicycles through improved cycling infrastructure.
- The policy improvements to support growth in infrastructure contribute to the UK e-bike market's expansion. The United Kingdom has prioritized building e-bike infrastructure and is attempting to increase yearly spending to speed up the development of a connected and secure bike network. The increased number of municipal bike-sharing schemes in Scotland and the United Kingdom has greatly increased the demand for electric bikes. Due to the need for more accessible and safe public transit choices and social distancing, locals and visitors are utilizing e-bikes more regularly. Raising Consumer Awareness of Electric Bikes' Health Benefits research from the University of Colorado Boulder quantified the health benefits of converting from driving to a class 1 e-bike for commuting. According to the research, utilizing an electric bike instead of a car allowed participants to reach their prescribed levels of physical activity in a month while improving blood sugar management and cardiovascular endurance.

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## United Kingdom E-bike Market Trends

The UK's E-Bike adoption rates show a steady increase, reflecting growing market acceptance and consumer interest.

- The demand for bicycles has been rising significantly across the population of the United Kingdom over the past few years. The advantages of the e-bike over the traditional bicycle have sparked a surge in demand for e-bikes across the United Kingdom. Convenient rides, pollution-free transportation, time savings, and cost-efficiency are some of the major factors contributing to the usage of e-bikes over other vehicles for commuting daily to nearby places. As a result, e-bike adoption increased by 2% in 2019 compared to 2018.
- The COVID-19 pandemic created fear among the people of the United Kingdom. People started avoiding public and shared transportation, which impacted the sales and usage of personal vehicles, including e-bikes. People prefer e-bikes over other modes of transportation because they are one of the cheapest and most carefree vehicles (requiring very little maintenance compared to other vehicles). As a result, the sales of e-bikes and the adoption rate of e-bikes among consumers increased to 5.90% in 2020 compared to 3.90% in 2019 in the United Kingdom.
- The growing awareness of e-bikes among the people of the United Kingdom is changing the consumer's mindset. Factors such as minimal effort while riding, zero fuel expenses, eco-friendly rides, cheap modes of transportation, and exercise benefits are responsible for the growth of e-bikes. The country has witnessed an e-bike adoption rate of around 1.20% in 2021 over 2020, which is projected to reach 24.40% during the forecast period in the United Kingdom.

The UK exhibits a steady increase in the population commuting 5-15 km daily, reflecting a gradual change in travel distances.

- The United Kingdom has witnessed a sharp rise in bicycle demand as people in many places across the country have begun progressively adopting the bicycle culture. Approximately 50% of bicycle users choose to use bicycles to travel to their places of employment, education, etc. People are influenced to ride bicycles instead of cars. The demand for bicycles in the United Kingdom has increased as a result of a 0.2% increase in commuters with 5-15 km of travel in 2020 over 2019.
- The concerns about the COVID-19 pandemic have significantly and positively impacted the market for bicycles in the United Kingdom. People choose to walk or cycle instead of taking public transportation to work. After the pandemic's effects, fewer people used public transportation. The number of people who commuted daily by bicycle increased by more than 0.2% in 2020 over 2019, and the introduction 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 across the United Kingdom.
- People now commute by bicycle regularly due to the removal of limitations following the pandemic. Today, many people travel daily by bicycle within a radius of 5 to 15 kilometers to get to their places of employment, businesses, and local markets. Due to the increased health advantages, carbon-free commutes, and time savings from avoiding traffic bottlenecks, more people are choosing to commute by bicycle. During the forecast period, these factors are expected to result in a more than 2% increase in commuter travel between 5 and 15 kilometers in the United Kingdom.

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## United Kingdom E-bike Industry Overview

The United Kingdom E-bike Market is moderately consolidated, with the top five companies occupying 41.01%. The major players in this market are Brompton Bicycle, CUBE Bikes, Giant Manufacturing Co. Ltd., Raleigh Bicycle Company and Trek Bicycle Corporation (sorted alphabetically).

Additional Benefits:

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

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