

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

Market Report | 2025-04-28 | 187 pages | Mordor Intelligence

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### **Report description:**

The United States E-bike Market size is estimated at 4.06 billion USD in 2025, and is expected to reach 7.49 billion USD by 2029, growing at a CAGR of 16.54% during the forecast period (2025-2029).

#### Propulsion segment market overview

- The electric vehicle industry is steadily changing the automotive industry's landscape with the introduction of more effective and potent electric automobiles every year. Pedal-assisted and speed pedelec e-bikes are used in a wide range of industries and applications across the United States. They are seen as a cleaner and greener mode of transportation for short distances. Several e-bike producers raised funds for company expansions due to a spike in e-bike imports and sales across the country. According to the Light Electric Vehicle Association, in 2021, 7,900,00 e-bikes were imported into the country, 1.8 times more than in 2020.
- Due to the COVID-19 pandemic, pedal-assisted e-bikes have gained popularity across the country. Consumers have become more interested in their health and well-being. By 2021, 60% of trips in the United States were estimated to be less than 5 miles, which can be easily covered by an e-bike. The COVID-19 pandemic had a mixed impact on the market, with initial lockdowns and shutdowns of manufacturing units resulting in a slump in demand. However, as restrictions eased, demand for e-bikes gained significant momentum, with various dealers in the United States reporting more than a 100% increase in Y-o-Y sales.
- Increasing government investments in bike-sharing programs, bike lanes, and more pedestrian-friendly streets are likely to raise consumer interest in speed pedelec and throttle-assisted e-bikes in the future. During the forecast period, investments in city road infrastructure for e-bikes are also expected to boost the e-bike market. The current investments, funding, and initiatives are helping boost the sales of e-bikes across the country.

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## United States E-bike Market Trends

The US shows a consistent and strong increase in E-Bike adoption rates, indicating a growing popularity and market expansion.

- Over the past few years, bicycles have gradually become one of the popular modes of daily commuting in the United States. The introduction of e-bikes also surged the demand for bicycles in recent years. Rising pollution and traffic conditions, along with rising fuel prices, have boosted the adoption of e-bikes across the country. E-bikes are gaining popularity among a range of age groups. People between the age of 50 and above are also showing high interest in these bikes. As a result, the adoption rate for e-bikes increased by 2.4% in 2019 compared to 2018.
- The COVID-19 pandemic in 2020 had a positive impact on the US e-bike market. Factors such as social distancing measures and anxiety among people about using public transportation resulted in changing travel preferences among consumers, further boosting the adoption of e-bicycles by 2.7% in 2020 compared to 2019.
- E-bike companies are launching new models with advanced technologies to attract customers in the United States and boost their sales significantly. Consumer preferences for a cleaner and healthier ride while saving fuel costs are also contributing to the higher adoption rate of e-bicycles. Owing to such factors, the country witnessed a rise of 3% in the e-bike adoption rate in 2021 compared to 2020, which is projected to grow by 12.24% during the forecast period.

The US shows a steady increase in the population with a 5-15 km daily travel distance, indicating a consistent commuting pattern.

- Over the past few years, the United States has witnessed significant demand for bicycles. Though there is rising demand for bicycles, their use in the commute of 5-15 km is still low compared to the other modes of transportation, as the majority of people use personal automobiles for office and business commutes. Only 0.6% of the workers across the United States opted for bicycles as a mode of transport in 2019.
- In 2020, millions of Americans rediscovered bicycles as a safe, socially distant method of transportation after the COVID-19 outbreak. The introduction of e-bikes with advanced battery packs that provide an enhanced range of up to 40-45 km is also boosting the demand from consumers who have a daily travel distance of 5-15 km. During the pandemic, bicycles also became a preferred form of exercise among people due to the closure of gyms and fitness clubs.
- However, post the pandemic, many people continued using bicycles to commute to work, offices, businesses, and marketplaces within a range of 5-15 km. More than 15% of the users used bicycles as a mode of transport in 2022. Bicycles offer health benefits, carbon-free rides, no fuel costs, and time-saving in traffic congestion. These benefits are highly contributing to the rising adoption of bicycles, which may further boost the market in the country during the forecast period.

## United States E-bike Industry Overview

The United States E-bike Market is fragmented, with the top five companies occupying 30.99%. The major players in this market are Cycling Sports Group, Inc., Giant Manufacturing Co., Pon Holdings B.V., Specialized Bicycle Components Inc. and Trek Bicycle Corporation (sorted alphabetically).

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Additional Benefits:

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

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