

# **Electric Bicycle Market by Motor Type (Hub Motor and Mid-drive), Battery Type (Lead Acid, Lithium-Ion (Li-ion), and Others), Application (Sports, Fitness, and Daily Commute), Consumer Segment (Urban and Rural), and Power Output (250W & Less Than 250W and Above 250W): Global Opportunity Analysis and Industry Forecast, 2020–2030**

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## **Abstracts**

An e-bicycle or electric bicycle is a standard bicycle, which is equipped with an electric motor, a battery, and a drivetrain. The bicycle can be moved through pedaling or can run on rechargeable batteries. E-bicycles is simple to operate, convenient for all age groups, and serves as an environment-friendly means of transportation, in comparison to motored vehicles. In recent years, electric bicycles are being considered as viable transportation option due to their power capacity, long distance range, and moderate speed. The popularity of these bicycles is increasing, due to rapid urbanization and surge in vehicular traffic on streets.

Factors such as positive government regulations and policies to encourage the use of electric bicycles, increase in fuel costs, and rise in interest in cycling as a fitness & recreational activity are expected to drive the market growth. However, high purchase & maintenance cost of electric bicycles and ban on use of electric bicycles in major cities of China hinder the market growth. Furthermore, improvement in bicycling infrastructure & battery technology and rise in trend of connected electric bicycles is expected to offer lucrative opportunities for the market growth.

For the purpose of analysis, the report segments the global electric bicycle market based on motor type, battery type, application, consumer segment, power output and

region. By motor type, it is fragmented into hub motor and mid drive. On the basis of battery type, it is classified into lead-acid, lithium-ion (Li-ion), and others. Depending on application, the market is bifurcated into sports, fitness and daily commute. By consumer segment, market is categorized into urban and rural. By power output, it is fragmented into less than 250W and more than 250W. By region, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Accell Group N.V., CSE EV GROUP CO LTD, Derby Cycle, Fuji-ta Bicycle Co Ltd, Giant Manufacturing Co. Ltd, Merida Industry Co, Ltd, Royal dutch gazelle, Trek Bicycle Corporation, Yadea Group Holdings Ltd and Yamaha Motor Corporation, USA are some of the leading key players operating in the electric bicycle market.

#### COVID-19 Impact Analysis:

The electric bicycle industry is one of those industries that is poised for better growth post COVID-19. However, the sale of e-bicycles was dampened in the first quarter of 2020, as bicycles stores were closed due to lockdown. However, as the lockdown has been lifted in most countries, including China, Netherland, Japan, the U.S., Italy, and France, the sale of e-bicycles has increased. In addition, the pandemic has changed the way people commute, and bicycling has become even more popular around the world. As a major bicycle manufacturer and with the largest market for e-bicycles, China has witnessed a growing demand in this field. For instance, according to the Ministry of Industry and Information Technology, China registered a surge in demand for electric bicycles and reached the production at 25.48 million during the first 10 months of the 2020, a year-on-year increase of 33.4%. Therefore, the e-bicycle market is estimated to observe a huge boost in sales in post COVID-19 situation.

#### KEY BENEFITS FOR STAKEHOLDERS

This study presents analytical depiction of the global electric bicycle market analysis along with current trends and future estimations to depict imminent investment pockets.

The overall electric bicycle market opportunity is determined by understanding profitable trends to gain a stronger foothold.

The report presents information related to the key drivers, restraints, and opportunities of the global electric bicycle market with a detailed impact analysis.

The current electric bicycle market is quantitatively analyzed from 2020 to 2030 to benchmark the financial competency.

Porter's five forces analysis illustrates the potency of the buyers and suppliers in the industry.

## KEY MARKET SEGMENTS

### By Motor Type

Hub motor

Mid-drive

### By Battery Type

Lead acid

Lithium ion (Li-ion)

Others

### By Application

Sports

Fitness

Daily Commute

### By Consumer Segment

Urban

Rural

By Power Output

250W and Less Than 250W

Above 250W

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Belgium

Netherlands

Spain

Denmark

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

Vietnam

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## KEY PLAYERS

Accell Group

CSE EV GROUP CO LTD

Derby Cycle

Fuji-ta Bicycle Co., Ltd.

Giant Manufacturing Co., Ltd.

Merida Industry Co, Ltd

Royal dutch gazelle

Trek Bicycle Corporation

Yadea Group Holdings Ltd

Yamaha Motor Co. Ltd.

## Contents

### CHAPTER 1:INTRODUCTION

- 1.1.Report description
- 1.2.Key benefits for stakeholders
- 1.3.Key market segments
- 1.4.Research methodology
  - 1.4.1.Primary research
  - 1.4.2.Secondary research
  - 1.4.3.Analyst tools and models

### CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.CXO perspective

### CHAPTER 3:MARKET OVERVIEW

- 3.1.Market definition and scope
- 3.2.Key findings
  - 3.2.1.Top impacting factors
  - 3.2.2.Top investment pockets
  - 3.2.3.Top winning strategies
- 3.3.Porter's five forces analysis
- 3.4.Market share analysis (2020)
- 3.5.Market dynamics
  - 3.5.1.Drivers
    - 3.5.1.1.Positive government regulations and policies to encourage the use of electric bicycles
    - 3.5.1.2.Increase in fuel costs
    - 3.5.1.3.Rise in interest in cycling as a fitness & recreational activity
  - 3.5.2.Restraints
    - 3.5.2.1.High purchase and maintenance cost of electric bicycles
    - 3.5.2.2.Ban on use of electric bicycles in major cities of China
  - 3.5.3.Opportunities
    - 3.5.3.1.Improvement in bicycling infrastructure & battery technology
    - 3.5.3.2.Rise in trend of connected electric bicycles
- 3.6.Government Policies
- 3.7.Pricing Analysis

- 3.7.1.Up to \$1,000
- 3.7.2.\$1,000- \$2,000
- 3.7.3.\$2,000 - \$5,000
- 3.7.4.More than \$5,000
- 3.8.Import/Export Analysis
- 3.9.Supplier Information of Various Components
- 3.10.Maintenance Analysis For E-Bicycles
- 3.11.Carbon Frame Market Size and Forecast
- 3.12.Impact of COVID-19 on global electric bicycle market
  - 3.12.1.Evolution of outbreaks
    - 3.12.1.1.COVID-19
  - 3.12.2.Microeconomic impact analysis
    - 3.12.2.1.Consumer trends
    - 3.12.2.2.Technology trends
    - 3.12.2.3.Regulatory trends
  - 3.12.3.Macroeconomic impact analysis
    - 3.12.3.1.GDP
    - 3.12.3.2.Import/export analysis
    - 3.12.3.3.Employment index
  - 3.12.4.Impact on electric bicycle industry analysis

## **CHAPTER 4:ELECTRIC BICYCLE MARKET, BY MOTOR TYPE**

- 4.1.Overview
- 4.2.Hub motor
  - 4.2.1.Key market trends, growth factors, and opportunities
  - 4.2.2.Market size and forecast, by region
  - 4.2.3.Market analysis by country
- 4.3.Mid-drive
  - 4.3.1.Key market trends, growth factors, and opportunities
  - 4.3.2.Market size and forecast, by region
  - 4.3.3.Market analysis by country

## **CHAPTER 5:ELECTRIC BICYCLE MARKET, BY BATTERY TYPE**

- 5.1.Overview
- 5.2.Lead acid
  - 5.2.1.Key market trends, growth factors, and opportunities
  - 5.2.2.Market size and forecast, by region



- 5.2.3. Market analysis by country
- 5.3. Lithium-ion (Li-ion)
  - 5.3.1. Key market trends, growth factors, and opportunities
  - 5.3.2. Market size and forecast, by region
  - 5.3.3. Market analysis by country
- 5.4. Others
  - 5.4.1. Key market trends, growth factors, and opportunities
  - 5.4.2. Market size and forecast, by region
  - 5.4.3. Market analysis by country

## **CHAPTER 6: ELECTRIC BICYCLE MARKET, BY APPLICATION**

- 6.1. Overview
- 6.2. Sports
  - 6.2.1. Key market trends, growth factors, and opportunities
  - 6.2.2. Market size and forecast, by region
  - 6.2.3. Market analysis by country
- 6.3. Fitness
  - 6.3.1. Key market trends, growth factors, and opportunities
  - 6.3.2. Market size and forecast, by region
  - 6.3.3. Market analysis by country
- 6.4. Daily Commute
  - 6.4.1. Key market trends, growth factors, and opportunities
  - 6.4.2. Market size and forecast, by region
  - 6.4.3. Market analysis by country

## **CHAPTER 7: ELECTRIC BICYCLE MARKET, BY CONSUMER SEGMENT**

- 7.1. Overview
- 7.2. Urban
  - 7.2.1. Key market trends, growth factors, and opportunities
  - 7.2.2. Market size and forecast, by region
  - 7.2.3. Market analysis by country
- 7.3. Rural
  - 7.3.1. Key market trends, growth factors, and opportunities
  - 7.3.2. Market size and forecast, by region
  - 7.3.3. Market analysis by country

## **CHAPTER 8: ELECTRIC BICYCLE MARKET, BY POWER OUTPUT**

*Electric Bicycle Market by Motor Type (Hub Motor and Mid-drive), Battery Type (Lead Acid, Lithium-Ion (Li-ion))...*

## 8.1.Overview

### 8.2.250W & Less Than 250W

8.2.1.Key market trends, growth factors, and opportunities

8.2.2.Market size and forecast, by region

8.2.3.Market analysis by country

## 8.3.Above 250W

8.3.1.Key market trends, growth factors, and opportunities

8.3.2.Market size and forecast, by region

8.3.3.Market analysis by country

## **CHAPTER 9:ELECTRIC BICYCLE MARKET, BY REGION**

## 9.1.Overview

## 9.2.North America

9.2.1.Key market trends, growth factors, and opportunities

9.2.2.Market size and forecast, by motor type

9.2.3.Market size and forecast, by battery type

9.2.4.Market size and forecast, by application

9.2.5.Market size and forecast, by consumer segment

9.2.6.Market size and forecast, by power output

9.2.7.Market size and forecast, by country

### 9.2.7.1.U.S.

9.2.7.1.1.Market size and forecast, by motor type

9.2.7.1.2.Market size and forecast, by battery type

9.2.7.1.3.Market size and forecast, by application

9.2.7.1.4.Market size and forecast, by consumer segment

9.2.7.1.5.Market size and forecast, by power output

### 9.2.7.2.Canada

9.2.7.2.1.Market size and forecast, by motor type

9.2.7.2.2.Market size and forecast, by battery type

9.2.7.2.3.Market size and forecast, by application

9.2.7.2.4.Market size and forecast, by consumer segment

9.2.7.2.5.Market size and forecast, by power output

### 9.2.7.3.Mexico

9.2.7.3.1.Market size and forecast, by motor type

9.2.7.3.2.Market size and forecast, by battery type

9.2.7.3.3.Market size and forecast, by application

9.2.7.3.4.Market size and forecast, by consumer segment

9.2.7.3.5. Market size and forecast, by power output

### 9.3. Europe

9.3.1. Key market trends, growth factors, and opportunities

9.3.2. Market size and forecast, by motor type

9.3.3. Market size and forecast, by battery type

9.3.4. Market size and forecast, by application

9.3.5. Market size and forecast, by consumer segment

9.3.6. Market size and forecast, by power output

9.3.7. Market size and forecast, by country

#### 9.3.7.1. UK

9.3.7.1.1. Market size and forecast, by motor type

9.3.7.1.2. Market size and forecast, by battery type

9.3.7.1.3. Market size and forecast, by application

9.3.7.1.4. Market size and forecast, by consumer segment

9.3.7.1.5. Market size and forecast, by power output

9.3.7.1.6. Local manufactured vs Manufactured by Importing (Units)

#### 9.3.7.2. Germany

9.3.7.2.1. Market size and forecast, by motor type

9.3.7.2.2. Market size and forecast, by battery type

9.3.7.2.3. Market size and forecast, by application

9.3.7.2.4. Market size and forecast, by consumer segment

9.3.7.2.5. Market size and forecast, by power output

9.3.7.2.6. Local manufactured vs Manufactured by Importing (Units)

#### 9.3.7.3. France

9.3.7.3.1. Market size and forecast, by motor type

9.3.7.3.2. Market size and forecast, by battery type

9.3.7.3.3. Market size and forecast, by application

9.3.7.3.4. Market size and forecast, by consumer segment

9.3.7.3.5. Market size and forecast, by power output

9.3.7.3.6. Local manufactured vs Manufactured by Importing (Units)

#### 9.3.7.4. Italy

9.3.7.4.1. Market size and forecast, by motor type

9.3.7.4.2. Market size and forecast, by battery type

9.3.7.4.3. Market size and forecast, by application

9.3.7.4.4. Market size and forecast, by consumer segment

9.3.7.4.5. Market size and forecast, by power output

9.3.7.4.6. Local manufactured vs Manufactured by Importing (Units)

#### 9.3.7.5. Belgium

9.3.7.5.1. Market size and forecast, by motor type

- 9.3.7.5.2. Market size and forecast, by battery type
- 9.3.7.5.3. Market size and forecast, by application
- 9.3.7.5.4. Market size and forecast, by consumer segment
- 9.3.7.5.5. Market size and forecast, by power output
- 9.3.7.5.6. Local manufactured vs Manufactured by Importing (Units)

#### 9.3.7.6. Netherlands

- 9.3.7.6.1. Market size and forecast, by motor type
- 9.3.7.6.2. Market size and forecast, by battery type
- 9.3.7.6.3. Market size and forecast, by application
- 9.3.7.6.4. Market size and forecast, by consumer segment
- 9.3.7.6.5. Market size and forecast, by power output
- 9.3.7.6.6. Local manufactured vs Manufactured by Importing (Units)

#### 9.3.7.7. Spain

- 9.3.7.7.1. Market size and forecast, by motor type
- 9.3.7.7.2. Market size and forecast, by battery type
- 9.3.7.7.3. Market size and forecast, by application
- 9.3.7.7.4. Market size and forecast, by consumer segment
- 9.3.7.7.5. Market size and forecast, by power output
- 9.3.7.7.6. Local manufactured vs Manufactured by Importing (Units)

#### 9.3.7.8. Denmark

- 9.3.7.8.1. Market size and forecast, by motor type
- 9.3.7.8.2. Market size and forecast, by battery type
- 9.3.7.8.3. Market size and forecast, by application
- 9.3.7.8.4. Market size and forecast, by consumer segment
- 9.3.7.8.5. Market size and forecast, by power output
- 9.3.7.8.6. Local manufactured vs Manufactured by Importing (Units)

#### 9.3.7.9. Rest of Europe

- 9.3.7.9.1. Market size and forecast, by motor type
- 9.3.7.9.2. Market size and forecast, by battery type
- 9.3.7.9.3. Market size and forecast, by application
- 9.3.7.9.4. Market size and forecast, by consumer segment
- 9.3.7.9.5. Market size and forecast, by power output
- 9.3.7.9.6. Local manufactured vs Manufactured by Importing (Units)

### 9.4. Asia-Pacific

- 9.4.1. Key market trends, growth factors, and opportunities
- 9.4.2. Market size and forecast, by motor type
- 9.4.3. Market size and forecast, by battery type
- 9.4.4. Market size and forecast, by application
- 9.4.5. Market size and forecast, by consumer segment

9.4.6. Market size and forecast, by power output

9.4.7. Market size and forecast, by country

9.4.7.1. China

9.4.7.1.1. Market size and forecast, by motor type

9.4.7.1.2. Market size and forecast, by battery type

9.4.7.1.3. Market size and forecast, by application

9.4.7.1.4. Market size and forecast, by consumer segment

9.4.7.1.5. Market size and forecast, by power output

9.4.7.2. Japan

9.4.7.2.1. Market size and forecast, by motor type

9.4.7.2.2. Market size and forecast, by battery type

9.4.7.2.3. Market size and forecast, by application

9.4.7.2.4. Market size and forecast, by consumer segment

9.4.7.2.5. Market size and forecast, by power output

9.4.7.3. India

9.4.7.3.1. Market size and forecast, by motor type

9.4.7.3.2. Market size and forecast, by battery type

9.4.7.3.3. Market size and forecast, by application

9.4.7.3.4. Market size and forecast, by consumer segment

9.4.7.3.5. Market size and forecast, by power output

9.4.7.4. Australia

9.4.7.4.1. Market size and forecast, by motor type

9.4.7.4.2. Market size and forecast, by battery type

9.4.7.4.3. Market size and forecast, by application

9.4.7.4.4. Market size and forecast, by consumer segment

9.4.7.4.5. Market size and forecast, by power output

9.4.7.5. Vietnam

9.4.7.5.1. Market size and forecast, by motor type

9.4.7.5.2. Market size and forecast, by battery type

9.4.7.5.3. Market size and forecast, by application

9.4.7.5.4. Market size and forecast, by consumer segment

9.4.7.5.5. Market size and forecast, by power output

9.4.7.6. Rest of Asia-Pacific

9.4.7.6.1. Market size and forecast, by motor type

9.4.7.6.2. Market size and forecast, by battery type

9.4.7.6.3. Market size and forecast, by application

9.4.7.6.4. Market size and forecast, by consumer segment

9.4.7.6.5. Market size and forecast, by power output

9.5. LAMEA

- 9.5.1.Key market trends, growth factors, and opportunities
- 9.5.2.Market size and forecast, by motor type
- 9.5.3.Market size and forecast, by battery type
- 9.5.4.Market size and forecast, by application
- 9.5.5.Market size and forecast, by consumer segment
- 9.5.6.Market size and forecast, by power output
- 9.5.7.Market size and forecast, by country
  - 9.5.7.1.Latin America
    - 9.5.7.1.1.Market size and forecast, by motor type
    - 9.5.7.1.2.Market size and forecast, by battery type
    - 9.5.7.1.3.Market size and forecast, by application
    - 9.5.7.1.4.Market size and forecast, by consumer segment
    - 9.5.7.1.5.Market size and forecast, by power output
  - 9.5.7.2.Middle East
    - 9.5.7.2.1.Market size and forecast, by motor type
    - 9.5.7.2.2.Market size and forecast, by battery type
    - 9.5.7.2.3.Market size and forecast, by application
    - 9.5.7.2.4.Market size and forecast, by consumer segment
    - 9.5.7.2.5.Market size and forecast, by power output
  - 9.5.7.3.Africa
    - 9.5.7.3.1.Market size and forecast, by motor type
    - 9.5.7.3.2.Market size and forecast, by battery type
    - 9.5.7.3.3.Market size and forecast, by application
    - 9.5.7.3.4.Market size and forecast, by consumer segment
    - 9.5.7.3.5.Market size and forecast, by power output

## **CHAPTER 10:COMPANY PROFILES**

- 10.1.ACCELL GROUP
  - 10.1.1.Company overview
  - 10.1.2.Key executives
  - 10.1.3.Company snapshot
  - 10.1.4.Operating business segments
  - 10.1.5.Product portfolio
  - 10.1.6.R&D expenditure
  - 10.1.7.Business performance
  - 10.1.8.Key strategic moves and developments
- 10.2.CSE EV GROUP CO., LTD.
  - 10.2.1.Company overview

- 10.2.2.Key executives
- 10.2.3.Company snapshot
- 10.2.4.Product portfolio
- 10.2.5.Key strategic moves and developments
- 10.3.DERBY CYCLE
  - 10.3.1.Company overview
  - 10.3.2.Key executives
  - 10.3.3.Company snapshot
  - 10.3.4.Product portfolio
  - 10.3.5.Key strategic moves and developments
- 10.4.FUJI-TA BICYCLE CO., LTD.
  - 10.4.1.Company overview
  - 10.4.2.Key executives
  - 10.4.3.Company snapshot
  - 10.4.4.Product portfolio
  - 10.4.5.Key strategic moves and developments
- 10.5.GIANT MANUFACTURING CO., LTD.
  - 10.5.1.Company overview
  - 10.5.2.Key executives
  - 10.5.3.Company snapshot
  - 10.5.4.Product portfolio
  - 10.5.5.R&D expenditure
  - 10.5.6.Business performance
  - 10.5.7.Key strategic moves and developments
- 10.6.MERIDA INDUSTRY CO., LTD.
  - 10.6.1.Company overview
  - 10.6.2.Key executives
  - 10.6.3.Company snapshot
  - 10.6.4.Product portfolio
  - 10.6.5.Business performance
  - 10.6.6.Key strategic moves and developments
- 10.7.ROYAL DUTCH GAZELLE
  - 10.7.1.Company overview
  - 10.7.2.Key executives
  - 10.7.3.Company snapshot
  - 10.7.4.Product portfolio
  - 10.7.5.Key strategic moves and developments
- 10.8.TREK BICYCLE CORPORATION
  - 10.8.1.Company overview

- 10.8.2.Key executives
- 10.8.3.Company snapshot
- 10.8.5.Product portfolio
- 10.8.6.Key strategic moves and developments
- 10.9.YADEA Technology Group Co., Ltd.
  - 10.9.1.Company overview
  - 10.9.2.Key executives
  - 10.9.3.Company snapshot
  - 10.9.4.Operating business segments
  - 10.9.5.Product portfolio
  - 10.9.6.R&D expenditure
  - 10.9.7.Business performance
- 10.10.YAMAHA MOTOR CO., LTD.
  - 10.10.1.Company overview
  - 10.10.2.Key executives
  - 10.10.3.Company snapshot
  - 10.10.4.Operating business segments
  - 10.10.5.Product portfolio
  - 10.10.6.R&D expenditure
  - 10.10.7.Business performance
  - 10.10.8.Key strategic moves and developments



## List Of Tables

### LIST OF TABLES

- TABLE 01.ELECTRIC BICYCLES PRICE RANGE, UP TO \$1,000
- TABLE 02.ELECTRIC BICYCLES PRICE RANGE, \$1,000- \$2,000
- TABLE 03.ELECTRIC BICYCLES PRICE RANGE, \$2,000 - \$5,000
- TABLE 04.ELECTRIC BICYCLES PRICE RANGE, MORE THAN \$5,000
- TABLE 05.ELECTRIC BICYCLES MARKET BY MOTOR TYPE, 2020-2030, (\$MILLION)
- TABLE 06.HUB MOTOR ELECTRIC BICYCLE MARKET, BY REGION, 2020-2030 (\$MILLION)
- TABLE 07.MID-DRIVE ELECTRIC BICYCLE MARKET, BY REGION, 2020-2030 (\$MILLION)
- TABLE 08.ELECTRIC BICYCLES MARKET BY BATTERY TYPE, 2020-2030, (\$MILLION)
- TABLE 09.LEAD ACID ELECTRIC BICYCLES MARKET BY REGION 2020-2030, (\$MILLION)
- TABLE 10.LITHIUM ION (LI-ION) ELECTRIC BICYCLES MARKET BY REGION 2020-2030, (\$MILLION)
- TABLE 11.OTHERS ELECTRIC BICYCLES MARKET BY REGION 2020-2030, (\$MILLION)
- TABLE 12.ELECTRIC BICYCLES MARKET BY APPLICATION, 2020-2030, (\$MILLION)
- TABLE 13.SPORTS ELECTRIC BICYCLE MARKET, BY REGION, 2020-2030 (\$MILLION)
- TABLE 14.FITNESS ELECTRIC BICYCLES MARKET BY REGION 2020-2030, (\$MILLION)
- TABLE 15.DAILY COMMUTE ELECTRIC BICYCLES MARKET BY REGION 2020-2030, (\$MILLION)
- TABLE 16.GLOBAL ELECTRIC BICYCLES MARKET BY CONSUMER SEGMENT, 2020-2030, (\$MILLION)
- TABLE 17.URBAN ELECTRIC BICYCLES MARKET BY REGION 2020-2030, (\$MILLION)
- TABLE 18.RURAL ELECTRIC BICYCLES MARKET BY REGION 2020-2030, (\$MILLION)
- TABLE 19.ELECTRIC BICYCLES MARKET BY POWER OUTPUT, 2020-2030, (\$MILLION)
- TABLE 20.250W & LESS THAN 250W ELECTRIC BICYCLES MARKET BY REGION

2020-2030, (\$MILLION)

TABLE 21.ABOVE 250W ELECTRIC BICYCLES MARKET BY REGION 2020-2030, (\$MILLION)

TABLE 22.ELECTRIC BICYCLES MARKET BY REGION, 2020-2030, (\$MILLION)

TABLE 23.NORTH AMERICA ELECTRIC BICYCLES MARKET BY MOTOR TYPE, 2020-2030, (\$MILLION)

TABLE 24.NORTH AMERICA ELECTRIC BICYCLE MARKET, BY BATTERY TYPE, 2020-2030 (\$MILLION)

TABLE 25.NORTH AMERICA ELECTRIC BICYCLE MARKET, BY APPLICATION, 2020-2030 (\$MILLION)

TABLE 26.NORTH AMERICA ELECTRIC BICYCLE MARKET, BY CONSUMER SEGMENT, 2020-2030 (\$MILLION)

TABLE 27.NORTH AMERICA ELECTRIC BICYCLE MARKET, BY POWER OUTPUT, 2020-2030 (\$MILLION)

TABLE 28.U.S. ELECTRIC BICYCLE MARKET, BY MOTOR TYPE, 2020-2030 (\$MILLION)

TABLE 29.U.S. ELECTRIC BICYCLE MARKET, BY BATTERY TYPE, 2020-2030 (\$MILLION)

TABLE 30.U.S. ELECTRIC BICYCLE MARKET, BY APPLICATION, 2020-2030 (\$MILLION)

TABLE 31.U.S. ELECTRIC BICYCLE MARKET, BY CONSUMER SEGMENT, 2020-2030 (\$MILLION)

TABLE 32.U.S. ELECTRIC BICYCLE MARKET, BY POWER OUTPUT, 2020-2030 (\$MILLION)

TABLE 33.CANADA ELECTRIC BICYCLE MARKET, BY MOTOR TYPE, 2020-2030 (\$MILLION)

TABLE 34.CANADA ELECTRIC BICYCLE MARKET, BY BATTERY TYPE, 2020-2030 (\$MILLION)

TABLE 35.CANADA ELECTRIC BICYCLE MARKET, BY APPLICATION, 2020-2030 (\$MILLION)

TABLE 36.CANADA ELECTRIC BICYCLE MARKET, BY CONSUMER SEGMENT, 2020-2030 (\$MILLION)

TABLE 37.CANADA ELECTRIC BICYCLE MARKET, BY POWER OUTPUT, 2020-2030 (\$MILLION)

TABLE 38.MEXICO ELECTRIC BICYCLE MARKET, BY MOTOR TYPE, 2020-2030 (\$MILLION)

TABLE 39.MEXICO ELECTRIC BICYCLE MARKET, BY BATTERY TYPE, 2020-2030 (\$MILLION)

TABLE 40.MEXICO ELECTRIC BICYCLE MARKET, BY APPLICATION, 2020-2030

(\$MILLION)

TABLE 41.MEXICO ELECTRIC BICYCLE MARKET, BY CONSUMER SEGMENT, 2020-2030 (\$MILLION)

TABLE 42.MEXICO ELECTRIC BICYCLE MARKET, BY POWER OUTPUT, 2020-2030 (\$MILLION)

TABLE 43.EUROPE ELECTRIC BICYCLE MARKET, BY MOTOR TYPE, 2020-2030 (\$MILLION)

TABLE 44.EUROPE ELECTRIC BICYCLE MARKET, BY BATTERY TYPE, 2020-2030 (\$MILLION)

TABLE 45.EUROPE ELECTRIC BICYCLE MARKET, BY APPLICATION, 2020-2030 (\$MILLION)

TABLE 46.EUROPE ELECTRIC BICYCLE MARKET, BY CONSUMER SEGMENT, 2020-2030 (\$MILLION)

TABLE 47.EUROPE ELECTRIC BICYCLE MARKET, BY POWER OUTPUT, 2020-2030 (\$MILLION)

TABLE 48.UK ELECTRIC BICYCLE MARKET, BY MOTOR TYPE, 2020-2030 (\$MILLION)

TABLE 49.UK ELECTRIC BICYCLE MARKET, BY BATTERY TYPE, 2020-2030 (\$MILLION)

TABLE 50.UK ELECTRIC BICYCLE MARKET, BY APPLICATION, 2020-2030 (\$MILLION)

TABLE 51.UK ELECTRIC BICYCLE MARKET, BY CONSUMER SEGMENT, 2020-2030 (\$MILLION)

TABLE 52.UK ELECTRIC BICYCLE MARKET, BY POWER OUTPUT, 2020-2030 (\$MILLION)

TABLE 53.GERMANY ELECTRIC BICYCLE MARKET, BY MOTOR TYPE, 2020-2030 (\$MILLION)

TABLE 54.GERMANY ELECTRIC BICYCLE MARKET, BY BATTERY TYPE, 2020-2030 (\$MILLION)

TABLE 55.GERMANY ELECTRIC BICYCLE MARKET, BY APPLICATION, 2020-2030 (\$MILLION)

TABLE 56.GERMANY ELECTRIC BICYCLE MARKET, BY CONSUMER SEGMENT, 2020-2030 (\$MILLION)

TABLE 57.GERMANY ELECTRIC BICYCLE MARKET, BY POWER OUTPUT, 2020-2030 (\$MILLION)

TABLE 58.FRANCE ELECTRIC BICYCLE MARKET, BY MOTOR TYPE, 2020-2030 (\$MILLION)

TABLE 59.FRANCE ELECTRIC BICYCLE MARKET, BY BATTERY TYPE, 2020-2030 (\$MILLION)

TABLE 60.FRANCE ELECTRIC BICYCLE MARKET, BY APPLICATION, 2020-2030 (\$MILLION)

TABLE 61.FRANCE ELECTRIC BICYCLE MARKET, BY CONSUMER SEGMENT, 2020-2030 (\$MILLION)

TABLE 62.FRANCE ELECTRIC BICYCLE MARKET, BY POWER OUTPUT, 2020-2030 (\$MILLION)

TABLE 63.ITALY ELECTRIC BICYCLE MARKET, BY MOTOR TYPE, 2020-2030 (\$MILLION)

TABLE 64.ITALY ELECTRIC BICYCLE MARKET, BY BATTERY TYPE, 2020-2030 (\$MILLION)

TABLE 65.ITALY ELECTRIC BICYCLE MARKET, BY APPLICATION, 2020-2030 (\$MILLION)

TABLE 66.ITALY ELECTRIC BICYCLE MARKET, BY CONSUMER SEGMENT, 2020-2030 (\$MILLION)

TABLE 67.ITALY ELECTRIC BICYCLE MARKET, BY POWER OUTPUT, 2020-2030 (\$MILLION)

TABLE 68.BELGIUM ELECTRIC BICYCLE MARKET, BY MOTOR TYPE, 2020-2030 (\$MILLION)

TABLE 69.BELGIUM ELECTRIC BICYCLE MARKET, BY BATTERY TYPE, 2020-2030 (\$MILLION)

TABLE 70.BELGIUM ELECTRIC BICYCLE MARKET, BY APPLICATION, 2020-2030 (\$MILLION)

TABLE 71.BELGIUM ELECTRIC BICYCLE MARKET, BY CONSUMER SEGMENT, 2020-2030 (\$MILLION)

TABLE 72.BELGIUM ELECTRIC BICYCLE MARKET, BY POWER OUTPUT, 2020-2030 (\$MILLION)

TABLE 73.NETHERLANDS ELECTRIC BICYCLE MARKET, BY MOTOR TYPE, 2020-2030 (\$MILLION)

TABLE 74.NETHERLANDS ELECTRIC BICYCLE MARKET, BY BATTERY TYPE, 2020-2030 (\$MILLION)

TABLE 75.NETHERLANDS ELECTRIC BICYCLE MARKET, BY APPLICATION, 2020-2030 (\$MILLION)

TABLE 76.NETHERLANDS ELECTRIC BICYCLE MARKET, BY CONSUMER SEGMENT, 2020-2030 (\$MILLION)

TABLE 77.NETHERLANDS ELECTRIC BICYCLE MARKET, BY POWER OUTPUT, 2020-2030 (\$MILLION)

TABLE 78.SPAIN ELECTRIC BICYCLE MARKET, BY MOTOR TYPE, 2020-2030 (\$MILLION)

TABLE 79.SPAIN ELECTRIC BICYCLE MARKET, BY BATTERY TYPE, 2020-2030

(\$MILLION)

TABLE 80.SPAIN ELECTRIC BICYCLE MARKET, BY APPLICATION, 2020-2030

(\$MILLION)

TABLE 81.SPAIN ELECTRIC BICYCLE MARKET, BY CONSUMER SEGMENT,  
2020-2030 (\$MILLION)

TABLE 82.SPAIN ELECTRIC BICYCLE MARKET, BY POWER OUTPUT, 2020-2030  
(\$MILLION)

TABLE 83.DENMARK ELECTRIC BICYCLE MARKET, BY MOTOR TYPE, 2020-2030  
(\$MILLION)

TABLE 84.DENMARK ELECTRIC BICYCLE MARKET, BY BATTERY TYPE,  
2020-2030 (\$MILLION)

TABLE 85.DENMARK ELECTRIC BICYCLE MARKET, BY APPLICATION, 2020-2030  
(\$MILLION)

TABLE 86.DENMARK ELECTRIC BICYCLE MARKET, BY CONSUMER SEGMENT,  
2020-2030 (\$MILLION)

TABLE 87.DENMARK ELECTRIC BICYCLE MARKET, BY POWER OUTPUT,  
2020-2030 (\$MILLION)

TABLE 88.REST OF EUROPE ELECTRIC BICYCLE MARKET, BY MOTOR TYPE,  
2020-2030 (\$MILLION)

TABLE 89.REST OF EUROPE ELECTRIC BICYCLE MARKET, BY BATTERY TYPE,  
2020-2030 (\$MILLION)

TABLE 90.REST OF EUROPE ELECTRIC BICYCLE MARKET, BY APPLICATION,  
2020-2030 (\$MILLION)

TABLE 91.REST OF EUROPE ELECTRIC BICYCLE MARKET, BY CONSUMER  
SEGMENT, 2020-2030 (\$MILLION)

TABLE 92.REST OF EUROPE ELECTRIC BICYCLE MARKET, BY POWER OUTPUT,  
2020-2030 (\$MILLION)

TABLE 93.ASIA-PACIFIC ELECTRIC BICYCLE MARKET, BY MOTOR TYPE,  
2020-2030 (\$MILLION)

TABLE 94.ASIA-PACIFIC ELECTRIC BICYCLE MARKET, BY BATTERY TYPE,  
2020-2030 (\$MILLION)

TABLE 95.ASIA-PACIFIC ELECTRIC BICYCLE MARKET, BY APPLICATION,  
2020-2030 (\$MILLION)

TABLE 96.ASIA-PACIFIC ELECTRIC BICYCLE MARKET, BY CONSUMER  
SEGMENT, 2020-2030 (\$MILLION)

TABLE 97.ASIA-PACIFIC ELECTRIC BICYCLE MARKET, BY POWER OUTPUT,  
2020-2030 (\$MILLION)

TABLE 98.CHINA ELECTRIC BICYCLE MARKET, BY MOTOR TYPE, 2020-2030  
(\$MILLION)

TABLE 99.CHINA ELECTRIC BICYCLE MARKET, BY BATTERY TYPE, 2020-2030 (\$MILLION)

TABLE 100.CHINA ELECTRIC BICYCLE MARKET, BY APPLICATION, 2020-2030 (\$MILLION)

TABLE 101.CHINA ELECTRIC BICYCLE MARKET, BY CONSUMER SEGMENT, 2020-2030 (\$MILLION)

TABLE 102.CHINA ELECTRIC BICYCLE MARKET, BY POWER OUTPUT, 2020-2030 (\$MILLION)

TABLE 103.JAPAN ELECTRIC BICYCLE MARKET, BY MOTOR TYPE, 2020-2030 (\$MILLION)

TABLE 104.JAPAN ELECTRIC BICYCLE MARKET, BY BATTERY TYPE, 2020-2030 (\$MILLION)

TABLE 105.JAPAN ELECTRIC BICYCLE MARKET, BY APPLICATION, 2020-2030 (\$MILLION)

TABLE 106.JAPAN ELECTRIC BICYCLE MARKET, BY CONSUMER SEGMENT, 2020-2030 (\$MILLION)

TABLE 107.JAPAN ELECTRIC BICYCLE MARKET, BY POWER OUTPUT, 2020-2030 (\$MILLION)

TABLE 108.INDIA ELECTRIC BICYCLE MARKET, BY MOTOR TYPE, 2020-2030 (\$MILLION)

TABLE 109.INDIA ELECTRIC BICYCLE MARKET, BY BATTERY TYPE, 2020-2030 (\$MILLION)

TABLE 110.INDIA ELECTRIC BICYCLE MARKET, BY APPLICATION, 2020-2030 (\$MILLION)

TABLE 111.INDIA ELECTRIC BICYCLE MARKET, BY CONSUMER SEGMENT, 2020-2030 (\$MILLION)

TABLE 112.INDIA ELECTRIC BICYCLE MARKET, BY POWER OUTPUT, 2020-2030 (\$MILLION)

TABLE 113.AUSTRALIA ELECTRIC BICYCLE MARKET, BY MOTOR TYPE, 2020-2030 (\$MILLION)

TABLE 114.AUSTRALIA ELECTRIC BICYCLE MARKET, BY BATTERY TYPE, 2020-2030 (\$MILLION)

TABLE 115.AUSTRALIA ELECTRIC BICYCLE MARKET, BY APPLICATION, 2020-2030 (\$MILLION)

TABLE 116.AUSTRALIA ELECTRIC BICYCLE MARKET, BY CONSUMER SEGMENT, 2020-2030 (\$MILLION)

TABLE 117.AUSTRALIA ELECTRIC BICYCLE MARKET, BY POWER OUTPUT, 2020-2030 (\$MILLION)

TABLE 118.VIETNAM ELECTRIC BICYCLE MARKET, BY MOTOR TYPE, 2020-2030

(\$MILLION)

TABLE 119.VIETNAM ELECTRIC BICYCLE MARKET, BY BATTERY TYPE, 2020-2030 (\$MILLION)

TABLE 120.VIETNAM ELECTRIC BICYCLE MARKET, BY APPLICATION, 2020-2030 (\$MILLION)

TABLE 121.VIETNAM ELECTRIC BICYCLE MARKET, BY CONSUMER SEGMENT, 2020-2030 (\$MILLION)

TABLE 122.VIETNAM ELECTRIC BICYCLE MARKET, BY POWER OUTPUT, 2020-2030 (\$MILLION)

TABLE 123.REST OF ASIA-PACIFIC ELECTRIC BICYCLE MARKET, BY MOTOR TYPE, 2020-2030 (\$MILLION)

TABLE 124.REST OF ASIA-PACIFIC ELECTRIC BICYCLE MARKET, BY BATTERY TYPE, 2020-2030 (\$MILLION)

TABLE 125.REST OF ASIA-PACIFIC ELECTRIC BICYCLE MARKET, BY APPLICATION, 2020-2030 (\$MILLION)

TABLE 126.REST OF ASIA-PACIFIC ELECTRIC BICYCLE MARKET, BY CONSUMER SEGMENT, 2020-2030 (\$MILLION)

TABLE 127.REST OF ASIA-PACIFIC ELECTRIC BICYCLE MARKET, BY POWER OUTPUT, 2020-2030 (\$MILLION)

TABLE 128.LAMEA ELECTRIC BICYCLE MARKET, BY MOTOR TYPE, 2020-2030 (\$MILLION)

TABLE 129.LAMEA ELECTRIC BICYCLE MARKET, BY BATTERY TYPE, 2020-2030 (\$MILLION)

TABLE 130.LAMEA ELECTRIC BICYCLE MARKET, BY APPLICATION, 2020-2030 (\$MILLION)

TABLE 131.LAMEA ELECTRIC BICYCLE MARKET, BY CONSUMER SEGMENT, 2020-2030 (\$MILLION)

TABLE 132.LAMEA ELECTRIC BICYCLE MARKET, BY POWER OUTPUT, 2020-2030 (\$MILLION)

TABLE 133.LATIN AMERICA ELECTRIC BICYCLE MARKET, BY MOTOR TYPE, 2020-2030 (\$MILLION)

TABLE 134.LATIN AMERICA ELECTRIC BICYCLE MARKET, BY BATTERY TYPE, 2020-2030 (\$MILLION)

TABLE 135.LATIN AMERICA ELECTRIC BICYCLE MARKET, BY APPLICATION, 2020-2030 (\$MILLION)

TABLE 136.LATIN AMERICA ELECTRIC BICYCLE MARKET, BY CONSUMER SEGMENT, 2020-2030 (\$MILLION)

TABLE 137.LATIN AMERICA ELECTRIC BICYCLE MARKET, BY POWER OUTPUT, 2020-2030 (\$MILLION)

TABLE 138.MIDDLE EAST ELECTRIC BICYCLE MARKET, BY MOTOR TYPE,  
2020-2030 (\$MILLION)

TABLE 139.MIDDLE EAST ELECTRIC BICYCLE MARKET, BY BATTERY TYPE,  
2020-2030 (\$MILLION)

TABLE 140.MIDDLE EAST ELECTRIC BICYCLE MARKET, BY APPLICATION,  
2020-2030 (\$MILLION)

TABLE 141.MIDDLE EAST ELECTRIC BICYCLE MARKET, BY CONSUMER  
SEGMENT, 2020-2030 (\$MILLION)

TABLE 142.MIDDLE EAST ELECTRIC BICYCLE MARKET, BY POWER OUTPUT,  
2020-2030 (\$MILLION)

TABLE 143.AFRICA ELECTRIC BICYCLE MARKET, BY MOTOR TYPE, 2020-2030  
(\$MILLION)

TABLE 144.AFICA ELECTRIC BICYCLE MARKET, BY BATTERY TYPE, 2020-2030  
(\$MILLION)

TABLE 145.AFRICA ELECTRIC BICYCLE MARKET, BY APPLICATION, 2020-2030  
(\$MILLION)

TABLE 146.AFRICA ELEC



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