

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

<https://marketpublishers.com/r/ECB6073653A5EN.html>

Date: June 2021

Pages: 363

Price: US\$ 4,615.00 (Single User License)

ID: ECB6073653A5EN

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.

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