

Global Mountain E-Bikes Market Size Study, by Class (Class I, II, III), by Battery (Li-ion, Li-ion Polymer, Lead Acid), by Motor (Mid, Hub), by Mode (Throttle, Pedal Assist), by Usage (Mountain/Trekking, City/Urban, Cargo), by Speed, Battery Capacity, Components, and Regional Forecasts 2022-2032

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Abstracts

The Global Mountain E-Bikes Market is valued at approximately USD 45.68 billion in 2023 and is projected to grow at a steady compound annual growth rate (CAGR) of 6.6% from 2024 to 2032. Mountain e-bikes combine the rugged durability of traditional mountain bikes with advanced electric propulsion systems, allowing riders to traverse challenging terrains with ease and efficiency. With enhanced battery capacity, powerful motors, and adaptive components, mountain e-bikes cater to both recreational enthusiasts and professional riders, offering unparalleled mobility and adventure opportunities.

The market's expansion is propelled by the growing interest in eco-friendly commuting solutions and outdoor activities. Advances in battery technology, such as the integration of lithium-ion and lithium-polymer batteries, have significantly increased range and performance, further encouraging adoption. However, the relatively high initial cost of e-bikes and concerns over battery life and charging infrastructure remain challenges for broader market penetration. Nonetheless, government initiatives promoting sustainable transportation and advancements in lightweight, efficient motors are expected to unlock substantial opportunities.

Mountain e-bikes are increasingly finding applications across urban commuting, trekking, and cargo transportation, demonstrating their versatility and adaptability.

Features like pedal-assist and throttle modes enhance user experience, allowing riders to switch between manual and electric assistance depending on the terrain. Furthermore, ongoing innovations in mid and hub motor systems are enhancing torque and power delivery, ensuring a seamless riding experience even on steep inclines.

Regionally, Europe dominates the mountain e-bikes market, driven by strong environmental regulations, a well-established cycling culture, and substantial investments in cycling infrastructure. North America follows closely, with rising awareness about health and fitness fueling demand for electric bikes in general. Meanwhile, the Asia-Pacific region is poised to exhibit the fastest growth, supported by increasing disposable incomes, rapid urbanization, and government initiatives encouraging the adoption of green mobility solutions in countries like China and India.

Major market players included in this report are:

Trek Bicycle Corporation

Giant Manufacturing Co. Ltd.

Merida Industry Co. Ltd.

Specialized Bicycle Components, Inc.

Accell Group N.V.

Yadea Group Holdings Ltd.

Riese & Müller GmbH

Pedego Electric Bikes

Bulls Bikes USA

Haibike (Winora Group)

Cannondale Bicycle Corporation

Cube Bikes

Rocky Mountain Bicycles

Shimano Inc.

Propella Electric Bikes

The detailed segments and sub-segment of the market are explained below:

By Class:

Class I

Class II

Class III

By Battery:

Lithium-Ion

Lithium-Ion Polymer

Lead Acid

By Motor:

Mid Motor

Hub Motor

By Mode:

Throttle

Pedal Assist

By Usage:

Mountain/Trekking

City/Urban

Cargo

By Speed:

By Battery Capacity:

By Components:

By Region:

North America:

U.S.

Canada

Europe:

UK

Germany

France

Spain

Italy

Rest of Europe

Asia-Pacific:

China

India

Japan

Australia

South Korea

Rest of Asia-Pacific

Latin America:

Brazil

Mexico

Middle East & Africa:

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical Year: 2022

Base Year: 2023

Forecast Period: 2024 to 2032

Key Takeaways:

Market estimates & forecast for 10 years from 2022 to 2032.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand-side and supply-side analysis of the market.

Contents

CHAPTER 1. GLOBAL MOUNTAIN E-BIKES MARKET EXECUTIVE SUMMARY

1.1. Global Mountain E-Bikes Market Size & Forecast (2022-2032)

1.2. Regional Summary

1.3. Segmental Summary

1.3.1. By Class

Class I

Class II

Class III

1.3.2. By Battery

Lithium-Ion

Lithium-Ion Polymer

Lead Acid

1.3.3. By Motor

Mid Motor

Hub Motor

1.3.4. By Mode

Throttle

Pedal Assist

1.3.5. By Usage

Mountain/Trekking

City/Urban

Cargo

1.3.6. By Speed

1.3.7. By Battery Capacity

1.3.8. By Components

1.4. Key Trends

1.5. Recession Impact

1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL MOUNTAIN E-BIKES MARKET DEFINITION AND RESEARCH ASSUMPTIONS

2.1. Research Objective

2.2. Market Definition

2.3. Research Assumptions

2.3.1. Inclusion & Exclusion

2.3.2. Limitations

2.3.3. Supply Side Analysis

Availability

Infrastructure

Regulatory Environment

Market Competition

Economic Viability (Consumer's Perspective)

2.3.4. Demand Side Analysis

Regulatory Frameworks

Technological Advancements

Environmental Considerations

Consumer Awareness & Acceptance

2.4. Estimation Methodology

2.5. Years Considered for the Study

2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL MOUNTAIN E-BIKES MARKET DYNAMICS

3.1. Market Drivers

3.1.1. Increasing Consumer Demand for Eco-Friendly and Healthy Outdoor Mobility

3.1.2. Advancements in Battery and Motor Technologies Driving Performance

Improvements

3.1.3. Growing Adoption of E-Bikes for Recreational and Professional Purposes

3.2. Market Challenges

3.2.1. High Initial Costs and Concerns Over Battery Life and Charging Infrastructure

3.2.2. Limited Awareness and Adoption among Small-Scale and Rural Users

3.2.3. Regulatory and Safety Issues Affecting Market Penetration

3.3. Market Opportunities

3.3.1. Expanding Government Initiatives Promoting Sustainable Transportation

3.3.2. Technological Innovations Enhancing Performance and Reducing Costs

3.3.3. Growing Global Investments in Green Mobility and E-Bike Infrastructure

CHAPTER 4. GLOBAL MOUNTAIN E-BIKES MARKET INDUSTRY ANALYSIS

4.1. Porter's 5 Force Model

4.1.1. Bargaining Power of Suppliers

4.1.2. Bargaining Power of Buyers

4.1.3. Threat of New Entrants

4.1.4. Threat of Substitutes

- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis
- 4.2. PESTEL Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
 - 4.2.5. Environmental
 - 4.2.6. Legal
- 4.3. Top Investment Opportunity
- 4.4. Top Winning Strategies
- 4.5. Disruptive Trends
- 4.6. Industry Expert Perspective
- 4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL MOUNTAIN E-BIKES MARKET SIZE & FORECASTS BY CLASS 2022-2032

- 5.1. Segment Dashboard
- 5.2. Global Mountain E-Bikes Market: Class Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)
 - 5.2.1. Class I
 - 5.2.2. Class II
 - 5.2.3. Class III

CHAPTER 6. GLOBAL MOUNTAIN E-BIKES MARKET SIZE & FORECASTS BY BATTERY 2022-2032

- 6.1. Segment Dashboard
- 6.2. Global Mountain E-Bikes Market: Battery Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)
 - 6.2.1. Lithium-Ion
 - 6.2.2. Lithium-Ion Polymer
 - 6.2.3. Lead Acid

CHAPTER 7. GLOBAL MOUNTAIN E-BIKES MARKET SIZE & FORECASTS BY MOTOR AND MODE 2022-2032

7.1. Segment Dashboard

7.2. Global Mountain E-Bikes Market: Motor and Mode Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

7.2.1. Mid Motor

7.2.2. Hub Motor

7.2.3. Throttle

7.2.4. Pedal Assist

CHAPTER 8. GLOBAL MOUNTAIN E-BIKES MARKET SIZE & FORECASTS BY USAGE, SPEED, BATTERY CAPACITY & COMPONENTS 2022-2032

8.1. Segment Dashboard

8.2. Global Mountain E-Bikes Market: Usage Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

8.2.1. Mountain/Trekking

8.2.2. City/Urban

8.2.3. Cargo

8.3. Global Mountain E-Bikes Market: Speed, Battery Capacity & Components Analysis, 2022 & 2032 (USD Million/Billion)

CHAPTER 9. GLOBAL MOUNTAIN E-BIKES MARKET SIZE & FORECASTS BY REGION 2022-2032

9.1. North America Mountain E-Bikes Market

9.1.1. U.S. Mountain E-Bikes Market

9.1.1.1. Class, Battery, Motor, and Mode breakdown size & forecasts, 2022-2032

9.1.1.2. Usage, Speed, Battery Capacity, and Components breakdown size & forecasts, 2022-2032

9.1.2. Canada Mountain E-Bikes Market

9.2. Europe Mountain E-Bikes Market

9.2.1. UK Mountain E-Bikes Market

9.2.2. Germany Mountain E-Bikes Market

9.2.3. France Mountain E-Bikes Market

9.2.4. Spain Mountain E-Bikes Market

9.2.5. Italy Mountain E-Bikes Market

9.2.6. Rest of Europe Mountain E-Bikes Market

9.3. Asia-Pacific Mountain E-Bikes Market

9.3.1. China Mountain E-Bikes Market

9.3.2. India Mountain E-Bikes Market

- 9.3.3. Japan Mountain E-Bikes Market
- 9.3.4. Australia Mountain E-Bikes Market
- 9.3.5. South Korea Mountain E-Bikes Market
- 9.3.6. Rest of Asia-Pacific Mountain E-Bikes Market
- 9.4. Latin America Mountain E-Bikes Market
 - 9.4.1. Brazil Mountain E-Bikes Market
 - 9.4.2. Mexico Mountain E-Bikes Market
 - 9.4.3. Rest of Latin America Mountain E-Bikes Market
- 9.5. Middle East & Africa Mountain E-Bikes Market
 - 9.5.1. Saudi Arabia Mountain E-Bikes Market
 - 9.5.2. South Africa Mountain E-Bikes Market
 - 9.5.3. Rest of Middle East & Africa Mountain E-Bikes Market

CHAPTER 10. COMPETITIVE INTELLIGENCE

- 10.1. Key Company SWOT Analysis
 - 10.1.1. Trek Bicycle Corporation
 - 10.1.2. Giant Manufacturing Co. Ltd.
 - 10.1.3. Merida Industry Co. Ltd.
- 10.2. Top Market Strategies
- 10.3. Company Profiles
 - 10.3.1. Trek Bicycle Corporation
 - 10.3.1.1. Key Information
 - 10.3.1.2. Overview
 - 10.3.1.3. Financial (Subject to Data Availability)
 - 10.3.1.4. Product Summary
 - 10.3.1.5. Market Strategies
 - 10.3.2. Giant Manufacturing Co. Ltd.
 - 10.3.3. Merida Industry Co. Ltd.
 - 10.3.4. Specialized Bicycle Components, Inc.
 - 10.3.5. Accell Group N.V.
 - 10.3.6. Yadea Group Holdings Ltd.
 - 10.3.7. Riese & Müller GmbH
 - 10.3.8. Pedego Electric Bikes
 - 10.3.9. Bulls Bikes USA
 - 10.3.10. Haibike (Winora Group)
 - 10.3.11. Cannondale Bicycle Corporation
 - 10.3.12. Cube Bikes
 - 10.3.13. Rocky Mountain Bicycles

10.3.14. Shimano Inc.

10.3.15. Propella Electric Bikes

CHAPTER 11. RESEARCH PROCESS

11.1. Research Process

11.1.1. Data Mining

11.1.2. Analysis

11.1.3. Market Estimation

11.1.4. Validation

11.1.5. Publishing

11.2. Research Attributes

List Of Tables

LIST OF TABLES

TABLE 1. Global Mountain E-Bikes Market, Report Scope

TABLE 2. Global Mountain E-Bikes Market Estimates & Forecasts by Region
2022-2032 (USD Million/Billion)

TABLE 3. Global Mountain E-Bikes Market Estimates & Forecasts by Class 2022-2032
(USD Million/Billion)

TABLE 4. Global Mountain E-Bikes Market Estimates & Forecasts by Battery
2022-2032 (USD Million/Billion)

TABLE 5. Global Mountain E-Bikes Market Estimates & Forecasts by Motor & Mode
2022-2032 (USD Million/Billion)

TABLE 6. Global Mountain E-Bikes Market Estimates & Forecasts by Usage 2022-2032
(USD Million/Billion)

TABLE 7. Global Mountain E-Bikes Market Estimates & Forecasts by Speed, Battery
Capacity & Components 2022-2032 (USD Million/Billion)

TABLE 8. Global Mountain E-Bikes Market by Segment, Estimates & Forecasts
2022-2032 (USD Million/Billion)

TABLE 9. North America Mountain E-Bikes Market Estimates & Forecasts 2022-2032
(USD Million/Billion)

TABLE 10. Europe Mountain E-Bikes Market Estimates & Forecasts 2022-2032 (USD
Million/Billion)

TABLE 11. Asia-Pacific Mountain E-Bikes Market Estimates & Forecasts 2022-2032
(USD Million/Billion)

TABLE 12. Latin America Mountain E-Bikes Market Estimates & Forecasts 2022-2032
(USD Million/Billion)

TABLE 13. Middle East & Africa Mountain E-Bikes Market Estimates & Forecasts
2022-2032 (USD Million/Billion)

TABLE 14. U.S. Mountain E-Bikes Market Estimates & Forecasts, 2022-2032 (USD
Million/Billion)

TABLE 15. U.S. Mountain E-Bikes Market Estimates & Forecasts by Segment
2022-2032 (USD Million/Billion)

TABLE 16. Canada Mountain E-Bikes Market Estimates & Forecasts, 2022-2032 (USD
Million/Billion)

TABLE 17. Canada Mountain E-Bikes Market Estimates & Forecasts by Segment
2022-2032 (USD Million/Billion)

TABLE 18. Additional Tables (Detailed Segment Analysis)

List Of Figures

LIST OF FIGURES

- FIG 1. Global Mountain E-Bikes Market, Research Methodology
- FIG 2. Global Mountain E-Bikes Market, Market Estimation Techniques
- FIG 3. Global Market Size Estimates & Forecast Methods
- FIG 4. Global Mountain E-Bikes Market, Key Trends 2023
- FIG 5. Global Mountain E-Bikes Market, Growth Prospects 2022-2032
- FIG 6. Global Mountain E-Bikes Market, Porter's 5 Force Model
- FIG 7. Global Mountain E-Bikes Market, PESTEL Analysis
- FIG 8. Global Mountain E-Bikes Market, Value Chain Analysis
- FIG 9. Global Mountain E-Bikes Market by Segment, 2022 & 2032 (USD Million/Billion)
- FIG 10. Global Mountain E-Bikes Market, Regional Snapshot 2022 & 2032
- FIG 11. North America Mountain E-Bikes Market 2022 & 2032 (USD Million/Billion)
- FIG 12. Europe Mountain E-Bikes Market 2022 & 2032 (USD Million/Billion)
- FIG 13. Asia-Pacific Mountain E-Bikes Market 2022 & 2032 (USD Million/Billion)
- FIG 14. Latin America Mountain E-Bikes Market 2022 & 2032 (USD Million/Billion)
- FIG 15. Middle East & Africa Mountain E-Bikes Market 2022 & 2032 (USD Million/Billion)
- FIG 16. Global Mountain E-Bikes Market, Company Market Share Analysis (2023)
- FIG 17. Additional Figures (Detailed Segment & Regional Analysis)

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