

Global Electric Moped Market Research Report 2026(Status and Outlook)

<https://marketpublishers.com/r/GD1A12A4362FEN.html>

Date: February 2026

Pages: 198

Price: US\$ 2,980.00 (Single User License)

ID: GD1A12A4362FEN

Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on Electric Moped competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. Electric mopeds are throttle-controlled, battery-electric step-through two-wheelers that exclude pedal-assist e-bicycles and conform to the motorcycle/moped standard family rather than the e-bicycle standard. In the current market, the global moped segment is anchored by large commuter volumes in China and fast-growing adoption in other Asian markets, with a product architecture that is best understood by four practical axes: vehicle form (moped/step-through variants for urban duties), battery system (fixed, removable, or networked swapping), cell chemistry (with lead-acid still prominent in China alongside LFP/NMC and emerging sodium-ion), and nominal motor power (typically 3 kW to 7 kW for mainstream commuting). Global production is ~10.3 million units with an average selling price of ~USD 276 per unit on an EXW basis. Within that baseline, mopeds are the mass-market workhorses in urban mobility and are the default form factor for private commuters and price-sensitive fleets. Battery-system choices map to use-case economics: fixed packs dominate private commuting where overnight charging is easy; removable packs expand charging access for apartment dwellers and micro-fleets; and networked swapping underpins uptime-critical fleet operations in select markets. Where swapping ecosystems operate, vendors typically unbundle vehicle hardware from energy services in public disclosures. Upstream, the chemistry mix is the key cost/performance lever. Lead-acid remains entrenched in China's moped channels due to purchase-price sensitivity and legacy installed base, while LFP and NMC chemistries continue to gain share as OEMs refresh platforms and as safety/quality requirements tighten. Sodium-ion has begun to appear in early moped applications, offering cold-weather tolerance and potential cost advantages; its diffusion remains at

an early stage. Downstream, demand is concentrated in personal commuting, delivery/last-mile logistics, and shared mobility, each with distinct charging logistics and utilization patterns. Typical procurement models span retail purchase, small-fleet buying with TCO guarantees, and ecosystem partnerships in swapping markets; these reinforce the need to keep hardware (EXW) separate from service bundles.

The global Electric Moped market size was estimated at USD 2867.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 4.70% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Electric Moped market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Electric Moped market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Electric Moped market.

Global Electric Moped Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their

product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Yadea Group
Aima Technology
Sunra (Xinri)
TAILG
Luyuan
NIU Technologies
Segway-Ninebot
BYVIN / Benling
LIMA
Wuyang-Honda
Zongshen (Cineco/Cyclone e-)
CFMOTO / ZEEHO
FELO
Vmoto (Super Soco)
Gogoro (vehicle line)
KYMCO (Ionex vehicles)
SYM (Sanyang)
Piaggio / Vespa (moped line)
Askoll EVA
Silence Urban Mobility
Govecs
TVS Motor (moped line)
Bajaj Auto (moped line)
Hero MotoCorp (VIDA moped)
Ather Energy (entry moped class)
Ola Electric (entry moped class)
Okinawa Autotech
Greaves Electric Mobility (Ampere)
Terra Motors
HORWIN

Market Segmentation (by Type)

23 kW
37 kW

Market Segmentation (by Application)

Personal Commuting
Delivery & Last-mile Logistics
Shared Mobility & Rental
Government & Utility Fleets
Other Commercial & Recreation

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Electric Moped Market
Overview of the regional outlook of the Electric Moped Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Electric Moped Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Electric Moped, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change
This enables you to anticipate market changes to remain ahead of your competitors
You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Electric Moped

1.2 Key Market Segments

1.2.1 Electric Moped Segment by Type

1.2.2 Electric Moped Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

1.4 Key Data of Global Auto Market

1.4.1 Global Automobile Production by Country

1.4.2 Global Automobile Production by Type

2 ELECTRIC MOPED MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Electric Moped Market Size (M USD) Estimates and Forecasts (2020-2035)

2.1.2 Global Electric Moped Sales Estimates and Forecasts (2020-2035)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 ELECTRIC MOPED MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Electric Moped Product Life Cycle

3.3 Global Electric Moped Sales by Manufacturers (2020-2025)

3.4 Global Electric Moped Revenue Market Share by Manufacturers (2020-2025)

3.5 Electric Moped Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Electric Moped Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Electric Moped Market Competitive Situation and Trends

3.8.1 Electric Moped Market Concentration Rate

3.8.2 Global 5 and 10 Largest Electric Moped Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 ELECTRIC MOPED INDUSTRY CHAIN ANALYSIS

4.1 Electric Moped Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF ELECTRIC MOPED MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Electric Moped Market Porter's Five Forces Analysis

5.6.1 Global Trade Frictions

5.6.2 U.S. Tariff Policy ? April 2025

5.6.3 Global Trade Frictions and Their Impacts to Electric Moped Market

5.7 ESG Ratings of Leading Companies

6 ELECTRIC MOPED MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Electric Moped Sales Market Share by Type (2020-2025)

6.3 Global Electric Moped Market Size by Type (2020-2025)

6.4 Global Electric Moped Price by Type (2020-2025)

7 ELECTRIC MOPED MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Electric Moped Market Sales by Application (2020-2025)
- 7.3 Global Electric Moped Market Size (M USD) by Application (2020-2025)
- 7.4 Global Electric Moped Sales Growth Rate by Application (2020-2025)

8 ELECTRIC MOPED MARKET SALES BY REGION

- 8.1 Global Electric Moped Sales by Region
 - 8.1.1 Global Electric Moped Sales by Region
 - 8.1.2 Global Electric Moped Sales Market Share by Region
- 8.2 Global Electric Moped Market Size by Region
 - 8.2.1 Global Electric Moped Market Size by Region
 - 8.2.2 Global Electric Moped Market Size by Region
- 8.3 North America
 - 8.3.1 North America Electric Moped Sales by Country
 - 8.3.2 North America Electric Moped Market Size by Country
 - 8.3.3 U.S. Market Overview
 - 8.3.4 Canada Market Overview
 - 8.3.5 Mexico Market Overview
- 8.4 Europe
 - 8.4.1 Europe Electric Moped Sales by Country
 - 8.4.2 Europe Electric Moped Market Size by Country
 - 8.4.3 Germany Market Overview
 - 8.4.4 France Market Overview
 - 8.4.5 U.K. Market Overview
 - 8.4.6 Italy Market Overview
 - 8.4.7 Spain Market Overview
- 8.5 Asia Pacific
 - 8.5.1 Asia Pacific Electric Moped Sales by Region
 - 8.5.2 Asia Pacific Electric Moped Market Size by Region
 - 8.5.3 China Market Overview
 - 8.5.4 Japan Market Overview
 - 8.5.5 South Korea Market Overview
 - 8.5.6 India Market Overview
 - 8.5.7 Southeast Asia Market Overview
- 8.6 South America
 - 8.6.1 South America Electric Moped Sales by Country
 - 8.6.2 South America Electric Moped Market Size by Country
 - 8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa Electric Moped Sales by Region

8.7.2 Middle East and Africa Electric Moped Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

9 ELECTRIC MOPED MARKET PRODUCTION BY REGION

9.1 Global Production of Electric Moped by Region(2020-2025)

9.2 Global Electric Moped Revenue Market Share by Region (2020-2025)

9.3 Global Electric Moped Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Electric Moped Production

9.4.1 North America Electric Moped Production Growth Rate (2020-2025)

9.4.2 North America Electric Moped Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Electric Moped Production

9.5.1 Europe Electric Moped Production Growth Rate (2020-2025)

9.5.2 Europe Electric Moped Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Electric Moped Production (2020-2025)

9.6.1 Japan Electric Moped Production Growth Rate (2020-2025)

9.6.2 Japan Electric Moped Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Electric Moped Production (2020-2025)

9.7.1 China Electric Moped Production Growth Rate (2020-2025)

9.7.2 China Electric Moped Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Yadea Group

10.1.1 Yadea Group Basic Information

10.1.2 Yadea Group Electric Moped Product Overview

10.1.3 Yadea Group Electric Moped Product Market Performance

10.1.4 Yadea Group Business Overview

- 10.1.5 Yadea Group SWOT Analysis
- 10.1.6 Yadea Group Recent Developments
- 10.2 Aima Technology
 - 10.2.1 Aima Technology Basic Information
 - 10.2.2 Aima Technology Electric Moped Product Overview
 - 10.2.3 Aima Technology Electric Moped Product Market Performance
 - 10.2.4 Aima Technology Business Overview
 - 10.2.5 Aima Technology SWOT Analysis
 - 10.2.6 Aima Technology Recent Developments
- 10.3 Sunra (Xinri)
 - 10.3.1 Sunra (Xinri) Basic Information
 - 10.3.2 Sunra (Xinri) Electric Moped Product Overview
 - 10.3.3 Sunra (Xinri) Electric Moped Product Market Performance
 - 10.3.4 Sunra (Xinri) Business Overview
 - 10.3.5 Sunra (Xinri) SWOT Analysis
 - 10.3.6 Sunra (Xinri) Recent Developments
- 10.4 TAILG
 - 10.4.1 TAILG Basic Information
 - 10.4.2 TAILG Electric Moped Product Overview
 - 10.4.3 TAILG Electric Moped Product Market Performance
 - 10.4.4 TAILG Business Overview
 - 10.4.5 TAILG Recent Developments
- 10.5 Luyuan
 - 10.5.1 Luyuan Basic Information
 - 10.5.2 Luyuan Electric Moped Product Overview
 - 10.5.3 Luyuan Electric Moped Product Market Performance
 - 10.5.4 Luyuan Business Overview
 - 10.5.5 Luyuan Recent Developments
- 10.6 NIU Technologies
 - 10.6.1 NIU Technologies Basic Information
 - 10.6.2 NIU Technologies Electric Moped Product Overview
 - 10.6.3 NIU Technologies Electric Moped Product Market Performance
 - 10.6.4 NIU Technologies Business Overview
 - 10.6.5 NIU Technologies Recent Developments
- 10.7 Segway-Ninebot
 - 10.7.1 Segway-Ninebot Basic Information
 - 10.7.2 Segway-Ninebot Electric Moped Product Overview
 - 10.7.3 Segway-Ninebot Electric Moped Product Market Performance
 - 10.7.4 Segway-Ninebot Business Overview

- 10.7.5 Segway-Ninebot Recent Developments
- 10.8 BYVIN / Benling
 - 10.8.1 BYVIN / Benling Basic Information
 - 10.8.2 BYVIN / Benling Electric Moped Product Overview
 - 10.8.3 BYVIN / Benling Electric Moped Product Market Performance
 - 10.8.4 BYVIN / Benling Business Overview
 - 10.8.5 BYVIN / Benling Recent Developments
- 10.9 LIMA
 - 10.9.1 LIMA Basic Information
 - 10.9.2 LIMA Electric Moped Product Overview
 - 10.9.3 LIMA Electric Moped Product Market Performance
 - 10.9.4 LIMA Business Overview
 - 10.9.5 LIMA Recent Developments
- 10.10 Wuyang-Honda
 - 10.10.1 Wuyang-Honda Basic Information
 - 10.10.2 Wuyang-Honda Electric Moped Product Overview
 - 10.10.3 Wuyang-Honda Electric Moped Product Market Performance
 - 10.10.4 Wuyang-Honda Business Overview
 - 10.10.5 Wuyang-Honda Recent Developments
- 10.11 Zongshen (Cineco/Cyclone e-)
 - 10.11.1 Zongshen (Cineco/Cyclone e-) Basic Information
 - 10.11.2 Zongshen (Cineco/Cyclone e-) Electric Moped Product Overview
 - 10.11.3 Zongshen (Cineco/Cyclone e-) Electric Moped Product Market Performance
 - 10.11.4 Zongshen (Cineco/Cyclone e-) Business Overview
 - 10.11.5 Zongshen (Cineco/Cyclone e-) Recent Developments
- 10.12 CFMOTO / ZEEHO
 - 10.12.1 CFMOTO / ZEEHO Basic Information
 - 10.12.2 CFMOTO / ZEEHO Electric Moped Product Overview
 - 10.12.3 CFMOTO / ZEEHO Electric Moped Product Market Performance
 - 10.12.4 CFMOTO / ZEEHO Business Overview
 - 10.12.5 CFMOTO / ZEEHO Recent Developments
- 10.13 FELO
 - 10.13.1 FELO Basic Information
 - 10.13.2 FELO Electric Moped Product Overview
 - 10.13.3 FELO Electric Moped Product Market Performance
 - 10.13.4 FELO Business Overview
 - 10.13.5 FELO Recent Developments
- 10.14 Vmoto (Super Soco)
 - 10.14.1 Vmoto (Super Soco) Basic Information

- 10.14.2 Vmoto (Super Soco) Electric Moped Product Overview
- 10.14.3 Vmoto (Super Soco) Electric Moped Product Market Performance
- 10.14.4 Vmoto (Super Soco) Business Overview
- 10.14.5 Vmoto (Super Soco) Recent Developments
- 10.15 Gogoro (vehicle line)
 - 10.15.1 Gogoro (vehicle line) Basic Information
 - 10.15.2 Gogoro (vehicle line) Electric Moped Product Overview
 - 10.15.3 Gogoro (vehicle line) Electric Moped Product Market Performance
 - 10.15.4 Gogoro (vehicle line) Business Overview
 - 10.15.5 Gogoro (vehicle line) Recent Developments
- 10.16 KYMCO (Ionex vehicles)
 - 10.16.1 KYMCO (Ionex vehicles) Basic Information
 - 10.16.2 KYMCO (Ionex vehicles) Electric Moped Product Overview
 - 10.16.3 KYMCO (Ionex vehicles) Electric Moped Product Market Performance
 - 10.16.4 KYMCO (Ionex vehicles) Business Overview
 - 10.16.5 KYMCO (Ionex vehicles) Recent Developments
- 10.17 SYM (Sanyang)
 - 10.17.1 SYM (Sanyang) Basic Information
 - 10.17.2 SYM (Sanyang) Electric Moped Product Overview
 - 10.17.3 SYM (Sanyang) Electric Moped Product Market Performance
 - 10.17.4 SYM (Sanyang) Business Overview
 - 10.17.5 SYM (Sanyang) Recent Developments
- 10.18 Piaggio / Vespa (moped line)
 - 10.18.1 Piaggio / Vespa (moped line) Basic Information
 - 10.18.2 Piaggio / Vespa (moped line) Electric Moped Product Overview
 - 10.18.3 Piaggio / Vespa (moped line) Electric Moped Product Market Performance
 - 10.18.4 Piaggio / Vespa (moped line) Business Overview
 - 10.18.5 Piaggio / Vespa (moped line) Recent Developments
- 10.19 Askoll EVA
 - 10.19.1 Askoll EVA Basic Information
 - 10.19.2 Askoll EVA Electric Moped Product Overview
 - 10.19.3 Askoll EVA Electric Moped Product Market Performance
 - 10.19.4 Askoll EVA Business Overview
 - 10.19.5 Askoll EVA Recent Developments
- 10.20 Silence Urban Mobility
 - 10.20.1 Silence Urban Mobility Basic Information
 - 10.20.2 Silence Urban Mobility Electric Moped Product Overview
 - 10.20.3 Silence Urban Mobility Electric Moped Product Market Performance
 - 10.20.4 Silence Urban Mobility Business Overview

- 10.20.5 Silence Urban Mobility Recent Developments
- 10.21 Govecs
 - 10.21.1 Govecs Basic Information
 - 10.21.2 Govecs Electric Moped Product Overview
 - 10.21.3 Govecs Electric Moped Product Market Performance
 - 10.21.4 Govecs Business Overview
 - 10.21.5 Govecs Recent Developments
- 10.22 TVS Motor (moped line)
 - 10.22.1 TVS Motor (moped line) Basic Information
 - 10.22.2 TVS Motor (moped line) Electric Moped Product Overview
 - 10.22.3 TVS Motor (moped line) Electric Moped Product Market Performance
 - 10.22.4 TVS Motor (moped line) Business Overview
 - 10.22.5 TVS Motor (moped line) Recent Developments
- 10.23 Bajaj Auto (moped line)
 - 10.23.1 Bajaj Auto (moped line) Basic Information
 - 10.23.2 Bajaj Auto (moped line) Electric Moped Product Overview
 - 10.23.3 Bajaj Auto (moped line) Electric Moped Product Market Performance
 - 10.23.4 Bajaj Auto (moped line) Business Overview
 - 10.23.5 Bajaj Auto (moped line) Recent Developments
- 10.24 Hero MotoCorp (VIDA moped)
 - 10.24.1 Hero MotoCorp (VIDA moped) Basic Information
 - 10.24.2 Hero MotoCorp (VIDA moped) Electric Moped Product Overview
 - 10.24.3 Hero MotoCorp (VIDA moped) Electric Moped Product Market Performance
 - 10.24.4 Hero MotoCorp (VIDA moped) Business Overview
 - 10.24.5 Hero MotoCorp (VIDA moped) Recent Developments
- 10.25 Ather Energy (entry moped class)
 - 10.25.1 Ather Energy (entry moped class) Basic Information
 - 10.25.2 Ather Energy (entry moped class) Electric Moped Product Overview
 - 10.25.3 Ather Energy (entry moped class) Electric Moped Product Market Performance
 - 10.25.4 Ather Energy (entry moped class) Business Overview
 - 10.25.5 Ather Energy (entry moped class) Recent Developments
- 10.26 Ola Electric (entry moped class)
 - 10.26.1 Ola Electric (entry moped class) Basic Information
 - 10.26.2 Ola Electric (entry moped class) Electric Moped Product Overview
 - 10.26.3 Ola Electric (entry moped class) Electric Moped Product Market Performance
 - 10.26.4 Ola Electric (entry moped class) Business Overview
 - 10.26.5 Ola Electric (entry moped class) Recent Developments
- 10.27 Okinawa Autotech

- 10.27.1 Okinawa Autotech Basic Information
- 10.27.2 Okinawa Autotech Electric Moped Product Overview
- 10.27.3 Okinawa Autotech Electric Moped Product Market Performance
- 10.27.4 Okinawa Autotech Business Overview
- 10.27.5 Okinawa Autotech Recent Developments
- 10.28 Greaves Electric Mobility (Ampere)
 - 10.28.1 Greaves Electric Mobility (Ampere) Basic Information
 - 10.28.2 Greaves Electric Mobility (Ampere) Electric Moped Product Overview
 - 10.28.3 Greaves Electric Mobility (Ampere) Electric Moped Product Market Performance
 - 10.28.4 Greaves Electric Mobility (Ampere) Business Overview
 - 10.28.5 Greaves Electric Mobility (Ampere) Recent Developments
- 10.29 Terra Motors
 - 10.29.1 Terra Motors Basic Information
 - 10.29.2 Terra Motors Electric Moped Product Overview
 - 10.29.3 Terra Motors Electric Moped Product Market Performance
 - 10.29.4 Terra Motors Business Overview
 - 10.29.5 Terra Motors Recent Developments
- 10.30 HORWIN
 - 10.30.1 HORWIN Basic Information
 - 10.30.2 HORWIN Electric Moped Product Overview
 - 10.30.3 HORWIN Electric Moped Product Market Performance
 - 10.30.4 HORWIN Business Overview
 - 10.30.5 HORWIN Recent Developments

11 ELECTRIC MOPED MARKET FORECAST BY REGION

- 11.1 Global Electric Moped Market Size Forecast
- 11.2 Global Electric Moped Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Electric Moped Market Size Forecast by Country
 - 11.2.3 Asia Pacific Electric Moped Market Size Forecast by Region
 - 11.2.4 South America Electric Moped Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Electric Moped by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

- 12.1 Global Electric Moped Market Forecast by Type (2026-2035)
 - 12.1.1 Global Forecasted Sales of Electric Moped by Type (2026-2035)

- 12.1.2 Global Electric Moped Market Size Forecast by Type (2026-2035)
- 12.1.3 Global Forecasted Price of Electric Moped by Type (2026-2035)
- 12.2 Global Electric Moped Market Forecast by Application (2026-2035)
 - 12.2.1 Global Electric Moped Sales (K Units) Forecast by Application
 - 12.2.2 Global Electric Moped Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type
Table 2. Introduction of the Application
Table 3. Global Automobile Production by Region (Units)
Table 4. Market Share and Development Potential of Automobiles by Region
Table 5. Global Automobile Production by Country (Units)
Table 6. Market Share and Development Potential of Automobiles by Country
Table 7. Motor Vehicle Production Market Share by Type (2024)
Table 8. Global Automobile Production by Type
Table 9. Market Share and Development Potential of Automobiles by Type
Table 10. Global Electric Moped Market Size by Type (M USD)
Table 11. Global Electric Moped Market Size by Application
Table 12. Electric Moped Market Size Comparison by Region (M USD)
Table 13. Global Electric Moped Sales (K Units) by Manufacturers (2020-2025)
Table 14. Global Electric Moped Sales Market Share by Manufacturers (2020-2025)
Table 15. Global Electric Moped Revenue (M USD) by Manufacturers (2020-2025)
Table 16. Global Electric Moped Revenue Share by Manufacturers (2020-2025)
Table 17. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Electric Moped as of 2025)
Table 18. Global Market Electric Moped Average Price (USD/Unit) of Key Manufacturers (2020-2025)
Table 19. Manufacturers? Manufacturing Sites, Areas Served
Table 20. Manufacturers? Product Type
Table 21. Global Electric Moped Manufacturers Market Concentration Ratio (CR5 and HHI)
Table 22. Mergers & Acquisitions, Expansion Plans
Table 23. Market Overview of Key Raw Materials
Table 24. Midstream Market Analysis
Table 25. Downstream Customer Analysis
Table 26. Key Development Trends
Table 27. Driving Factors
Table 28. Electric Moped Market Challenges
Table 29. Goldman Sachs' forecast real GDP growth rate for 2025-2026
Table 30. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
Table 31. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
Table 32. The Tariff Rates Imposed by the United States on Major Commodity Trading

Countries

Table 33. Global Electric Moped Sales by Type (K Units)

Table 34. Global Electric Moped Market Size by Type (M USD)

Table 35. Global Electric Moped Sales (K Units) by Type (2020-2025)

Table 36. Global Electric Moped Sales Market Share by Type (2020-2025)

Table 37. Global Electric Moped Market Size (M USD) by Type (2020-2025)

Table 38. Global Electric Moped Market Share by Type (2020-2025)

Table 39. Global Electric Moped Price (USD/Unit) by Type (2020-2025)

Table 40. Global Electric Moped Sales (K Units) by Application

Table 41. Global Electric Moped Market Size by Application

Table 42. Global Electric Moped Sales by Application (2020-2025) & (K Units)

Table 43. Global Electric Moped Sales Market Share by Application (2020-2025)

Table 44. Global Electric Moped Market Size by Application (2020-2025) & (M USD)

Table 45. Global Electric Moped Market Share by Application (2020-2025)

Table 46. Global Electric Moped Sales Growth Rate by Application (2020-2025)

Table 47. Global Electric Moped Sales by Region (2020-2025) & (K Units)

Table 48. Global Electric Moped Sales Market Share by Region (2020-2025)

Table 49. Global Electric Moped Market Size by Region (2020-2025) & (M USD)

Table 50. Global Electric Moped Market Size by Region (2020-2025)

Table 51. North America Electric Moped Sales by Country (2020-2025) & (K Units)

Table 52. North America Electric Moped Market Size by Country (2020-2025) & (M USD)

Table 53. Europe Electric Moped Sales by Country (2020-2025) & (K Units)

Table 54. Europe Electric Moped Market Size by Country (2020-2025) & (M USD)

Table 55. Asia Pacific Electric Moped Sales by Region (2020-2025) & (K Units)

Table 56. Asia Pacific Electric Moped Market Size by Region (2020-2025) & (M USD)

Table 57. South America Electric Moped Sales by Country (2020-2025) & (K Units)

Table 58. South America Electric Moped Market Size by Country (2020-2025) & (M USD)

Table 59. Middle East and Africa Electric Moped Sales by Region (2020-2025) & (K Units)

Table 60. Middle East and Africa Electric Moped Market Size by Region (2020-2025) & (M USD)

Table 61. Global Electric Moped Production (K Units) by Region(2020-2025)

Table 62. Global Electric Moped Revenue (US\$ Million) by Region (2020-2025)

Table 63. Global Electric Moped Revenue Market Share by Region (2020-2025)

Table 64. Global Electric Moped Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 65. North America Electric Moped Production (K Units), Revenue (US\$ Million),

Price (USD/Unit) and Gross Margin (2020-2025)

Table 66. Europe Electric Moped Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 67. Japan Electric Moped Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 68. China Electric Moped Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 69. Yadea Group Basic Information

Table 70. Yadea Group Electric Moped Product Overview

Table 71. Yadea Group Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 72. Yadea Group Business Overview

Table 73. Yadea Group SWOT Analysis

Table 74. Yadea Group Recent Developments

Table 75. Aima Technology Basic Information

Table 76. Aima Technology Electric Moped Product Overview

Table 77. Aima Technology Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 78. Aima Technology Business Overview

Table 79. Aima Technology SWOT Analysis

Table 80. Aima Technology Recent Developments

Table 81. Sunra (Xinri) Basic Information

Table 82. Sunra (Xinri) Electric Moped Product Overview

Table 83. Sunra (Xinri) Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 84. Sunra (Xinri) Business Overview

Table 85. Sunra (Xinri) SWOT Analysis

Table 86. Sunra (Xinri) Recent Developments

Table 87. TAILG Basic Information

Table 88. TAILG Electric Moped Product Overview

Table 89. TAILG Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 90. TAILG Business Overview

Table 91. TAILG Recent Developments

Table 92. Luyuan Basic Information

Table 93. Luyuan Electric Moped Product Overview

Table 94. Luyuan Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 95. Luyuan Business Overview

Table 96. Luyuan Recent Developments
Table 97. NIU Technologies Basic Information
Table 98. NIU Technologies Electric Moped Product Overview
Table 99. NIU Technologies Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 100. NIU Technologies Business Overview
Table 101. NIU Technologies Recent Developments
Table 102. Segway-Ninebot Basic Information
Table 103. Segway-Ninebot Electric Moped Product Overview
Table 104. Segway-Ninebot Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 105. Segway-Ninebot Business Overview
Table 106. Segway-Ninebot Recent Developments
Table 107. BYVIN / Benling Basic Information
Table 108. BYVIN / Benling Electric Moped Product Overview
Table 109. BYVIN / Benling Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 110. BYVIN / Benling Business Overview
Table 111. BYVIN / Benling Recent Developments
Table 112. LIMA Basic Information
Table 113. LIMA Electric Moped Product Overview
Table 114. LIMA Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 115. LIMA Business Overview
Table 116. LIMA Recent Developments
Table 117. Wuyang-Honda Basic Information
Table 118. Wuyang-Honda Electric Moped Product Overview
Table 119. Wuyang-Honda Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 120. Wuyang-Honda Business Overview
Table 121. Wuyang-Honda Recent Developments
Table 122. Zongshen (Cineco/Cyclone e-) Basic Information
Table 123. Zongshen (Cineco/Cyclone e-) Electric Moped Product Overview
Table 124. Zongshen (Cineco/Cyclone e-) Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 125. Zongshen (Cineco/Cyclone e-) Business Overview
Table 126. Zongshen (Cineco/Cyclone e-) Recent Developments
Table 127. CFMOTO / ZEEHO Basic Information
Table 128. CFMOTO / ZEEHO Electric Moped Product Overview

Table 129. CFMOTO / ZEEHO Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 130. CFMOTO / ZEEHO Business Overview
Table 131. CFMOTO / ZEEHO Recent Developments
Table 132. FELO Basic Information
Table 133. FELO Electric Moped Product Overview
Table 134. FELO Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 135. FELO Business Overview
Table 136. FELO Recent Developments
Table 137. Vmoto (Super Soco) Basic Information
Table 138. Vmoto (Super Soco) Electric Moped Product Overview
Table 139. Vmoto (Super Soco) Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 140. Vmoto (Super Soco) Business Overview
Table 141. Vmoto (Super Soco) Recent Developments
Table 142. Gogoro (vehicle line) Basic Information
Table 143. Gogoro (vehicle line) Electric Moped Product Overview
Table 144. Gogoro (vehicle line) Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 145. Gogoro (vehicle line) Business Overview
Table 146. Gogoro (vehicle line) Recent Developments
Table 147. KYMCO (Ionex vehicles) Basic Information
Table 148. KYMCO (Ionex vehicles) Electric Moped Product Overview
Table 149. KYMCO (Ionex vehicles) Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 150. KYMCO (Ionex vehicles) Business Overview
Table 151. KYMCO (Ionex vehicles) Recent Developments
Table 152. SYM (Sanyang) Basic Information
Table 153. SYM (Sanyang) Electric Moped Product Overview
Table 154. SYM (Sanyang) Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 155. SYM (Sanyang) Business Overview
Table 156. SYM (Sanyang) Recent Developments
Table 157. Piaggio / Vespa (moped line) Basic Information
Table 158. Piaggio / Vespa (moped line) Electric Moped Product Overview
Table 159. Piaggio / Vespa (moped line) Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 160. Piaggio / Vespa (moped line) Business Overview

Table 161. Piaggio / Vespa (moped line) Recent Developments
Table 162. Askoll EVA Basic Information
Table 163. Askoll EVA Electric Moped Product Overview
Table 164. Askoll EVA Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 165. Askoll EVA Business Overview
Table 166. Askoll EVA Recent Developments
Table 167. Silence Urban Mobility Basic Information
Table 168. Silence Urban Mobility Electric Moped Product Overview
Table 169. Silence Urban Mobility Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 170. Silence Urban Mobility Business Overview
Table 171. Silence Urban Mobility Recent Developments
Table 172. Govecs Basic Information
Table 173. Govecs Electric Moped Product Overview
Table 174. Govecs Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 175. Govecs Business Overview
Table 176. Govecs Recent Developments
Table 177. TVS Motor (moped line) Basic Information
Table 178. TVS Motor (moped line) Electric Moped Product Overview
Table 179. TVS Motor (moped line) Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 180. TVS Motor (moped line) Business Overview
Table 181. TVS Motor (moped line) Recent Developments
Table 182. Bajaj Auto (moped line) Basic Information
Table 183. Bajaj Auto (moped line) Electric Moped Product Overview
Table 184. Bajaj Auto (moped line) Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 185. Bajaj Auto (moped line) Business Overview
Table 186. Bajaj Auto (moped line) Recent Developments
Table 187. Hero MotoCorp (VIDA moped) Basic Information
Table 188. Hero MotoCorp (VIDA moped) Electric Moped Product Overview
Table 189. Hero MotoCorp (VIDA moped) Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 190. Hero MotoCorp (VIDA moped) Business Overview
Table 191. Hero MotoCorp (VIDA moped) Recent Developments
Table 192. Ather Energy (entry moped class) Basic Information
Table 193. Ather Energy (entry moped class) Electric Moped Product Overview

Table 194. Ather Energy (entry moped class) Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 195. Ather Energy (entry moped class) Business Overview
Table 196. Ather Energy (entry moped class) Recent Developments
Table 197. Ola Electric (entry moped class) Basic Information
Table 198. Ola Electric (entry moped class) Electric Moped Product Overview
Table 199. Ola Electric (entry moped class) Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 200. Ola Electric (entry moped class) Business Overview
Table 201. Ola Electric (entry moped class) Recent Developments
Table 202. Okinawa Autotech Basic Information
Table 203. Okinawa Autotech Electric Moped Product Overview
Table 204. Okinawa Autotech Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 205. Okinawa Autotech Business Overview
Table 206. Okinawa Autotech Recent Developments
Table 207. Greaves Electric Mobility (Ampere) Basic Information
Table 208. Greaves Electric Mobility (Ampere) Electric Moped Product Overview
Table 209. Greaves Electric Mobility (Ampere) Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 210. Greaves Electric Mobility (Ampere) Business Overview
Table 211. Greaves Electric Mobility (Ampere) Recent Developments
Table 212. Terra Motors Basic Information
Table 213. Terra Motors Electric Moped Product Overview
Table 214. Terra Motors Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 215. Terra Motors Business Overview
Table 216. Terra Motors Recent Developments
Table 217. HORWIN Basic Information
Table 218. HORWIN Electric Moped Product Overview
Table 219. HORWIN Electric Moped Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 220. HORWIN Business Overview
Table 221. HORWIN Recent Developments
Table 222. Global Electric Moped Sales Forecast by Region (2026-2035) & (K Units)
Table 223. Global Electric Moped Market Size Forecast by Region (2026-2035) & (M USD)
Table 224. North America Electric Moped Sales Forecast by Country (2026-2035) & (K Units)

Table 225. North America Electric Moped Market Size Forecast by Country (2026-2035) & (M USD)

Table 226. Europe Electric Moped Sales Forecast by Country (2026-2035) & (K Units)

Table 227. Europe Electric Moped Market Size Forecast by Country (2026-2035) & (M USD)

Table 228. Asia Pacific Electric Moped Sales Forecast by Region (2026-2035) & (K Units)

Table 229. Asia Pacific Electric Moped Market Size Forecast by Region (2026-2035) & (M USD)

Table 230. South America Electric Moped Sales Forecast by Country (2026-2035) & (K Units)

Table 231. South America Electric Moped Market Size Forecast by Country (2026-2035) & (M USD)

Table 232. Middle East and Africa Electric Moped Sales Forecast by Country (2026-2035) & (Units)

Table 233. Middle East and Africa Electric Moped Market Size Forecast by Country (2026-2035) & (M USD)

Table 234. Global Electric Moped Sales Forecast by Type (2026-2035) & (K Units)

Table 235. Global Electric Moped Market Size Forecast by Type (2026-2035) & (M USD)

Table 236. Global Electric Moped Price Forecast by Type (2026-2035) & (USD/Unit)

Table 237. Global Electric Moped Sales (K Units) Forecast by Application (2026-2035)

Table 238. Global Electric Moped Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Electric Moped
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Motor Vehicle Production (M Units)
- Figure 5. Global Electric Moped Market Size (M USD), 2025-2035
- Figure 6. Global Electric Moped Market Size (M USD) (2020-2035)
- Figure 7. Global Electric Moped Sales (K Units) & (2020-2035)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 9. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 10. Evaluation Matrix of Regional Market Development Potential
- Figure 11. Electric Moped Market Size by Country (M USD)
- Figure 12. Company Assessment Quadrant
- Figure 13. Global Electric Moped Product Life Cycle
- Figure 14. Electric Moped Sales Share by Manufacturers in 2025
- Figure 15. Global Electric Moped Revenue Share by Manufacturers in 2025
- Figure 16. Electric Moped Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 17. Global Market Electric Moped Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 18. The Global 5 and 10 Largest Players: Market Share by Electric Moped Revenue in 2025
- Figure 19. Industry Chain Map of Electric Moped
- Figure 20. Global Electric Moped Market PEST Analysis
- Figure 21. Global Electric Moped Market Porter's Five Forces Analysis
- Figure 22. Global Merchandise Trade as a Percentage Of GDP
- Figure 23. US - Imports of Goods by Country
- Figure 24. China Exports by Country
- Figure 25. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 26. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 27. Global Electric Moped Market Share by Type
- Figure 28. Sales Market Share of Electric Moped by Type (2020-2025)
- Figure 29. Sales Market Share of Electric Moped by Type in 2025
- Figure 30. Market Share of Electric Moped by Type (2020-2025)
- Figure 31. Market Share of Electric Moped by Type in 2025
- Figure 32. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 33. Global Electric Moped Market Share by Application

Figure 34. Global Electric Moped Sales Market Share by Application (2020-2025)

Figure 35. Global Electric Moped Sales Market Share by Application in 2025

Figure 36. Global Electric Moped Market Share by Application (2020-2025)

Figure 37. Global Electric Moped Market Share by Application in 2025

Figure 38. Global Electric Moped Sales Growth Rate by Application (2020-2025)

Figure 39. Global Electric Moped Sales Market Share by Region (2020-2025)

Figure 40. Global Electric Moped Market Size by Region (2020-2025)

Figure 41. North America Electric Moped Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America Electric Moped Sales and Growth Rate (2020-2025) & (K Units)

Figure 43. North America Electric Moped Sales Market Share by Country in 2024

Figure 44. North America Electric Moped Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. North America Electric Moped Market Size by Country in 2024

Figure 46. U.S. Electric Moped Sales and Growth Rate (2020-2025) & (K Units)

Figure 47. U.S. Electric Moped Market Size and Growth Rate (2020-2025) & (M USD)

Figure 48. Canada Electric Moped Sales (K Units) and Growth Rate (2020-2025)

Figure 49. Canada Electric Moped Market Size (M USD) and Growth Rate (2020-2025)

Figure 50. Mexico Electric Moped Sales (Units) and Growth Rate (2020-2025)

Figure 51. Mexico Electric Moped Market Size (Units) and Growth Rate (2020-2025)

Figure 52. Europe Electric Moped Sales and Growth Rate (2020-2025) & (K Units)

Figure 53. Europe Electric Moped Sales Market Share by Country in 2024

Figure 54. Europe Electric Moped Market Size and Growth Rate (2020-2025) & (M USD)

Figure 55. Europe Electric Moped Market Size by Country in 2024

Figure 56. Germany Electric Moped Sales and Growth Rate (2020-2025) & (K Units)

Figure 57. Germany Electric Moped Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. France Electric Moped Sales and Growth Rate (2020-2025) & (K Units)

Figure 59. France Electric Moped Market Size and Growth Rate (2020-2025) & (M USD)

Figure 60. U.K. Electric Moped Sales and Growth Rate (2020-2025) & (K Units)

Figure 61. U.K. Electric Moped Market Size and Growth Rate (2020-2025) & (M USD)

Figure 62. Italy Electric Moped Sales and Growth Rate (2020-2025) & (K Units)

Figure 63. Italy Electric Moped Market Size and Growth Rate (2020-2025) & (M USD)

Figure 64. Spain Electric Moped Sales and Growth Rate (2020-2025) & (K Units)

Figure 65. Spain Electric Moped Market Size and Growth Rate (2020-2025) & (M USD)

- Figure 66. Asia Pacific Electric Moped Sales and Growth Rate (K Units)
- Figure 67. Asia Pacific Electric Moped Sales Market Share by Region in 2024
- Figure 68. Asia Pacific Electric Moped Market Size by Region in 2024
- Figure 69. China Electric Moped Sales and Growth Rate (2020-2025) & (K Units)
- Figure 70. China Electric Moped Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 71. Japan Electric Moped Sales and Growth Rate (2020-2025) & (K Units)
- Figure 72. Japan Electric Moped Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 73. South Korea Electric Moped Sales and Growth Rate (2020-2025) & (K Units)
- Figure 74. South Korea Electric Moped Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 75. India Electric Moped Sales and Growth Rate (2020-2025) & (K Units)
- Figure 76. India Electric Moped Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 77. Southeast Asia Electric Moped Sales and Growth Rate (2020-2025) & (K Units)
- Figure 78. Southeast Asia Electric Moped Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 79. South America Electric Moped Sales and Growth Rate (K Units)
- Figure 80. South America Electric Moped Sales Market Share by Country in 2024
- Figure 81. South America Electric Moped Market Size and Growth Rate (M USD)
- Figure 82. South America Electric Moped Market Size by Country in 2024
- Figure 83. Brazil Electric Moped Sales and Growth Rate (2020-2025) & (K Units)
- Figure 84. Brazil Electric Moped Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 85. Argentina Electric Moped Sales and Growth Rate (2020-2025) & (K Units)
- Figure 86. Argentina Electric Moped Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 87. Columbia Electric Moped Sales and Growth Rate (2020-2025) & (K Units)
- Figure 88. Columbia Electric Moped Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 89. Middle East and Africa Electric Moped Sales and Growth Rate (K Units)
- Figure 90. Middle East and Africa Electric Moped Sales Market Share by Region in 2024
- Figure 91. Middle East and Africa Electric Moped Market Size and Growth Rate (M USD)
- Figure 92. Middle East and Africa Electric Moped Market Size by Region in 2024
- Figure 93. Saudi Arabia Electric Moped Sales and Growth Rate (2020-2025) & (K Units)
- Figure 94. Saudi Arabia Electric Moped Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 95. UAE Electric Moped Sales and Growth Rate (2020-2025) & (K Units)
- Figure 96. UAE Electric Moped Market Size and Growth Rate (2020-2025) & (M USD)

Figure 97. Egypt Electric Moped Sales and Growth Rate (2020-2025) & (K Units)

Figure 98. Egypt Electric Moped Market Size and Growth Rate (2020-2025) & (M USD)

Figure 99. Nigeria Electric Moped Sales and Growth Rate (2020-2025) & (K Units)

Figure 100. Nigeria Electric Moped Market Size and Growth Rate (2020-2025) & (M USD)

Figure 101. South Africa Electric Moped Sales and Growth Rate (2020-2025) & (K Units)

Figure 102. South Africa Electric Moped Market Size and Growth Rate (2020-2025) & (M USD)

Figure 103. Global Electric Moped Production Market Share by Region (2020-2025)

Figure 104. North America Electric Moped Production (K Units) Growth Rate (2020-2025)

Figure 105. Europe Electric Moped Production (K Units) Growth Rate (2020-2025)

Figure 106. Japan Electric Moped Production (K Units) Growth Rate (2020-2025)

Figure 107. China Electric Moped Production (K Units) Growth Rate (2020-2025)

Figure 108. Global Electric Moped Sales Forecast by Volume (2020-2035) & (K Units)

Figure 109. Global Electric Moped Market Size Forecast by Value (2020-2035) & (M USD)

Figure 110. Global Electric Moped Sales Market Share Forecast by Type (2026-2035)

Figure 111. Global Electric Moped Market Share Forecast by Type (2026-2035)

Figure 112. Global Electric Moped Sales Forecast by Application (2026-2035)

Figure 113. Global Electric Moped Market Share Forecast by Application (2026-2035)

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