

Global E-bike Drive Unit Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global E-bike Drive Unit market size will reach 2,781.83 Million USD in 2025 and is projected to reach 3,668.10 Million USD by 2032, with a CAGR of 4.03% (2025-2032). Notably, the China E-bike Drive Unit market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

An e-bike drive unit, also known as an electric bike motor or propulsion system, is a critical component of electric bicycles (e-bikes) responsible for providing power assistance to the rider. The drive unit typically consists of an electric motor, sensors, control electronics, and a battery pack. The motor may be located in different positions on the e-bike, such as in the hub of the wheel (hub motor), on the frame near the pedals (mid-drive motor), or within the bottom bracket area. The drive unit works in conjunction with sensors that detect pedaling cadence, torque, or wheel speed to determine the level of assistance required. When the rider pedals, the motor provides additional power to assist with propulsion, making cycling easier, especially on hills or over long distances. E-bike drive units come in various power ratings, ranging from low-power units for pedal-assist (pedelec) systems to high-power units for throttle-controlled e-bikes, offering different levels of assistance and speed capabilities. Advances in e-bike drive unit technology, including brushless motors, regenerative braking systems, and integrated control systems, continue to improve e-bike performance, efficiency, and ride quality, contributing to the growing popularity of electric bicycles for commuting,

recreation, and transportation.

The major global manufacturers of E-bike Drive Unit include Bosch, Ananda, Xin Da Yang, Sinemotor, Bafang, Shimano, Continental, Panasonic, Dapu Motors, Yamaha, Derby Cycle, TranzX, Brose, TQ-Group, Jiangsu Xinwei Power Technology, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of E-bike Drive Unit. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global E-bike Drive Unit market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the E-bike Drive Unit market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of E-bike Drive Unit industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of E-bike Drive Unit Include:

Bosch

Ananda

Xin Da Yang

Sinemotor

Bafang

Shimano

Continental

Panasonic

Dapu Motors

Yamaha

Derby Cycle

TranzX

Brose

TQ-Group

Jiangsu Xinwei Power Technology

E-bike Drive Unit Product Segment Include:

Mid-Drive Motors

Hub Motors

E-bike Drive Unit Product Application Include:

OEMs

Aftermarket

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global E-bike Drive Unit Industry PESTEL Analysis

Chapter 3: Global E-bike Drive Unit Industry Porter's Five Forces Analysis

Chapter 4: Global E-bike Drive Unit Major Regional Market Size (Revenue, Sales, Price) and Forecast Analysis

Chapter 5: Global E-bike Drive Unit Market Size and Forecast by Type and Application Analysis

Chapter 6: North America E-bike Drive Unit Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe E-bike Drive Unit Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China E-bike Drive Unit Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) E-bike Drive Unit Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America E-bike Drive Unit Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Analysis)

Chapter 11: Middle East and Africa E-bike Drive Unit Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global E-bike Drive Unit Competitive Analysis of Key Manufacturers (Sales, Revenue, Market Share, Price, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Sales, Revenue, Price and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

Contents

1 E-BIKE DRIVE UNIT MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 E-bike Drive Unit Product by Type
 - 1.2.1 Mid-Drive Motors
 - 1.2.2 Hub Motors
- 1.3 E-bike Drive Unit Product by Application
 - 1.3.1 OEMs
 - 1.3.2 Aftermarket
- 1.4 Global E-bike Drive Unit Market Revenue and Sales Analysis
 - 1.4.1 Global E-bike Drive Unit Revenue Market Size Analysis (2020-2032)
 - 1.4.2 Global E-bike Drive Unit Sales Market Size Analysis (2020-2032)
 - 1.4.3 Global E-bike Drive Unit Market Sales Price Trend Analysis (2020-2032)
- 1.5 E-bike Drive Unit Industry Trends and Innovation
 - 1.5.1 E-bike Drive Unit Industry Trends and Innovation
 - 1.5.2 E-bike Drive Unit Market Drivers and Challenges

2 E-BIKE DRIVE UNIT MARKET PESTEL ANALYSIS

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

3 E-BIKE DRIVE UNIT MARKET PORTER'S FIVE FORCES ANALYSIS

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

4 GLOBAL E-BIKE DRIVE UNIT MARKET ANALYSIS BY REGIONS

- 4.1 Global E-bike Drive Unit Overall Market: 2024 VS 2025 VS 2032

- 4.2 Global E-bike Drive Unit Revenue and Forecast Analysis (2020-2032)
 - 4.2.1 Global E-bike Drive Unit Revenue and Market Share by Region (2020-2025)
 - 4.2.2 Global E-bike Drive Unit Revenue and Market Share Forecast by Region (2026-2032)
- 4.3 Global E-bike Drive Unit Sales and Forecast Analysis (2020-2032)
 - 4.3.1 Global E-bike Drive Unit Sales and Market Share by Region (2020-2025)
 - 4.3.2 Global E-bike Drive Unit Sales and Market Share Forecast by Region (2026-2032)
- 4.4 Global E-bike Drive Unit Sales Price Trend Analysis (2020-2032)

5 GLOBAL E-BIKE DRIVE UNIT MARKET SIZE BY TYPE AND APPLICATION

- 5.1 Global E-bike Drive Unit Market Size by Type
 - 5.1.1 Global E-bike Drive Unit Revenue and Forecast Analysis by Type (2020-2032)
 - 5.1.2 Global E-bike Drive Unit Sales and Forecast Analysis by Type (2020-2032)
- 5.2 Global E-bike Drive Unit Market Size by Application
 - 5.2.1 Global E-bike Drive Unit Revenue and Forecast Analysis by Application (2020-2032)
 - 5.2.2 Global E-bike Drive Unit Sales and Forecast Analysis by Application (2020-2032)

6 NORTH AMERICA

- 6.1 North America E-bike Drive Unit Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Manufacturers Analysis
- 6.3 North America E-bike Drive Unit Market Size by Type
 - 6.3.1 North America E-bike Drive Unit Sales by Type (2020-2032)
 - 6.3.2 North America E-bike Drive Unit Revenue by Type (2020-2032)
- 6.4 North America E-bike Drive Unit Market Size by Application
 - 6.4.1 North America E-bike Drive Unit Sales by Application (2020-2032)
 - 6.4.2 North America E-bike Drive Unit Revenue by Application (2020-2032)
- 6.5 North America E-bike Drive Unit Market Size by Country
 - 6.5.1 US
 - 6.5.2 Canada

7 EUROPE

- 7.1 Europe E-bike Drive Unit Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Manufacturers Analysis
- 7.3 Europe E-bike Drive Unit Market Size by Type

- 7.3.1 Europe E-bike Drive Unit Sales by Type (2020-2032)
- 7.3.2 Europe E-bike Drive Unit Revenue by Type (2020-2032)
- 7.4 Europe E-bike Drive Unit Market Size by Application
 - 7.4.1 Europe E-bike Drive Unit Sales by Application (2020-2032)
 - 7.4.2 Europe E-bike Drive Unit Revenue by Application (2020-2032)
- 7.5 Europe E-bike Drive Unit Market Size by Country
 - 7.5.1 Germany
 - 7.5.2 France
 - 7.5.3 United Kingdom
 - 7.5.4 Italy
 - 7.5.5 Spain
 - 7.5.6 Benelux

8 CHINA

- 8.1 China E-bike Drive Unit Market Size and Growth Rate Analysis (2020-2032)
- 8.2 China Key Manufacturers Analysis
- 8.3 China E-bike Drive Unit Market Size by Type
 - 8.3.1 China E-bike Drive Unit Sales by Type (2020-2032)
 - 8.3.2 China E-bike Drive Unit Revenue by Type (2020-2032)
- 8.4 China E-bike Drive Unit Market Size by Application
 - 8.4.1 China E-bike Drive Unit Sales by Application (2020-2032)
 - 8.4.2 China E-bike Drive Unit Revenue by Application (2020-2032)

9 APAC (EXCL. CHINA)

- 9.1 APAC (excl. China) E-bike Drive Unit Market Size and Growth Rate Analysis (2020-2032)
- 9.2 APAC (excl. China) Key Manufacturers Analysis
- 9.3 APAC (excl. China) E-bike Drive Unit Market Size by Type
 - 9.3.1 APAC (excl. China) E-bike Drive Unit Sales by Type (2020-2032)
 - 9.3.2 APAC (excl. China) E-bike Drive Unit Revenue by Type (2020-2032)
- 9.4 APAC (excl. China) E-bike Drive Unit Market Size by Application
 - 9.4.1 APAC (excl. China) E-bike Drive Unit Sales by Application (2020-2032)
 - 9.4.2 APAC (excl. China) E-bike Drive Unit Revenue by Application (2020-2032)
- 9.5 APAC (excl. China) E-bike Drive Unit Market Size by Country
 - 9.5.1 Japan
 - 9.5.2 South Korea
 - 9.5.3 India

9.5.4 Australia

9.5.5 Southeast Asia

10 LATIN AMERICA

10.1 Latin America E-bike Drive Unit Market Size and Growth Rate Analysis (2020-2032)

10.2 Latin America Key Manufacturers Analysis

10.3 Latin America E-bike Drive Unit Market Size by Type

10.3.1 Latin America E-bike Drive Unit Sales by Type (2020-2032)

10.3.2 Latin America E-bike Drive Unit Revenue by Type (2020-2032)

10.4 Latin America E-bike Drive Unit Market Size by Application

10.4.1 Latin America E-bike Drive Unit Sales by Application (2020-2032)

10.4.2 Latin America E-bike Drive Unit Revenue by Application (2020-2032)

10.5 Latin America E-bike Drive Unit Market Size by Country

10.6 Latin America E-bike Drive Unit Market Size by Country

10.6.1 Mexico

10.6.2 Brazil

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa E-bike Drive Unit Market Size and Growth Rate Analysis (2020-2032)

11.2 Middle East & Africa Key Manufacturers Analysis

11.3 Middle East & Africa E-bike Drive Unit Market Size by Type

11.3.1 Middle East & Africa E-bike Drive Unit Sales by Type (2020-2032)

11.3.2 Middle East & Africa E-bike Drive Unit Revenue by Type (2020-2032)

11.4 Middle East & Africa E-bike Drive Unit Market Size by Application

11.4.1 Middle East & Africa E-bike Drive Unit Sales by Application (2020-2032)

11.4.2 Middle East & Africa E-bike Drive Unit Revenue by Application (2020-2032)

11.5 Middle East E-bike Drive Unit Market Size by Country

11.5.1 Saudi Arabia

11.5.2 South Africa

12 COMPETITION BY MANUFACTURERS

12.1 Global E-bike Drive Unit Market Sales, Revenue and Price by Key Manufacturers (2021-2025)

12.1.1 Global E-bike Drive Unit Market Sales by Key Manufacturers (2021-2025)

- 12.1.2 Global E-bike Drive Unit Market Revenue by Key Manufacturers (2021-2025)
- 12.1.3 Global E-bike Drive Unit Average Sales Price by Manufacturers (2021-2025)
- 12.2 E-bike Drive Unit Competitive Landscape Analysis and Market Dynamic
 - 12.2.1 E-bike Drive Unit Competitive Landscape Analysis
 - 12.2.2 Global Key Manufacturers Headquarter Location and Key Area Sales
 - 12.2.3 Market Dynamic

13 KEY COMPANIES ANALYSIS

13.1 Bosch

- 13.1.1 Bosch Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.1.2 Bosch E-bike Drive Unit Product Portfolio
- 13.1.3 Bosch E-bike Drive Unit Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.2 Ananda

- 13.2.1 Ananda Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.2.2 Ananda E-bike Drive Unit Product Portfolio
- 13.2.3 Ananda E-bike Drive Unit Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.3 Xin Da Yang

- 13.3.1 Xin Da Yang Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.3.2 Xin Da Yang E-bike Drive Unit Product Portfolio
- 13.3.3 Xin Da Yang E-bike Drive Unit Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.4 Sinemotor

- 13.4.1 Sinemotor Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.4.2 Sinemotor E-bike Drive Unit Product Portfolio
- 13.4.3 Sinemotor E-bike Drive Unit Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.5 Bafang

- 13.5.1 Bafang Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.5.2 Bafang E-bike Drive Unit Product Portfolio
- 13.5.3 Bafang E-bike Drive Unit Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.6 Shimano

13.6.1 Shimano Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.6.2 Shimano E-bike Drive Unit Product Portfolio

13.6.3 Shimano E-bike Drive Unit Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.7 Continental

13.7.1 Continental Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.7.2 Continental E-bike Drive Unit Product Portfolio

13.7.3 Continental E-bike Drive Unit Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.8 Panasonic

13.8.1 Panasonic Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.8.2 Panasonic E-bike Drive Unit Product Portfolio

13.8.3 Panasonic E-bike Drive Unit Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.9 Dapu Motors

13.9.1 Dapu Motors Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.9.2 Dapu Motors E-bike Drive Unit Product Portfolio

13.9.3 Dapu Motors E-bike Drive Unit Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.10 Yamaha

13.10.1 Yamaha Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.10.2 Yamaha E-bike Drive Unit Product Portfolio

13.10.3 Yamaha E-bike Drive Unit Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.11 Derby Cycle

13.11.1 Derby Cycle Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.11.2 Derby Cycle E-bike Drive Unit Product Portfolio

13.11.3 Derby Cycle E-bike Drive Unit Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.12 TranzX

13.12.1 TranzX Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

- 13.12.2 TranzX E-bike Drive Unit Product Portfolio
- 13.12.3 TranzX E-bike Drive Unit Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.13 Brose
 - 13.13.1 Brose Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.13.2 Brose E-bike Drive Unit Product Portfolio
 - 13.13.3 Brose E-bike Drive Unit Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.14 TQ-Group
 - 13.14.1 TQ-Group Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.14.2 TQ-Group E-bike Drive Unit Product Portfolio
 - 13.14.3 TQ-Group E-bike Drive Unit Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.15 Jiangsu Xinwei Power Technology
 - 13.15.1 Jiangsu Xinwei Power Technology Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.15.2 Jiangsu Xinwei Power Technology E-bike Drive Unit Product Portfolio
 - 13.15.3 Jiangsu Xinwei Power Technology E-bike Drive Unit Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

14 INDUSTRY CHAIN ANALYSIS

- 14.1 E-bike Drive Unit Industry Chain Analysis
- 14.2 E-bike Drive Unit Industry Raw Material and Suppliers Analysis
 - 14.2.1 E-bike Drive Unit Key Raw Material Supply Analysis
 - 14.2.2 Raw Material Suppliers and Contact Information
- 14.3 E-bike Drive Unit Typical Downstream Customers
- 14.4 E-bike Drive Unit Sales Channel Analysis

15 RESEARCH FINDINGS AND CONCLUSION

16 METHODOLOGY AND DATA SOURCE

- 16.1 Methodology/Research Approach
- 16.2 Research Scope
- 16.3 Benchmarks and Assumptions
- 16.4 Data Source

16.4.1 Primary Sources

16.4.2 Secondary Sources

16.5 Data Cross Validation

16.6 Disclaimer

List Of Tables

LIST OF TABLES

- Table 1: Global E-bike Drive Unit Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)
- Table 2: Global E-bike Drive Unit Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)
- Table 3: E-bike Drive Unit Industry Development Status
- Table 4: E-bike Drive Unit Industry Development Trends
- Table 5: Global E-bike Drive Unit Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032
- Table 6: Global E-bike Drive Unit Revenue by Region (2020-2025) & (US\$ Million)
- Table 7: Global E-bike Drive Unit Revenue Market Share by Region (2020-2025)
- Table 8: Global E-bike Drive Unit Revenue Forecast by Region (2026-2032) & (US\$ Million)
- Table 9: Global E-bike Drive Unit Revenue Market Share Forecast by Region (2026-2032)
- Table 10: Global E-bike Drive Unit Sales by Region (2020-2025) & (K Unit)
- Table 11: Global E-bike Drive Unit Sales Market Share by Region (2020-2025)
- Table 12: Global E-bike Drive Unit Sales Forecast by Region (2026-2032) & (K Unit)
- Table 13: Global E-bike Drive Unit Sales Market Share Forecast by Region (2026-2032)
- Table 14: Global E-bike Drive Unit Revenue Analysis by Type (2020-2025) & (US\$ Million)
- Table 15: Global E-bike Drive Unit Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)
- Table 16: Global E-bike Drive Unit Sales Analysis by Type (2020-2025) & (K Unit)
- Table 17: Global E-bike Drive Unit Sales Analysis Forecast by Type (2026-2032) & (K Unit)
- Table 18: Global E-bike Drive Unit Revenue Analysis by Application (2020-2025) & (US\$ Million)
- Table 19: Global E-bike Drive Unit Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)
- Table 20: Global E-bike Drive Unit Sales Analysis by Application (2020-2025) & (K Unit)
- Table 21: Global E-bike Drive Unit Sales Analysis Forecast by Application (2026-2032) & (K Unit)
- Table 22: Key E-bike Drive Unit Players in North America
- Table 23: North America E-bike Drive Unit Sales by Type (2020-2025) & (K Unit)
- Table 24: North America E-bike Drive Unit Sales by Type (2026-2032) & (K Unit)

Table 25: North America E-bike Drive Unit Revenue by Type (2020-2025) & (US\$ Million)

Table 26: North America E-bike Drive Unit Revenue by Type (2026-2032) & (US\$ Million)

Table 27: North America E-bike Drive Unit Sales by Application (2020-2025) & (K Unit)

Table 28: North America E-bike Drive Unit Sales by Application (2026-2032) & (K Unit)

Table 29: North America E-bike Drive Unit Revenue by Application (2020-2025) & (US\$ Million)

Table 30: North America E-bike Drive Unit Revenue by Application (2026-2032) & (US\$ Million)

Table 31: North America E-bike Drive Unit Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 32: North America E-bike Drive Unit Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 33: North America E-bike Drive Unit Sales Market Size by Country (2020-2025) & (K Unit)

Table 34: North America E-bike Drive Unit Sales Market Size by Country (2026-2032) & (K Unit)

Table 35: Key E-bike Drive Unit Players in Europe

Table 36: Europe E-bike Drive Unit Sales by Type (2020-2025) & (K Unit)

Table 37: Europe E-bike Drive Unit Sales by Type (2026-2032) & (K Unit)

Table 38: Europe E-bike Drive Unit Revenue by Type (2020-2025) & (US\$ Million)

Table 39: Europe E-bike Drive Unit Revenue by Type (2026-2032) & (US\$ Million)

Table 40: Europe E-bike Drive Unit Sales by Application (2020-2025) & (K Unit)

Table 41: Europe E-bike Drive Unit Sales by Application (2026-2032) & (K Unit)

Table 42: Europe E-bike Drive Unit Revenue by Application (2020-2025) & (US\$ Million)

Table 43: Europe E-bike Drive Unit Revenue by Application (2026-2032) & (US\$ Million)

Table 44: Europe E-bike Drive Unit Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 45: Europe E-bike Drive Unit Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 46: Europe E-bike Drive Unit Sales Market Size by Country (2020-2025) & (K Unit)

Table 47: Europe E-bike Drive Unit Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 48: Key E-bike Drive Unit Players in China

Table 49: China E-bike Drive Unit Sales by Type (2020-2025) & (K Unit)

Table 50: China E-bike Drive Unit Sales by Type (2026-2032) & (K Unit)

Table 51: China E-bike Drive Unit Revenue by Type (2020-2025) & (US\$ Million)

- Table 52: China E-bike Drive Unit Revenue by Type (2026-2032) & (US\$ Million)
- Table 53: China E-bike Drive Unit Sales by Application (2020-2025) & (K Unit)
- Table 54: China E-bike Drive Unit Sales by Application (2026-2032) & (K Unit)
- Table 55: China E-bike Drive Unit Revenue by Application (2020-2025) & (US\$ Million)
- Table 56: China E-bike Drive Unit Revenue by Application (2026-2032) & (US\$ Million)
- Table 57: Key E-bike Drive Unit Players in APAC (excl. China)
- Table 58: APAC (excl. China) E-bike Drive Unit Sales by Type (2020-2025) & (K Unit)
- Table 59: APAC (excl. China) E-bike Drive Unit Sales by Type (2026-2032) & (K Unit)
- Table 60: APAC (excl. China) E-bike Drive Unit Revenue by Type (2020-2025) & (US\$ Million)
- Table 61: APAC (excl. China) E-bike Drive Unit Revenue by Type (2026-2032) & (US\$ Million)
- Table 62: APAC (excl. China) E-bike Drive Unit Sales by Application (2020-2025) & (K Unit)
- Table 63: APAC (excl. China) E-bike Drive Unit Sales by Application (2026-2032) & (K Unit)
- Table 64: APAC (excl. China) E-bike Drive Unit Revenue by Application (2020-2025) & (US\$ Million)
- Table 65: APAC (excl. China) E-bike Drive Unit Revenue by Application (2026-2032) & (US\$ Million)
- Table 66: APAC (excl. China) E-bike Drive Unit Revenue Market Size by Country (2020-2025) & (US\$ Million)
- Table 67: APAC (excl. China) E-bike Drive Unit Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)
- Table 68: APAC (excl. China) E-bike Drive Unit Sales Market Size by Country (2020-2025) & (K Unit)
- Table 69: APAC (excl. China) E-bike Drive Unit Sales Market Size Forecast by Country (2026-2032) & (K Unit)
- Table 70: Key E-bike Drive Unit Players in Latin America
- Table 71: Latin America E-bike Drive Unit Sales by Type (2020-2025) & (K Unit)
- Table 72: Latin America E-bike Drive Unit Sales by Type (2026-2032) & (K Unit)
- Table 73: Latin America E-bike Drive Unit Revenue by Type (2020-2025) & (US\$ Million)
- Table 74: Latin America E-bike Drive Unit Revenue by Type (2026-2032) & (US\$ Million)
- Table 75: Latin America E-bike Drive Unit Sales by Application (2020-2025) & (K Unit)
- Table 76: Latin America E-bike Drive Unit Sales by Application (2026-2032) & (K Unit)
- Table 77: Latin America E-bike Drive Unit Revenue by Application (2020-2025) & (US\$ Million)

- Table 78: Latin America E-bike Drive Unit Revenue by Application (2026-2032) & (US\$ Million)
- Table 79: Latin America E-bike Drive Unit Revenue Market Size by Country (2020-2025) & (US\$ Million)
- Table 80: Latin America E-bike Drive Unit Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)
- Table 81: Latin America E-bike Drive Unit Sales Market Size by Country (2020-2025) & (K Unit)
- Table 82: Latin America E-bike Drive Unit Sales Market Size Forecast by Country (2026-2032) & (K Unit)
- Table 83: Key E-bike Drive Unit Players in Middle East & Africa
- Table 84: Middle East & Africa E-bike Drive Unit Sales by Type (2020-2025) & (K Unit)
- Table 85: Middle East & Africa E-bike Drive Unit Sales by Type (2026-2032) & (K Unit)
- Table 86: Middle East & Africa E-bike Drive Unit Revenue by Type (2020-2025) & (US\$ Million)
- Table 87: Middle East & Africa E-bike Drive Unit Revenue by Type (2026-2032) & (US\$ Million)
- Table 88: Middle East & Africa E-bike Drive Unit Sales by Application (2020-2025) & (K Unit)
- Table 89: Middle East & Africa E-bike Drive Unit Sales by Application (2026-2032) & (K Unit)
- Table 90: Middle East & Africa E-bike Drive Unit Revenue by Application (2020-2025) & (US\$ Million)
- Table 91: Middle East & Africa E-bike Drive Unit Revenue by Application (2026-2032) & (US\$ Million)
- Table 92: Middle East & Africa E-bike Drive Unit Revenue Market Size by Country (2020-2025) & (US\$ Million)
- Table 93: Middle East & Africa E-bike Drive Unit Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)
- Table 94: Middle East & Africa E-bike Drive Unit Sales Market Size by Country (2020-2025) & (K Unit)
- Table 95: Middle East & Africa E-bike Drive Unit Sales Market Size Forecast by Country (2026-2032) & (K Unit)
- Table 96: Global E-bike Drive Unit Market Sales by Key Manufacturers (2021-2025) & (K Unit)
- Table 97: Global E-bike Drive Unit Sales Market Share by Key Manufacturers (2021-2025)
- Table 98: Global E-bike Drive Unit Market Revenue by Key Manufacturers (2021-2025) & (US\$ Million)

Table 99: Global E-bike Drive Unit Revenue Market Share by Key Manufacturers (2021-2025)

Table 100: Global Average Sales Price by Manufacturers (2021-2025) & (USD/Unit)

Table 101: Global Key Manufacturers Headquarter Location and Key Area Sales

Table 102: Market Mergers & Acquisitions, Expansion

Table 103: Bosch Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 104: Bosch E-bike Drive Unit Product Portfolio

Table 105: Bosch E-bike Drive Unit Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 106: Ananda Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 107: Ananda E-bike Drive Unit Product Portfolio

Table 108: Ananda E-bike Drive Unit Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 109: Xin Da Yang Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 110: Xin Da Yang E-bike Drive Unit Product Portfolio

Table 111: Xin Da Yang E-bike Drive Unit Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 112: Sinemotor Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 113: Sinemotor E-bike Drive Unit Product Portfolio

Table 114: Sinemotor E-bike Drive Unit Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 115: Bafang Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 116: Bafang E-bike Drive Unit Product Portfolio

Table 117: Bafang E-bike Drive Unit Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 118: Shimano Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 119: Shimano E-bike Drive Unit Product Portfolio

Table 120: Shimano E-bike Drive Unit Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 121: Continental Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 122: Continental E-bike Drive Unit Product Portfolio

Table 123: Continental E-bike Drive Unit Revenue (US\$ Million), Sales (K Unit), Price

(USD/Unit), Gross Margin and Market Share (2021-2025)

Table 124: Panasonic Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 125: Panasonic E-bike Drive Unit Product Portfolio

Table 126: Panasonic E-bike Drive Unit Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 127: Dapu Motors Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 128: Dapu Motors E-bike Drive Unit Product Portfolio

Table 129: Dapu Motors E-bike Drive Unit Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 130: Yamaha Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 131: Yamaha E-bike Drive Unit Product Portfolio

Table 132: Yamaha E-bike Drive Unit Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 133: Derby Cycle Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 134: Derby Cycle E-bike Drive Unit Product Portfolio

Table 135: Derby Cycle E-bike Drive Unit Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 136: TranzX Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 137: TranzX E-bike Drive Unit Product Portfolio

Table 138: TranzX E-bike Drive Unit Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 139: Brose Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 140: Brose E-bike Drive Unit Product Portfolio

Table 141: Brose E-bike Drive Unit Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 142: TQ-Group Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 143: TQ-Group E-bike Drive Unit Product Portfolio

Table 144: TQ-Group E-bike Drive Unit Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 145: Jiangsu Xinwei Power Technology Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 146: Jiangsu Xinwei Power Technology E-bike Drive Unit Product Portfolio

Table 147: Jiangsu Xinwei Power Technology E-bike Drive Unit Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 148: Upstream Key Raw Material Price List

Table 149: E-bike Drive Unit Raw Material Suppliers and Contact Information

Table 150: E-bike Drive Unit Typical Customer List

Table 151: E-bike Drive Unit Distributors List

List Of Figures

LIST OF FIGURES

Figure 1: E-bike Drive Unit Product Pictures

Figure 2: Mid-Drive Motors Picture Scope

Figure 3: Hub Motors Picture Scope

Figure 4: OEMs Picture Scope

Figure 5: Aftermarket Picture Scope

Figure 6: Global E-bike Drive Unit Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 7: Global E-bike Drive Unit Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 8: Global E-bike Drive Unit Market Sales and Growth Rate Analysis (2020-2032) & (K Unit)

Figure 9: Global E-bike Drive Unit Market Price Trend Analysis (2020-2032) & (USD/Unit)

Figure 10: Global E-bike Drive Unit Market Size by Region (2020-2032) & (US\$ Million)

Figure 11: Global E-bike Drive Unit Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 12: Global E-bike Drive Unit Sales Price by Region (2020-2032) & (K Unit)

Figure 13: North America E-bike Drive Unit Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 14: North America E-bike Drive Unit Revenue Market Share by Players in 2024

Figure 15: North America E-bike Drive Unit Sales Market Share by Type (2020-2032)

Figure 16: North America E-bike Drive Unit Revenue Market Share by Type (2020-2032)

Figure 17: North America E-bike Drive Unit Sales Market Share by Application (2020-2032)

Figure 18: North America E-bike Drive Unit Revenue Market Share by Application (2020-2032)

Figure 19: US E-bike Drive Unit Revenue (2020-2032) & (US\$ Million)

Figure 20: Canada E-bike Drive Unit Revenue (2020-2032) & (US\$ Million)

Figure 21: Europe E-bike Drive Unit Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 22: Europe E-bike Drive Unit Revenue Market Share by Players in 2024

Figure 23: Europe E-bike Drive Unit Sales Market Share by Type (2020-2032)

Figure 24: Europe E-bike Drive Unit Revenue Market Share by Type (2020-2032)

Figure 25: Europe E-bike Drive Unit Sales Market Share by Application (2020-2032)

Figure 26: Europe E-bike Drive Unit Revenue Market Share by Application (2020-2032)

- Figure 27:Germany E-bike Drive Unit Revenue (2020-2032) & (US\$ Million)
- Figure 28:France E-bike Drive Unit Revenue (2020-2032) & (US\$ Million)
- Figure 29:United Kingdom E-bike Drive Unit Revenue (2020-2032) & (US\$ Million)
- Figure 30:Italy E-bike Drive Unit Revenue (2020-2032) & (US\$ Million)
- Figure 31:Spain E-bike Drive Unit Revenue (2020-2032) & (US\$ Million)
- Figure 32:Benelux E-bike Drive Unit Revenue (2020-2032) & (US\$ Million)
- Figure 33:China E-bike Drive Unit Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 34:China E-bike Drive Unit Revenue Market Share by Players in 2024
- Figure 35:China E-bike Drive Unit Sales Market Share by Type (2020-2032)
- Figure 36:China E-bike Drive Unit Revenue Market Share by Type (2020-2032)
- Figure 37:China E-bike Drive Unit Sales Market Share by Application (2020-2032)
- Figure 38:China E-bike Drive Unit Revenue Market Share by Application (2020-2032)
- Figure 39:APAC (excl. China) E-bike Drive Unit Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 40:APAC (excl. China) E-bike Drive Unit Revenue Market Share by Players in 2024
- Figure 41:APAC (excl. China) E-bike Drive Unit Sales Market Share by Type (2020-2032)
- Figure 42:APAC (excl. China) E-bike Drive Unit Revenue Market Share by Type (2020-2032)
- Figure 43:APAC (excl. China) E-bike Drive Unit Sales Market Share by Application (2020-2032)
- Figure 44:APAC (excl. China) E-bike Drive Unit Revenue Market Share by Application (2020-2032)
- Figure 45:Japan E-bike Drive Unit Revenue (2020-2032) & (US\$ Million)
- Figure 46:South Korea E-bike Drive Unit Revenue (2020-2032) & (US\$ Million)
- Figure 47:India E-bike Drive Unit Revenue (2020-2032) & (US\$ Million)
- Figure 48:Australia E-bike Drive Unit Revenue (2020-2032) & (US\$ Million)
- Figure 49:Southeast Asia E-bike Drive Unit Revenue (2020-2032) & (US\$ Million)
- Figure 50:Latin America E-bike Drive Unit Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 51:Latin America E-bike Drive Unit Revenue Market Share by Players in 2024
- Figure 52:Latin America E-bike Drive Unit Sales Market Share by Type (2020-2032)
- Figure 53:Latin America E-bike Drive Unit Revenue Market Share by Type (2020-2032)
- Figure 54:Latin America E-bike Drive Unit Sales Market Share by Application (2020-2032)
- Figure 55:Latin America E-bike Drive Unit Revenue Market Share by Application (2020-2032)

Figure 56: Mexico E-bike Drive Unit Revenue (2020-2032) & (US\$ Million)

Figure 57: Brazil E-bike Drive Unit Revenue (2020-2032) & (US\$ Million)

Figure 58: Middle East & Africa E-bike Drive Unit Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 59: Middle East & Africa E-bike Drive Unit Revenue Market Share by Players in 2024

Figure 60: Middle East & Africa E-bike Drive Unit Sales Market Share by Type (2020-2032)

Figure 61: Middle East & Africa E-bike Drive Unit Revenue Market Share by Type (2020-2032)

Figure 62: Middle East & Africa E-bike Drive Unit Sales Market Share by Application (2020-2032)

Figure 63: Middle East & Africa E-bike Drive Unit Revenue Market Share by Application (2020-2032)

Figure 64: Saudi Arabia E-bike Drive Unit Revenue (2020-2032) & (US\$ Million)

Figure 65: South Africa E-bike Drive Unit Revenue (2020-2032) & (US\$ Million)

Figure 66: Global E-bike Drive Unit Sales Market Share by Key Manufacturers in 2024

Figure 67: Global E-bike Drive Unit Revenue Market Share by Key Manufacturers in 2024

Figure 68: Global E-bike Drive Unit Industry Competition Landscape

Figure 69: E-bike Drive Unit Industry Chain Analysis

Figure 70: Bottom-Up and Top-Down Research Methods

Figure 71: Key Interview Objectives

Figure 72: Data Cross Validation

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