

# Global Electric Mountain Bike Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Electric Mountain Bike market size will reach 10,401 Million USD in 2025 and is projected to reach 19,923 Million USD by 2032, with a CAGR of 9.73% (2025-2032). Notably, the China Electric Mountain Bike 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 electric mountain bike, often referred to as an e-MTB, is a specialized bicycle equipped with an electric motor and a rechargeable battery system that provides motorized assistance to the rider when traversing challenging terrains, particularly in off-road or mountainous environments. These bikes combine traditional pedal power with electric propulsion, allowing riders to conquer steep hills and rugged trails with greater ease and less physical exertion. Electric mountain bikes are designed with rugged frames, durable components, and off-road tires to withstand the demands of trail riding, and they offer various levels of motor assistance that can be adjusted by the rider. They have become increasingly popular among outdoor enthusiasts and mountain bikers, enabling a broader range of people to enjoy the thrill of off-road cycling and explore challenging landscapes with enhanced speed and confidence.

The major global manufacturers of Electric Mountain Bike include Giant Bicycles, Yamaha Bicycles, Moustache Bikes, Trek Bikes, SCOTT Sports, Haibike, Merida, Trinx Bikes, Specialized, CUBE Bikes, Cannondale, FOCUS Bikes, Leebike Electric Bike,

Pivot Cycles, BH Bicycles, Whyte Bikes, 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 Electric Mountain Bike. 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 Electric Mountain Bike 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 Electric Mountain Bike 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 Electric Mountain Bike 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 Electric Mountain Bike Include:

Giant Bicycles

Yamaha Bicycles

Moustache Bikes

Trek Bikes

SCOTT Sports

Haibike

Merida

Trinx Bikes

Specialized

CUBE Bikes

Cannondale

FOCUS Bikes

Leebike Electric Bike

Pivot Cycles

BH Bicycles

Whyte Bikes

Electric Mountain Bike Product Segment Include:

Front Suspension e-Bikes

Full Suspension e-Bikes

Others

Electric Mountain Bike Product Application Include:

Competition

Leisure

## **Chapter Scope**

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