

Global Electric-powered Two-wheelers Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Electric-powered Two-wheelers market size is expected to reach \$ 370 million by 2032, rising at a market growth of 3.4% CAGR during the forecast period (2026-2032).

In 2025, global sales of Electric-powered Two-wheelers reached approximately 1.2 million units, with an average market price of about USD 240 per unit, an annual production capacity of roughly 1.8 million units, and an industry-average gross margin of approximately 25%.

Electric-powered Two-wheelers are two-wheeled balance-training bikes for children (typically 2-8 years old) that omit pedals but integrate an electric drive system. As with conventional balance bikes, they feature low standover height and small wheels so kids can place their feet flat on the ground and control balance through body weight and steering; the difference is the addition of a hub or mid-drive motor, battery, and basic electronic controller, usually operated via a simple throttle or mode selector. Top speeds are typically limited to about 10-25 km/h to comply with safety norms and parental expectations. Functionally, electric balance bikes serve as a bridge between pure balance bikes and full pedal or off-road e-bikes, providing early exposure to powered riding while still prioritizing balance skills and fun rather than everyday transportation. Upstream, Electric-powered Two-wheelers draw on conventional bicycle component suppliers for aluminum/steel frames and forks, wheelsets, tires, brakes, handlebars and saddles, plus light-duty e-mobility component suppliers for small motors, lithium-ion battery packs, controllers and wiring looms; plastics and cosmetic parts are sourced from injection-molding and painting/coating vendors. In the midstream, brand owners and ODM/OEM factories handle frame fabrication and finishing, final assembly and testing, and certification to kids' product and e-bike safety regulations in each target market. Downstream distribution runs through brand webstores, major e-commerce platforms, kids' product and bike retailers, big-box stores, and rental/experience parks

or camps, with overall consumption linked to demographics, household disposable income, and the popularity of outdoor family activities. From a demand perspective, usage is essentially per child and per ride/training session: one bike may serve several years and multiple users via resale or rental, so consumer markets emphasize branding and safety compliance, while institutional/bulk buyers prioritize durability and lifecycle cost.

The Electric-powered Two-wheeler market is an emerging niche within kids' bikes and light e-mobility, driven mainly by parents' willingness to pay for safer, more engaging ways for children to learn balance and throttle control before moving to full pedal bikes or youth e-motos. Supply is highly concentrated in China-based OEM/ODM factories plus a growing number of Western brands that focus on design, branding and channel control while outsourcing production. Product positioning tends to split into two camps: off-road / motocross-style models for tracks, camps and motocross brands, and softer 'park & neighborhood' models for everyday family use. Regulations are still relatively light compared with adult e-bikes, but safety and liability concerns are pushing brands toward clearer speed limits, better battery quality and more robust testing. Sales channels are a mix of DTC e-commerce, big marketplaces and specialty bike / powersports dealers, with rental parks and kids' riding schools becoming a visible B2B segment. Overall, the category sits at the intersection of toys, sporting goods and entry-level powered mobility, with brand, safety reputation and after-sales support increasingly becoming the key differentiators.

This report studies the global Electric-powered Two-wheelers production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Electric-powered Two-wheelers and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Electric-powered Two-wheelers that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Electric-powered Two-wheelers total production and demand, 2021-2032, (Units)

Global Electric-powered Two-wheelers total production value, 2021-2032, (USD Million)

Global Electric-powered Two-wheelers production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global Electric-powered Two-wheelers consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: Electric-powered Two-wheelers domestic production, consumption, key domestic manufacturers and share

Global Electric-powered Two-wheelers production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global Electric-powered Two-wheelers production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global Electric-powered Two-wheelers production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global Electric-powered Two-wheelers market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include STACYC, Harley-Davidson, Kawasaki, Accell Group NV, Sherco, IndyBikes, Revvi, Talenic, Thumpstar, Wired Bikes, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Electric-powered Two-wheelers market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Electric-powered Two-wheelers Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Electric-powered Two-wheelers Market, Segmentation by Type:

Brush Electric Motor

Brushless Electric Motor

Global Electric-powered Two-wheelers Market, Segmentation by Size:

12 inch

16 inch

18?20 inch

Global Electric-powered Two-wheelers Market, Segmentation by Material:

Steel Frame

Aluminum Alloy Frame

Global Electric-powered Two-wheelers Market, Segmentation by Application:

Child

Teenager

Companies Profiled:

STACYC

Harley-Davidson

Kawasaki

Accell Group NV

Sherco

IndyBikes

Revvi

Talenic

Thumpstar

Wired Bikes

TAKANI

Husqvarna

Key Questions Answered:

1. How big is the global Electric-powered Two-wheelers market?
2. What is the demand of the global Electric-powered Two-wheelers market?
3. What is the year over year growth of the global Electric-powered Two-wheelers market?
4. What is the production and production value of the global Electric-powered Two-wheelers market?
5. Who are the key producers in the global Electric-powered Two-wheelers market?
6. What are the growth factors driving the market demand?

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