

# **Bike Market Size, Share & Trends Analysis Report By Type (Conventional, Electric), By Product (City/Commuter Bikes, Road Bikes), By Price Range, By End User (Men, Women), By Application (Personal/Individual, Commercial), By Region, And Segment Forecasts, 2026 - 2033**

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## **Abstracts**

### **Bike Market Report Summary**

The global bike market size was estimated at USD 84.58 billion in 2025 and is expected to reach USD 140.83 billion by 2033, growing at a CAGR of 6.8% from 2026 to 2033.

The global bike market is undergoing a structural transformation, driven by electrification, premiumization, and its expanding role in sustainable mobility.

Electrically assisted bicycles (e-bikes) have become the principal revenue growth engine, supported by government incentives across Europe and parts of Asia, as well as urban policies promoting low-emission transport. In markets such as Germany and the Netherlands, e-bikes now account for a significant share of total bicycle sales value, reflecting strong commuter adoption. Simultaneously, large cities, including Paris, have expanded cycling infrastructure and restricted inner-city car usage, further reinforcing two-wheel mobility. This policy-led ecosystem is repositioning bicycles from recreational products to core components of urban transportation networks.

While e-bikes dominate value growth, traditional pedal bicycles continue to anchor global unit volumes, particularly in emerging economies where affordability and basic mobility remain primary drivers. Entry-level road, hybrid, and commuter bikes maintain relevance across price-sensitive segments, ensuring broad-based participation.

However, even in non-electric categories, manufacturers are integrating lightweight frames, improved gearing systems, and enhanced safety components to elevate consumer appeal. Leisure cycling, gravel riding, and endurance sports have also contributed to demand for higher-specification mechanical bikes, especially in North America and Western Europe. The market, therefore, reflects a dual structure: high-volume mechanical sales complemented by high-margin electrified platforms.

Various organizations and governments across many countries are focusing on reducing vehicular emissions, which has accelerated the growth of the e-bike market. Several governments have implemented strict emission control regulations, encouraging automobile manufacturers to introduce electric bicycles as sustainable mobility solutions. The development and adoption of e-bikes are growing significantly, driven by strong government support through incentives, subsidies, and favorable policies that are fueling global e-bike market expansion. Such initiatives are expected to increase consumer adoption of electric bikes for urban commuting and last-mile connectivity. For instance, the Government of Japan provides subsidies and tax rebates for e-bikes under the Clean Energy Vehicles Introduction Project, further strengthening growth opportunities in the electric bike market. Several countries in Europe provide grants and subsidies for e-bikes, which are mentioned below:

Austria provides a subsidy of around USD 572.50 for the purchase of an e-bike.

Sweden provides a 25% subsidy for the purchase of e-bikes.

Portugal provides a subsidy of up to USD 286.25 for the purchase of an e-bike.

The Government of France announced the provision of a subsidy of up to USD 572.5 for the purchase of e-bikes after 2020.

Manufacturers are increasingly integrating smart technology into products across the bicycle market, including app-connected speedometers, built-in lighting systems, anti-theft GPS tracking, and biometric sensors for performance monitoring. Lightweight frame materials such as carbon fiber and titanium are becoming standard in professional and premium lifestyle bicycles, improving efficiency, durability, and rider comfort. Meanwhile, the e-bike segment within the bicycle market continues to drive innovation, with foldable electric bicycles, long-range commuter models, and cargo bicycles designed for family and commercial use, leading to strong product differentiation and expanding opportunities in the global bicycle market.

Ownership preferences are rapidly evolving in the bike market, as many urban consumers shift from traditional one-time purchases toward bicycle subscription services that include maintenance, upgrades, and theft protection. In cities such as Amsterdam, Copenhagen, and Bengaluru, bike-sharing and micro-leasing platforms have become integral components of urban mobility ecosystems, strengthening growth opportunities in the bike market. These service-based mobility models reduce entry barriers, encourage flexible usage, and provide affordable access to high-quality bicycles, particularly among students, freelancers, and daily commuters, thereby supporting sustained expansion of the bike industry.

Bicycle sports events include amateur and professional races that are generally held in Europe, the US, and the Asia Pacific region. Sports events related to cycling are governed by each country's cycling federation and the Union Cycliste Internationale (UCI), a Switzerland-based governing body for sports cycling that oversees international competitive cycling events. Amateur races are held for both women and men in national, regional, and local competitions by age group, ranging from 12 to 13 years. However, in the World Championships for men, amateurs are not differentiated from professionals. Some of the famous bicycle sports events include:

**Tour de France:** It is one of the most famous multi-stage races in the world and one of the three European Grand Tours. The race is held annually and consists of new routes where riders have to cover 2,174.80 miles (3,500 km) over 23 days.

**Giro d'Italia:** It is a European multi-staged race that is held annually and does not have any fixed route. It is usually held in late May or early June over a period of 23 days.

**Vuelta a España:** This multi-stage bicycle race, primarily held in Spain, is part of the European Grand Tour. It consists of 21 stages over a 23-day period that includes two rest days.

**Olympic Games:** The road cycling sports event is a part of the Olympics. The games consist of road, track, and BMX events for both men and women.

Most of these events are held every year, which can lead to an increase in bike demand. Hence, the increasing number of bicycle sports events organized worldwide

will positively impact the growth of the global bike market during the forecast period.

## Global Bike Market Report Segmentation

This report forecasts revenue growth at global, regional & country levels and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the bike market on the basis of type, product, price range, end use, application, and region:

Type Outlook (Volume, Thousand Units; Revenue, USD Billion, 2021 - 2033)

Conventional

Electric

Product Outlook (Volume, Thousand Units; Revenue, USD Billion, 2021 - 2033)

City/Commuter Bikes

Road Bikes

Mountain Bikes (MTB)

Hybrid Bikes

Cargo Bikes

Others

Product x Price Range Outlook (Volume, Thousand Units; Revenue, USD Billion, 2021 - 2033)

City/Commuter Bikes

Low (USD 200 to 500)

Mid-Range (USD 500 to USD 1,000)

High End (Above USD 1,000)

## Road Bikes

Low (USD 400 to 1,000)

Mid-Range (USD 1,000 to USD 2,500)

High End (Above USD 2,500)

## Mountain Bikes (MTB)

Low (USD 300 to 7,00)

Mid-Range (USD 700 to USD 1,800)

High End (Above USD 1,800)

## Hybrid Bikes (Road & MTB)

Low (USD 300 to 700)

Mid-Range (USD 700 to USD 1,500)

High End (Above USD 1,500)

## Cargo Bikes

Low (USD 500 to 2,500)

Mid-Range (USD 2,500 to USD 4,500)

High End (Above USD 4,500)

## Others

Low (USD 200 to 800)

Mid-Range (USD 800 to USD 1,200)

High End (Above USD 1,200)

End-use Outlook (Volume, Thousand Units; Revenue, USD Billion, 2021 - 2033)

Men

Women

Application Outlook (Volume, Thousand Units; Revenue, USD Billion, 2021 - 2033)

Personal/Individual

Commercial

Regional Outlook (Volume, Thousand Units; Revenue, USD Billion, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

Central & South America

Brazil

Middle East & Africa (MEA)

South Africa

**This report can be delivered to the clients within 5 Business Days**

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