

U.S. Bike Market Size, Share & Trends Analysis Report By Type (Conventional, Electric), By Product (City/Commuter Bikes, Road Bikes), By Price Range, By End-use, By Application, And Segment Forecasts, 2025 - 2033

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Abstracts

U.S. Bike Market Size & Trends

The U.S. bike market size was estimated at USD 14.75 billion in 2024 and is projected to reach USD 24.28 billion by 2033, growing at a CAGR of 5.9% from 2025 to 2033. Increasing awareness about environmental issues and the concern to reduce carbon footprints drive the demand for eco-friendly transportation alternatives such as e-bikes.

As people become more conscious of the environmental impact of traditional vehicles, e-bikes present a cleaner alternative for short- to medium-distance travel, contributing to air quality improvement in urban areas.

The decline in the cost of Li-ion batteries is reducing the cost of production of e-bikes, which will increase their sales during the forecast period. Increasing the volume of production and improvements in manufacturing efficiency are reducing the cost of Li-ion batteries. For instance, according to BloombergNEF (BNEF), the average cost of Li-ion battery packs per kWh declined by more than 20% from 2023 to a record low of USD 115/kWh, the most significant annual decline since 2017.

Moreover, vehicular emissions are increasing across mature and developing countries. Various organizations and governments are focusing on reducing vehicular emissions. In the U.S., the government has implemented regulations to control vehicular emissions. Hence, many automobile manufacturers have introduced e-bikes in the U.S. bike

industry.

The development and adoption of e-bikes are growing significantly, owing to strong government support in the form of incentives and subsidies. Such initiatives are expected to increase bike adoption. The US Department of Transportation offers considerable funding for cycling projects through Better Utilizing Investments to Leverage Development (BUILD) grants. Other key initiatives that encourage the adoption of cycles in the U.S. include the Nonmotorized Transportation Pilot Program, Safe Routes to School, and Recreational Trails Program.

In addition, bicycle sports events include amateur and professional races that are held in the U.S. 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 in the U.S. will positively impact the market growth during the forecast period.

Moreover, the growing awareness about the health benefits of using bicycles will positively influence the U.S. bike industry. During the last decade, technological advances resulted in the high adoption of smartphones and video games for recreational purposes. The increase in desk-based jobs, which significantly reduces physical activity, is also posing a threat to the health of a major segment of the population. Working for long hours with limited mobility not only affects the muscles and bones but also affects the mental health of an individual. To overcome this challenge, various organizations are spreading awareness about the health benefits of cycling.

U.S. Bike Market Report Segmentation

This report forecasts revenue growth at the country level 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 U.S. bike market report based on the type, product, price range, end use, and application:

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

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

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