

Electric Kick Scooter Market Report by Product Type (Two Wheeled, Three Wheeled), Battery Type (Sealed Lead Acid (SLA), Lithium Ion (Li-Ion), and Others), Voltage (Less than 25V, 25V to 50V, More than 50V), Application (Personal, Rental), End User (Kids, Adults), and Region 2024-2032

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Abstracts

The global electric kick scooter market size reached US\$ 3.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 8.1 Billion by 2032, exhibiting a growth rate (CAGR) of 9.7% during 2024-2032. The market is experiencing rapid growth, driven by the increasing urbanization and traffic congestion, the implementation of supportive regulatory frameworks, rising focus on health and wellness trends, rapid technological advancements, growing awareness of the environment, and the heightened popularity of shared mobility service.

Electric Kick Scooter Market Analysis:

Major Market Drivers: These scooters are a popular option for short-distance travel as cities are embracing more sustainable and efficient transportation options due to growing urbanization and traffic congestion. The demand for eco-friendly transportation choices is also affecting the market owing to rising sustainability efforts and an increase in environmental consciousness. Governments are supporting this by creating favorable laws and incentives to encourage the use of electric vehicles (EVs). Moreover, the performance and allure of electric kick scooters are being improved by the quick advances in battery life, motor efficiency, and smart networking.

Key Market Trends: The emergence of shared mobility services, which offer easy and cost-effective access to these scooters without requiring ownership, is completely changing urban transportation. Further enhancing the user experience and growing the

market share are design and technological advancements, including longer-lasting batteries, improved safety measures, and intelligent networking possibilities. In addition, the utility and appeal of these scooters are being improved by their incorporation into public transit networks and the construction of infrastructure specifically designed for them, such as parking lots and lanes for scooters.

Geographical Trends: Europe is the dominant region in this market, driven by supportive government policies, extensive urban infrastructure, and a strong cultural emphasis on sustainable transportation. Other regions are also witnessing significant growth, supported by increasing urbanization, technological advancements, and a focus on reducing carbon emissions.

Competitive Landscape: Some of the major market players in the electric kick scooter industry include AKTIVO Scoot, Globber, GOVECS AG, Hiboy, IconBIT GmbH, Jetsons, Micro Mobility Systems AG, Niu Technologies, Razor USA LLC, Segway Inc., Swagtron, Yadea Technology Group Co. Ltd., and Xiaomi Inc., among many others.

Challenges and Opportunities: Regulatory challenges, including the need for consistent safety standards and the integration of scooters into existing transportation frameworks, pose obstacles to the market growth. However, opportunities for market expansion include tapping into emerging markets, developing more robust and feature-rich scooter models, and leveraging partnerships with governments and public transportation authorities. Also, addressing concerns related to battery recycling, environmental impact, and rider safety through innovation and regulatory compliance can enhance market credibility and adoption.

Electric Kick Scooter Market Trends:

Increasing Urbanization and Traffic Congestion

There is a rise in population in urban areas which is grappling cities with increasing traffic congestion. India's urban population in 2022 was 508,368,361, which is a 2.05% hike from 2021. In the same year, the U.S. urban population reached 276,908,634, which is up 0.63% from 2021. This increased rate has also elevated the congestion on roads. The typical U.S. driver lost 51 hours to congestion in 2022, about an hour each week, which cost them \$869 in lost time. Electric kick scooters provide a practical solution to these challenges, facilitating short-distance travel and reducing reliance on traditional motor vehicles. These scooters are convenient for last-mile connectivity as they effectively cover the distance between public transportation hubs and final destinations. Additionally, these scooters contribute to the reduction of urban air pollution and noise.

Growing Environmental Awareness and Sustainability Initiatives

There is an increasing awareness of environmental issues and the urgent need for sustainable solutions, which is pushing consumers and policymakers to turn to electric kick scooters as a viable alternative. Passenger cars and light commercial vehicles (vans) are respectively responsible for around 16% and 3% of total EU emissions of carbon dioxide (CO₂). Also, transport is the only sector where greenhouse gas (GHG) emissions have increased in the past three decades in Europe, rising 33.5% between 1990 and 2019. In the U.S., a typical passenger vehicle emits about 4.6 metric tons of carbon dioxide per year. Electric kick scooters, with their zero-emission operation, contribute significantly to reducing the carbon footprint associated with urban commuting.

Rising Focus on Health and Wellness Trends

The market for electric kick scooters is also gaining popularity due to the growing emphasis on health and wellness. People are becoming more health-conscious, which is increasing the preference for modes of transportation that encourage physical activity and reduce sedentary behavior. Recent estimates by the World Health Organization (WHO) European Region suggest that overweight and obesity cause more than 1.2 million deaths every year in this region, which comprises 53 countries. Also, the Chinese Centre for Disease Control and Prevention (CDC) suggested that an estimated 8.1% of Chinese adults had obesity in 2018, which was three times the level in 2004. This hike in obesity rates has become a major concern for many individuals, encouraging them to opt for travel options that offer mobility in the body. While electric kick scooters are motorized, they still require some level of physical effort to balance and navigate, which offers a moderate form of exercise compared to completely sedentary transportation options.

Electric Kick Scooter Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on product type, battery type, voltage, application, and end user.

Breakup by Product Type:

Two Wheeled

Three Wheeled

The report has provided a detailed breakup and analysis of the market based on the product type. This includes two wheeled and three wheeled.

Two-wheeled electric kick scooters are known for their simplicity, maneuverability, and widespread consumer acceptance. These scooters are designed for quick, agile movement, making them ideal for navigating through crowded urban environments. Moreover, their lightweight structure allows for easy portability. Besides this, the versatility and ease of use of two-wheeled scooters, making them a popular choice among a diverse user base, including students, young professionals, and casual riders, is contributing to the electric kick scooter market growth.

Three-wheeled electric kick scooters are suitable for beginners, older adults, and those with balance concerns. The additional wheel provides extra support and balance, reducing the risk of falls and making the ride smoother and more secure. Along with this, their growing popularity among parents who are looking for safer options for their children, is enhancing the electric kick scooter demand.

Breakup by Battery Type:

Sealed Lead Acid (SLA)

Lithium Ion (Li-Ion)

Others

Lithium ion (Li-Ion) holds the largest share of the industry

A detailed breakup and analysis of the market based on the battery type have also been provided in the report. This includes sealed lead acid (SLA), lithium ion (Li-Ion), and others. According to the report, lithium ion (Li-Ion) accounted for the largest market share.

According to the electric kick scooter market trends and analysis, lithium-ion (Li-Ion) batteries dominated the market due to their superior energy density, longer lifespan, and faster charging capabilities compared to other battery types. The high energy density of these batteries allows for longer travel distances on a single charge, meeting the needs of urban commuters who require reliable and efficient transportation. Additionally, the compact size and lightweight nature of Li-Ion batteries contribute to the overall portability and maneuverability of the scooters.

Breakup by Voltage:

Less than 25V
25V to 50V
More than 50V

25V to 50V represents the leading market segment

The report has provided a detailed breakup and analysis of the market based on the voltage. This includes less than 25V, 25V to 50V, and more than 50V. According to the report, 25V to 50V represented the largest segment.

As per the electric kick scooter market forecast and outlook, the 25V to 50V range accounted for the largest segment as it offers an optimal balance of power, performance, and safety for a wide range of users. Scooters in this voltage range provide sufficient power to achieve desirable speeds and acceleration while maintaining manageable battery sizes and weights, making them ideal for urban commuting and short-distance travel. Moreover, these scooters can handle various terrains and inclines with ease as they provide a smooth and reliable riding experience, thereby bolstering the electric kick scooter market revenue.

Breakup by Application:

Personal
Rental

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes personal and rental.

Personal use scooters offer individuals a flexible and eco-friendly way to navigate through congested city streets, providing a practical alternative to traditional commuting methods such as cars and public transportation. They are favored for their portability, ease of use, and low maintenance costs. Additionally, the rising popularity of personal use scooters owing to rapid advancements in technology, such as enhanced battery life, smart connectivity features, and improved safety mechanisms, is fueling the market growth.

Rental scooters are part of shared mobility services offered by several companies as they provide a convenient and affordable transportation option for short-distance travel. The rental model is popular among tourists and city dwellers who need a quick and

flexible way to get around without the commitment of ownership. Moreover, the rising support by city governments and municipalities to integrate these services into public transportation systems and develop the necessary infrastructure, like dedicated scooter lanes and parking spots, is contributing to the electric kick scooter market's recent opportunities and developments.

Breakup by End User:

Kids
Adults

The report has provided a detailed breakup and analysis of the market based on the end user. This includes kids and adults.

The kids' segment is characterized by a focus on safety, simplicity, and fun. These scooters are designed with younger users in mind, featuring lower speeds, smaller frames, and additional safety features such as wide, stable decks, hand-operated brakes, and limited-speed settings. Moreover, the rising adoption by parents for kids as they promote outdoor activity, improve coordination, and provide a sense of independence is fueling the market growth.

The adult segment is driven by the need for efficient, eco-friendly, and cost-effective urban transportation solutions. These scooters are designed to meet the demands of adult users, featuring higher speeds, longer battery life, and more robust construction to handle daily commuting and longer travel distances. Adults use these scooters for a variety of purposes, including commuting to work, running errands, and recreational activities.

Breakup by Region:

North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia

Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Europe leads the market, accounting for the largest electric kick scooter market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Europe represents the largest regional market for electric kick scooter.

According to the electric kick scooter market report and overview, Europe stands as the largest region, driven by a combination of supportive government policies, extensive urban infrastructure, and a strong cultural emphasis on sustainable transportation. Moreover, the rising adoption of these scooters by consumers as a key component of urban mobility strategies through regulations that facilitate scooter-sharing services and investments in dedicated scooter lanes and parking facilities is favoring the market growth. Additionally, the high population density and well-developed public transportation systems in European cities create an ideal environment for the integration of electric kick scooters for last-mile connectivity.

Competitive Landscape:

The market research report has also provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the major market players in the electric kick scooter industry

include AKTIVO Scoot, Globber, GOVECS AG, Hiboy, IconBIT GmbH, Jetsons, Micro Mobility Systems AG, Niu Technologies, Razor USA LLC, Segway Inc., Swagtron, Yadea Technology Group Co. Ltd., Xiaomi Inc., etc.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

The top electric kick scooter companies are actively driving market growth through a combination of technological innovation, strategic partnerships, and global expansion. These companies are continuously enhancing their product offerings with advanced features like improved battery life, enhanced safety mechanisms, smart connectivity, and robust design to meet diverse consumer needs. Moreover, they are forming strategic partnerships with city governments and transportation authorities to facilitate the integration of scooter sharing services into urban mobility ecosystems. Additionally, these players are expanding their presence in emerging markets and investing in marketing campaigns to increase brand visibility and consumer adoption. They are also focusing on sustainability initiatives, such as recycling programs for old scooters and using eco-friendly materials in production.

Electric Kick Scooter Market News:

In July 2023, Micro Mobility Systems AG unveiled a brand-new design on its Microlino city electric car's production edition, along with electric kick-scooters and a concept moto-scooter. The e-kick scooter has a rechargeable battery that can last up to 1000 km and speed up to 25km. The company announced that this particular model would cost around US\$1,150.

In April 2024, Yadea launched two new e-kickscooters, namely the Yadea EliteMax and the Yadea Artist. Debuting at CES 2024, the two e-kickscooters represent advancements in design, technology, and performance. The Yadea Artist is just 18.6kg and is recognized as the lightest dual-suspension scooter. Whereas, Yadea EliteMax has a dual suspension and 10-inch thickened tubeless tires. It is powered by a peak power 1000W motor and can conquer slopes of up to 25%.

Key Questions Answered in This Report

1. What was the size of the global electric kick scooter market in 2023?
2. What is the expected growth rate of the global electric kick scooter market during 2024-2032?
3. What are the key factors driving the global electric kick scooter market?
4. What has been the impact of COVID-19 on the global electric kick scooter market?

5. What is the breakup of the global electric kick scooter market based on the battery type?
6. What is the breakup of the global electric kick scooter market based on the voltage?
7. What are the key regions in the global electric kick scooter market?
8. Who are the key players/companies in the global electric kick scooter market?

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