

Global Electric-powered Two-wheelers Market Growth 2026-2032

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Abstracts

The global Electric-powered Two-wheelers market size is predicted to grow from US\$ 282 million in 2025 to US\$ 356 million in 2032; it is expected to grow at a CAGR of 3.6% from 2026 to 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.

LP Information, Inc. (LPI) ' newest research report, the "Electric-powered Two-wheelers Industry Forecast" looks at past sales and reviews total world Electric-powered Two-wheelers sales in 2025, providing a comprehensive analysis by region and market sector of projected Electric-powered Two-wheelers sales for 2026 through 2032. With Electric-powered Two-wheelers sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Electric-powered Two-wheelers industry.

This Insight Report provides a comprehensive analysis of the global Electric-powered Two-wheelers landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Electric-powered Two-wheelers portfolios and capabilities, market entry strategies,

market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Electric-powered Two-wheelers market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Electric-powered Two-wheelers and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Electric-powered Two-wheelers.

This report presents a comprehensive overview, market shares, and growth opportunities of Electric-powered Two-wheelers market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Brush Electric Motor

Brushless Electric Motor

Segmentation by Size:

12 inch

16 inch

18–20 inch

Segmentation by Material:

Steel Frame

Aluminum Alloy Frame

Segmentation by Application:

Child

Teenager

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

STACYC

Harley-Davidson

Kawasaki

Accell Group NV

Sherco

IndyBikes

Rewi

Talenic

Thumpstar

Wired Bikes

TAKANI

Husqvarna

Key Questions Addressed in this Report

What is the 10-year outlook for the global Electric-powered Two-wheelers market?

What factors are driving Electric-powered Two-wheelers market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Electric-powered Two-wheelers market opportunities vary by end market size?

How does Electric-powered Two-wheelers break out by Type, by Application?

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