

Opportunities for the Electric Bicycle Market in Australia

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Abstracts

According to a market report by Lucintel, the future of the electric bicycle market in Australia looks promising with opportunities in the traveling, social, and exercise and fitness markets. The electric bicycle market in Australia is expected to grow with a CAGR of 6.7% by value from 2021 to 2026. The major drivers for this market are increasing traffic congestion and rise in fuel prices, increasing health concerns/fitness consciousness, and growing environmental awareness.

Emerging trends, which have a direct impact on the dynamics of the electric bicycle market in the Australian market, include development of luxury folding e-bikes, and Introduction of high tech electric bikes with smartphone integration. Giant Bicycle Co., Ltd, Merida Industry Co., Ltd, Specialized Bicycle Component, and ORBEA are among the electric bicycle manufacturers.

A 115 pages report to help in your business decisions. Sample figures with some insights are shown below. To learn the scope, benefits, companies researched, and other details of the electric bicycle market in Australia report, please download the report brochure.

The study includes trends and forecast for the electric bicycle market in Australia by bicycle type, usage, propulsion type, motor type and battery type as follows:

By Bicycle Type [Value (\$M) and Volume (Units) Shipment Analysis from 2015 to 2026]:

Cargo

City/Hybrid

Mountain

Standard

Others

By Usage [Value (\$M) and Volume (Units) Shipment Analysis 2015 to 2026]:

Traveling

Social

Exercise/Fitness

Others

By Propulsion Type [Value (\$M) and Volume (Units) Shipment Analysis 2015 to 2026]:

Pedal Assisted

Throttle on Demand

By Motor Type [Value (\$M) and Volume (Units) Shipment Analysis from 2015 to 2026]:

Hub

Mid/Crank

By Battery Type [Value (\$M) and Volume (Units) Shipment Analysis from 2015 to 2026]:

Lithium ion

Others

Lucintel forecasts that mountain e-bike will remain the largest market by value due to increasing awareness on fitness and increasing recreation activities.

Traveling will remain the largest segment over the forecast period due to increasing traffic congestion and rising fuel prices.

Features of the Electric Bicycle Market in Australia

Market Size Estimates: Electric bicycle market size estimation in terms of value (\$M) and volume (units) shipment.

Trend and Forecast Analysis: Market trends (2015-2020) and forecast (2021-2026) by various segments.

Segmentation Analysis: Electric bicycle market by various segments, such as bicycle type, usage, propulsion type, motor type and battery type in terms of value.

Growth Opportunities: Analysis of growth opportunities in different bicycle type, usage, propulsion type, motor type and battery type for the electric bicycle market in Australia.

This report answers following key questions

Q.1 What are some of the most promising growth opportunities for the electric bicycle market in Australia by bicycle type (cargo, city/hybrid, mountain, standard, and others), usage (traveling, social, exercise/fitness and others), propulsion type (pedal assisted and throttle on demand), and motor type (hub and mid/crank), and battery type (lithium ion and others)?

Q.2 Which segments will grow at a faster pace and why?

Q.3 What are the key factors affecting market dynamics? What are the drivers and challenges, and business risks in this market?

Q.4 What are the business risks and competitive threats in this market?

Q.5 What are some of the changing demands of customers in the market?

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