

# Electric Scooter Market by Vehicle Type (Electric Motorcycles, E-Kick scooters & Bikes, Electric Mopeds), Power Output (Less Than 3.6kW, 3.6kW to 7.2kW), Battery Technology, Motor Type, Charging Type, End-user, and Geography - Global Forecast to 2031

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## Abstracts

The research report titled, 'Electric Scooters Market by Vehicle Type (Electric Motorcycles, E-Kick scooters & Bikes, Electric Mopeds), Power Output (Less Than 3.6kW, 3.6kW to 7.2kW), Battery Technology, Motor Type, Charging Type, End-user, and Geography—Forecast to 2031', provides an in-depth analysis of the electric scooters market in five major geographies and emphasizes on the current market trends, size, and share, recent developments, and forecast till 2031. The global electric scooters market is projected to reach \$408.1 billion by 2031, at a CAGR of 21.6% from 2024–2031. By volume, this market is expected to reach 298.5 million units by 2031 at a CAGR of 18.1% during the forecast period 2024 to 2031.

Electric scooters are plug-in electric vehicles with two or three wheels. The electricity is stored on board in a rechargeable battery, which drives one or more electric motors. Electric scooters have brushless direct current (BLDC) electric motors that are built into the hub of wheels. All electric kick scooters have at least one motor, while more powerful ones have two. Electric scooters consist of different types of e-bikes, including kick scooters, electric motorcycles, and electric mopeds. An electric kick scooter is a vehicle consisting of a footboard mounted on two wheels and a long steering handle, propelled by resting one foot on the footboard and pushing the other against the ground, assisted by an electric motor. Electric scooters are used for private and public transportation, shared mobility, micromobility, logistics, short commutes, and industrial

applications.

The growth of the global electric scooters market is driven by the increasing localization of electric scooter manufacturing in emerging economies, the increasing consumer acceptance of electric two-wheelers compared to ICE two-wheelers, and the rising inclination of developed economies toward electric-powered two-wheelers. However, the growing reliability issues among consumers due to increasing incidents of accidents involving electric two-wheelers and inadequate investment by legacy two-wheeler manufacturers toward electric scooters restrain the growth of this market.

The rise in government initiatives to mitigate traffic congestion and pollution is expected to generate market growth opportunities. However, the lack of charging infrastructure poses a major challenge for the market's growth.

The study offers a comprehensive analysis of the electric scooter market with respect to vehicle type (electric motorcycles, e-kick scooters & bikes, electric mopeds), power output (less than 3.6kW, 3.6kW to 7.2kW, 20kW to 100kW), battery technology (sealed lead acid, lithium-ion, lithium-ion polymer), motor type (hub motor, mid-drive motor) charging type (connector, wireless charging) end user (government institutions, academic institutes/universities, business organizations, micro-mobility service providers, individuals, and other end users), and geography (Asia-Pacific, Europe, North America, Latin America, and the Middle East and Africa). The study also evaluates industry competitors and analyzes the market at the country level.

Based on vehicle type, the global electric scooters market is segmented into electric motorcycles, electric mopeds, and e-kick scooters & bikes. The electric motorcycles segment is projected to register the highest CAGR during the forecast period. The growth of this segment is attributed to increasing government policies aimed at promoting electric mobility, growing awareness regarding the need to reduce greenhouse gas emissions and environmental pollution, rising demand for electric motorcycles among consumers, increasing gasoline prices, and stringent emission norms.

Based on power output, the global electric scooters market is segmented into less than 3.6 kW, 3.6 kW to 7.2 kW, and 20 kW to 100 kW. The 3.6 kW to 7.2 kW segment is expected to register the highest CAGR during the forecast period. The growth of this segment is attributed to the increasing adoption of electric scooters in emerging economies, favorable incentives and tax benefits, and increasing initiatives by key players in the electric two-wheeler segment.

Based on battery technology, the global electric scooters market is segmented into sealed lead-acid battery, lithium-ion battery, and lithium-ion polymer battery. The lithium-ion polymer battery segment is expected to register the highest CAGR during the forecast period. The growth of this segment is attributed to the rising adoption of lithium-ion polymer batteries due to their superior performance. These batteries provide a higher power-to-weight ratio, faster charging capabilities, and increased cycle life compared to traditional lithium-ion batteries, contributing to enhanced efficiency and range for electric two-wheelers.

Based on motor type, the global electric scooters market is segmented into hub motors and mid-drive motors. The hub motors segment is expected to register the highest CAGR during the forecast period. The growth of this segment can be attributed to government initiatives aimed at promoting the adoption of electric vehicles and the growing adoption of electric two-wheelers.

Based on end user, the global electric scooters market is segmented into government institutions, academic institutes/universities, business organizations, micro-mobility service providers, individuals, and other end users. The business organizations segment is expected to register the highest CAGR during the forecast period. The growth of this segment can be attributed to government initiatives aimed at promoting EV adoption and reducing road congestion.

Based on geography, the global electric scooters market is segmented into Asia-Pacific, Europe, North America, Latin America, and Middle East & Africa. The market in North America is projected to register the highest growth rate during the forecast period. The growth of this regional market can be attributed to rapid urbanization, increasing environmental consciousness, and the need for flexible and sustainable transportation options. Cities across the U.S. and Canada have embraced electric scooters as a viable solution to address the challenges of traffic congestion and the last-mile commute.

The key players operating in the global electric scooters market are Fuji-Ta Bicycle Co., Ltd. (China), Trek Bicycle Corporation (U.S.), Yamaha Motor Co., Ltd. (Japan), Yadea Group Holdings Ltd. (China), Riese & Müller GmbH (Germany), Leon Cycles (Germany), Niu Technologies (China), Walberg Urban Electrics GmbH (Germany), myStromer AG (Switzerland), Magnum Bikes (U.S.), Pedego Electric Bikes (U.S.), Aventon Bikes (U.S.), Govecs AG (Germany), Zhejiang Minimoto Bike Co Ltd (China), Zero Motorcycle Inc. (U.S.), Gogoro Inc. (Taiwan), Ather Energy Pvt. Ltd (India),

Energica Motor Company (Italy), Revolt Motors (India), Hero MotoCorp Ltd. (India), and Rad Power Bikes Inc. (U.S.).

Key Questions Answered in the Report:

Which are the high-growth market segments in terms of vehicle type, power output, battery technology, motor type, charging type, end user, and geography?

What is the historical market size for electric scooters market across the globe?

What are the market forecasts and estimates for the period 2024–2031?

What are the major drivers, restraints, opportunities, and challenges in the global electric scooters market?

Who are the major players in the market, and what are their market shares?

How is the competitive landscape for the global electric scooters market?

What are the recent developments in the global electric scooters market?

What are the different strategies adopted by the major players in the market?

What are the key geographic trends, and which are the high-growth countries?

Who are the local emerging players in the global electric scooters market, and how do they compete with other players?

Scope:

Global Electric Scooters Market—by Vehicle Type

E-Kick Scooters & Bikes

Electric Motorcycles

Electric Mopeds

## Global Electric Scooters Market—by Power Output

Less Than 3.6 kW

3.6 Kw to 7.2 kW

20 Kw to 100 kW

## Global Electric Scooters Market—by Battery Technology

Lithium-ion Battery

Sealed Lead-Acid Battery

Lithium-Ion Polymer Battery

## Global Electric Scooters Market—by Motor Type

Hub Motors

Gearless Hub Motors

Geared Hub Motors

Mid-Drive Motors

## Global Electric Scooters Market—by Charging Type

Connector Charging

Wireless Charging

## Global Electric Scooters Market—by End User

Business Organizations

Micromobility Service Providers

Individuals

Academic Institutes/Universities

Government Institutions

Other End Users

## Global Electric Scooters Market Assessment—by Geography

Asia-Pacific

China

India

Thailand

Japan

South Korea

Singapore

Rest of Asia-Pacific

Europe

Germany

France

Netherlands

Italy

Spain

U.K.

Switzerland

Sweden

Norway

Denmark

Rest of Europe

North America

U.S.

Canada

Latin America

Middle East & Africa

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