

Europe Electric Scooter Market by Vehicle Type (Electric Motorcycles, Electric Mopeds, E-scooters & Bikes), Power Output (Less Than 3.6kW, 3.6kW to 7.2kW), Battery Technology, Motor Type, Charging Type, End User, and Country - Forecast to 2030

<https://marketpublishers.com/r/EF71C9A60FBDEN.html>

Date: July 2023

Pages: 210

Price: US\$ 4,175.00 (Single User License)

ID: EF71C9A60FBDEN

Abstracts

The research report titled, 'Europe Electric Scooter Market by Vehicle Type (Electric Motorcycles, Electric Mopeds, E-scooters & Bikes), Power Output (Less Than 3.6kW, 3.6kW to 7.2kW), Battery Technology, Motor Type, Charging Type, End-user, and Geography—Forecast to 2030.', provides an in-depth analysis of the European electric scooters market in 21 major countries across Europe and emphasizes on the current market trends, size, and share, recent developments, and forecast till 2030. The European electric scooters market is projected to reach \$60.60 billion by 2030, at a CAGR of 20.4% from 2023 to 2030.

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 consists 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.

Electric scooters are used for short-distance commuting within cities and towns and for courier and e-commerce delivery applications. These vehicles have a smaller battery

pack and a driving range of less than 100 km per charge. These vehicles are lightweight, more efficient than conventional bikes, and can maneuver easily through congested streets. They serve the limited purpose of short-distance commuting.

The growth of the European electric scooters market is driven by the factors such as the increasing adoption of electric motorcycles and e-bikes for short commutes, the rising deployment of electric scooters for ride-sharing services in Europe, and the implementation of stringent emission regulations. Furthermore, rising health awareness among millennials is expected to offer lucrative opportunities for players operating in the European electric scooters market.

However, the high costs of electric two-wheelers, e-scooters, and bikes and the short lifespan of batteries are expected to restrain the growth of this market. In addition, the lack of regulations in the electric two-wheelers and micromobility space poses a challenge to the growth of this market.

Based on vehicle type, the European electric scooters market is segmented into e-kick scooters & bikes, electric mopeds, and electric motorcycles. The electric motorcycles segment is expected to grow at the highest CAGR during the forecast period. The growth of this segment is attributed to increasing government policies for 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 European 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 20 kW To 100 KW segment is expected to grow at the highest CAGR of 37.4% during the forecast period. The growth of the segment is attributed to the increasing adoption of electric motorcycles in emerging economies, the high growth of the electric two-wheelers market in Europe during the pandemic, favorable incentives and tax benefits, and growing demand for fast and powerful electric two-wheelers among the young generation.

Based on battery technology, the European electric scooters market is segmented into sealed lead acid battery, lithium-ion battery, and lithium-ion polymer battery. The lithium-ion polymer (LiPo) battery segment is expected to grow at the highest CAGR during the forecast period. LiPo batteries are known for their cost-effectiveness and reliable performance compared to lithium batteries. These batteries employ solid, colloidal polymers or organic electrolytes. LiPo batteries offer several advantages, including large capacity and fast charging capabilities. They deliver high power output quickly,

making them suitable for applications like e-bikes, where immediate power assistance is required during startup.

Based on motor type, the European electric scooters market is segmented into hub motors and mid-drive motors. The hub motors segment is further segmented into geared hub motors and gearless hub motors. In 2023, the hub motors segment is expected to account for the largest share of the European electric scooters market. Hub motors offer flexibility since they can power rear-wheel, front-wheel, or all-wheel-drive vehicles. An electric bike with a rear hub motor is easier to operate than an electric bike with a front hub motor since electric bikes with rear hub motors provide more stability. One of the biggest advantages of hub motors is that they require little or no maintenance. They are an independent drive system that retains all components inside the motor casing.

Based on end user, the European electric scooters market is segmented into government institutions, academic institutes/universities, business organizations, micromobility service providers, individuals, and other end users. In 2023, the business organizations segment is expected to account for the largest share of European electric scooters. Business organizations use e-scooters mostly for logistics. Some use e-scooters for courier and delivery services. Emco electroroller GmbH provides delivery e-scooters supplemented with practical transport boxes for pizza services, pharmacies, florists, and craftsmen. The benefits of using e-scooters for delivery are that the person can deliver in sensitive areas without noise pollution, saving operating costs.

Based on geography, the European electric scooters market is segmented into Italy, Germany, the Netherlands, Poland, France, Belgium, Spain, Austria, Sweden, Greece, Romania, Hungary, Croatia, Finland, the U.K., Switzerland, Denmark, Norway, Slovakia, Portugal, Ireland, and the Rest of Europe. The market in Hungary is expected to register the highest growth rate during the forecast period. The growth of this market is attributed to growing consumer interest in EVs, the increasing number of projects undertaken by the companies operating in the electric mobility industry, and growing government support for enhancing EV sales across the country.

The key players operating in the European electric scooters market are Energica Motor Company S.p.A. (Italy), Yamaha Motor Co., Ltd. (Japan), Niu Technologies (China), Riese & Müller GmbH (Germany), Leon Cycle (Germany?), Govecs AG (Germany), Walberg Urban Electrics GmbH (Germany), myStromer AG (Switzerland), Zero Motorcycles, Inc. (U.S.), and emco electroroller GmbH (Germany).

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 the electric scooters market in Europe?

What are the market forecasts and estimates for the period 2023–2030?

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

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

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

What are the recent developments in the European 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 European electric scooters market, and how do they compete with other players?

Scope of the Report

European Electric Scooters Market Assessment—by Vehicle Type

E-kick Scooters & Bikes

Electric Motorcycles

Electric Mopeds

European Electric Scooters Market Assessment—by Power Output

Less than 3.6 kW

3.6 kW to 7.2 kW

20 kW to 100 kW

European Electric Scooters Market Assessment—by Battery Technology

Lithium-ion Battery

Sealed Lead Acid Battery

Lithium-ion Polymer Battery

European Electric Scooters Market Assessment—by Motor Type

Hub Motors

Gearless Hub Motors

Geared Hub Motors

Mid-Drive Motors

European Electric Scooters Market Assessment—by Charging Type

Connector Charging

Wireless Charging

European Electric Scooters Market Assessment—by End User

Business Organizations

Micromobility Service Providers

Individuals

Academic Institutes/Universities

Government Institutions

Other End Users

European Electric Scooters Market Assessment—by Country

Netherlands

France

Belgium

Spain

Italy

Germany

U.K.

Poland

Denmark

Sweden

Norway

Switzerland

Finland

Austria

Croatia

Greece

Slovakia

Romania

Portugal

Hungary

Ireland

Rest of Europe

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