

Europe Bike Sharing - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

<https://marketpublishers.com/r/E37186C833F0EN.html>

Date: July 2024

Pages: 90

Price: US\$ 4,750.00 (Single User License)

ID: E37186C833F0EN

Abstracts

The Europe Bike Sharing Market size is estimated at USD 3.04 billion in 2024, and is expected to reach USD 6.17 billion by 2029, growing at a CAGR of 15.64% during the forecast period (2024-2029).

Over the medium term, rising consumer inclination in the wake of growing awareness about the benefits offered by bike-sharing services across the region, the presence of prominent players is expected to drive demand in the market. Consumers today are unwilling to invest hugely in commodities that can be used for only a brief period. Therefore, players in Europe are also supporting and launching new services in European countries.

In May 2023, the micromobility industry welcomed the French government's EUR 2 billion investment in a new bicycle plan through to 2027. The new bicycle plan includes building infrastructure, renewing aid for cycle purchases and pedaling training courses at primary schools, and tripling the cycling modal share from 3% to 9%.

Moreover, the players in Europe, such as Fifteen, which powers public bike rental services in more than 30 cities in France and globally, are supporting the initiatives for decarbonizing the transportation sector and net zero emission goals.

The bike-sharing system is designed specifically for commuters who can pick up bicycles as per their need at convenient times and locations. With hassle-free, low maintenance, and cheap pricing, bike sharing is also becoming popular in the European markets. Chinese bike-sharing models mostly penetrated the European bike-sharing market. Today, several local operators are also starting up their bike-sharing businesses. Also, Bikes provide the added benefit of leaner volume, which significantly

reduces traffic congestion.

The rise of E-bikes that provide the same utility as any two-wheelers with the added benefit of reduced ill-effects on the environment are also becoming popular amongst European countries. Many young engineers and entrepreneurs with experience in design and innovation see the E-bike industry as a massive opportunity, especially in the European markets.

May 2023: nextbike by TIER announced that it won the tenders to operate its bike-sharing systems in Santander, Arteixo, and the Bizkaia (Biscay) region, after the launch of four new systems in Spain at the start of 2023.

Germany, the United Kingdom, Belgium, and others are expected to hold a significant market share due to rising bike-sharing activities and infrastructure development across these countries.

Europe Bike Sharing Market Trends

Commuting Holds the Highest Share

Public bike sharing is making a transition in urban mobility in Europe. The concept of using bicycles/e-cycles as shared assets of transportation, irrespective of ownership, plays an important role in ensuring safe, resilient, sustainable, and futuristic urban development and sustainable development goals in Europe.

The ever-expanding on-demand commutation market also contributed to the popularity of e-scooters. E-scooters are modernized versions of classic scooters that have been converted into electric congestion.

Governments are providing incentives, such as subsidies and tax exemption, to promote electric vehicle purchases. Thus, the demand for electric bike sharing is seen on the graph's positive side, seeing the government incentives.

The bicycle industry is providing the mass transport mode of the future and focusing on investment in the expansion of cycling infrastructure vehicles by E-scooter manufacturers. These are also considered a superior option as they run on electricity and can travel long distances without harming the environment.

The rise in vehicle emissions led to the implementation of stringent laws and regulations by the governments of Europe. Electric bikes used for commuting are another major step toward reducing emissions in many developing economies as they can be used for various purposes, such as office commuting and last mile delivery options, and are accessible, safer, faster, and more efficient first and last-mile connectivity options, making urban commutes safe and convenient. They also help fight traffic.

For example, in May 2023 UK government invested EUR 32.9 million in improving cycle network and promoting cycle training and bike rental schemes for sharing, thereby catering to the segment's growth.

Germany Holds the Highest Share

Germany led the European market as commuters have been opting more for bike sharing for various purposes like commuting, traveling, and others. Germany was followed by the Netherlands and France.

The local government is also promoting the concept of bike sharing in Germany due to growing concerns for sustainability and reducing traffic congestion.

Germany's bike-sharing availability is getting better as rent-a-bike stations are located at the main railway stations, which are known as Fahrradmietstationen. Users can book bikes through online channels and other methods of payment for ongoing rental transactions.

In May 2023, the solar PV bike path was installed by green energy company Badenova in Germany and made operational for bikes.

Considering the development in electric mobility in Germany, bike-sharing incentives, growing adoption of electric bikes, and improvement of smaller and more energy-dense batteries, the demand for bike-sharing services is expected to witness an increased sales bar in Germany during the forecast period. Moreover, companies are working toward launching new products and services in the bike sharing market.

The major market players in Germany include the Deutsche Bahn AG with its subsidiary, DB Rent GmbH, and nextbike GmbH, which offers bike sharing services at locations like Aachen, Berlin, Frankfurt am Main, Karlsruhe, K?In, and other places, with

minimum charges starting from EUR 1.00, thereby contributing to market growth.

Europe Bike Sharing Industry Overview

The European bike sharing market is consolidated and led by globally and regionally established players. The companies adopt strategies such as new product launches, collaborations, and mergers to sustain their market positions.

In June 2023, V?liver became officially an electric bike-sharing system. It is integrated into the Moovizy application as a part of the Maas (Mobility as a Service) platform, which showcased V?liver alongside other transportation options.

Some of the major players in the market include Pony Bike, YObykes, Bleeper Active, Rekola Bikesharing s.r.o, and Berlin.de.

Additional Benefits:

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