

Mountain E-bikes Global Market Insights 2025, Analysis and Forecast to 2030, by Manufacturers, Regions, Technology, Application, Product Type

<https://marketpublishers.com/r/M36969BAD696EN.html>

Date: June 2025

Pages: 98

Price: US\$ 3,200.00 (Single User License)

ID: M36969BAD696EN

Abstracts

Mountain E-bikes Market Summary

Introduction

Mountain e-bikes, designed for off-road cycling with electric assistance, cater to the growing outdoor recreation market, with 100 million cyclists globally (IMBA 2023). The market is driven by rising demand for eco-friendly adventure sports and innovations in battery range and lightweight frames. The global mountain e-bikes market is projected to reach USD 120–240 billion in 2025, with a CAGR of 5%–9% through 2030.

Regional Analysis

North America: The U.S. leads with strong trail networks, while Canada focuses on rugged designs.

Europe: Germany and France drive growth due to cycling tourism and green policies.

Asia Pacific: China and Australia grow with adventure sports, while Japan emphasizes premium e-bikes.

Rest of the World: Brazil expands through outdoor recreation trends.

Propulsion Analysis

Pedal-assisted: Expected growth of 5.2%–9.2%, driven by fitness-focused riders.

Trends focus on battery efficiency.

Throttle-assisted: Projected growth of 5.0%–9.0%, popular for ease of use in rugged terrains.

Drive Type Analysis

Belt Drive: Expected growth of 5.3%–9.3%, valued for low maintenance. Trends emphasize durability.

Chain Drive: Projected growth of 5.0%–9.0%, driven by cost-effectiveness and performance.

Key Market Players

Leading firms include Giant Manufacturing, offering versatile e-bikes; Trek Bicycle Corporation, focusing on performance; Yamaha Motor, Accell Group, Merida Industry, Bulls Bikes USA, Cycling Sports Group, Magnum Electric Bikes, Heybike, Husqvarna E-Bicycles, VAAN ELECTRIC MOTO, Pedego, Polygon Bikes, and RANDRIDE, innovating in battery and frame technology.

Porter's Five Forces Analysis

Threat of New Entrants: Moderate, due to brand loyalty, though innovative startups can enter.

Threat of Substitutes: Moderate, as traditional bikes compete, but e-bikes offer assistance.

Bargaining Power of Buyers: Moderate, with riders seeking performance and affordability.

Bargaining Power of Suppliers: Low, due to multiple component providers.

Competitive Rivalry: High, with competition on range, weight, and design.

Market Opportunities and Challenges

Opportunities: Growing cycling participation (100 million riders) and eco-friendly trends

drive demand. Advanced batteries and Asia's adventure sports growth enhance sales.

Challenges: High costs of premium e-bikes limit adoption. Battery supply chain issues pose risks.

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