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Middle East & Africa Electric Scooter Market: Current Analysis and Forecast (2025-2033)

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Abstracts

Electric scooters are lightweight battery-powered two-wheeler products created to travel short distances in the city and for the first and last-mile connection. They offer a smaller, energy-saving alternative to vehicles and two-wheelers that use petrol and thus are highly applicable in the busy city streets, college campuses, and business areas. The current trend of the electric scooter is to feature either hub motors or belt-driven propulsion with lithium-ion batteries, regenerative braking, and intelligent connection features, allowing tracking, locking, and fleet management. They are not only absorbed as a two-wheeler that is privately owned, but also a shared micromobility resource that is managed by platform providers. The lower running and maintenance costs, quiet operation, and the reduction in local emissions are some of the factors supporting demand. Nevertheless, the increase is sustainable, based on safety in riding, charging/exchanging access, robust vehicle design suitable to local conditions, and easy-to-understand regulations, speed limits, parking, and use of roads.

The Middle East & Africa Electric Scooter market is set to show a growth rate of about 2.50% during the forecast period (2025- 2033F). MEA electric scooters market is an organized, city-by-city expansion, supported by congestion control, sustainability goals, and the development of short-trip urban mobility. The regulated shared-micromobility program and corporate fleets are the main adoption drivers in the GCC with the help of more transparent permit frameworks, fixed-riding zones, and rising investments in smart-city infrastructure. In Africa, the pace of change is greatest where two-wheelers already represent the core of everyday transportation and delivery - this is a natural progression to electric, however, adoption is more price-sensitive, dependent on access to funds, and the availability of energy. The market is further broadening its consumer leisure use to high-utilization markets like the last-mile delivery, campus/industrial mobility, and tourism corridors. This has led to the fact that ecosystem capabilities are being of more

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importance than the vehicles; charging, swapping, maintenance networks, and after-sales.

Based on type, the Middle East & Africa Electric Scooter market is segmented into belt drive, chain drive, and hub motor. Among them, the belt drive type has dominated the significant market share, mostly because it is less demanding in terms of maintenance, it is quieter, and it is cleaner when in an urban setting. Compared to chains, belt-driven systems do not need lubrication and, as such, reduce routine maintenance and are appealing to shared-mobility operators and high-utilization commercial fleets that need greater uptime and certainty in operating costs. Also, they provide more comfortable acceleration and reduced noise - valuable in high-value city quarters, tourist areas, and residential belt lines where micromobility is being actively encouraged. Moreover, belt drives are also likely to work in stop-start situations that are prevalent in overcrowded MEA cities. Although hub motor scooters are still popular due to their simple architecture, cost benefits, and the chain drive due to its durability in some heavy-duty applications, the belt drive segment is still being dominated, where customers are concerned with reliability, rider comfort, and the overall cost of ownership.

According to End-use, the market of the Middle East & Africa Electric Scooter is divided into personal and commercial. Among these, the personal category has been the largest market share, and this has been aided by increased consumer desire to have convenient, cheap mobility, two-wheelers, when traveling around in urban locations. Individual scooters are popular to use as a means of commuting within neighborhoods, metro or bus station connections, and recreational riding along promenades and mixed-use areas in cities. This has been supported by the fact that they are easily owned, require less charging than fleet operations, and are more flexible in their place and time of use. Moreover, the increasing interest in sustainability and the attractiveness of compact mobility options in highly trafficked hubs keep increasing the scope of personal purchases, especially in urban centers of the GCC.

The MEA electric scooter market has been divided into lead-acid, lithium-ion, and others based on the battery type. Among them, lithium-ion battery-powered electric scooters have commanded the largest market segment (mainly because of their increased energy density), lower weight, and increased cycle life, which all enhance functionality in range, acceleration, and overall ride quality. Lithium-ion batteries are also faster to charge and more consistent in performance,

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which is also valuable to daily commuters as well as high-intensity usage in urban hot environments. By comparison, lead-acid systems are still only available in a few affordable models due to the extra weight, range, and such systems need to be replaced more often. Lithium-ion is also likely to be the chemistry of choice in MEA as the pricing is actively getting better, and battery management systems will become more sophisticated.

For a better understanding of the market adoption of Middle East & Africa Electric Scooter, the market is analyzed based on its presence in countries such as Saudi Arabia, UAE, Egypt, South Africa, Turkey, Israel, and the Rest of the Middle East & Africa. The electric scooter market in Saudi Arabia is already in the first stage of development (early adoption). Still, in the future, the market will enter a structured development stage, supported by the priorities of Vision 2030, smart-city initiatives, and the increasing need for efficient short-distance mobility in large cities. Pilots of shared micromobility and controlled deployments are raising awareness and making the use of scooters a normal occurrence as a first and last-mile linkage between transit station locations, business areas, and locations with high pedestrian traffic.

Some major players in the market include Honda Motor Co Ltd, Elesco, NAVEE, Hero MotoCorp, PIERER Mobility AG, Gogoro Inc, Bayerische Motoren Werke AG ADR, Ather, and others.

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