

Electric Bikes And Scooters (Excluding E-Mopeds Or 2 Wheelers) Market Competition Analysis 2026

Electric Bikes And Scooters (Excluding E-Mopeds Or 2 Wheelers) Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035

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/EINPresswire.com/ -- "The [Electric](#)

[Bikes And Scooters](#) (Excluding E-

Mopeds Or 2 Wheelers) market is

dominated by a mix of global manufacturers and emerging regional players. Companies are prioritizing innovation in battery technology,

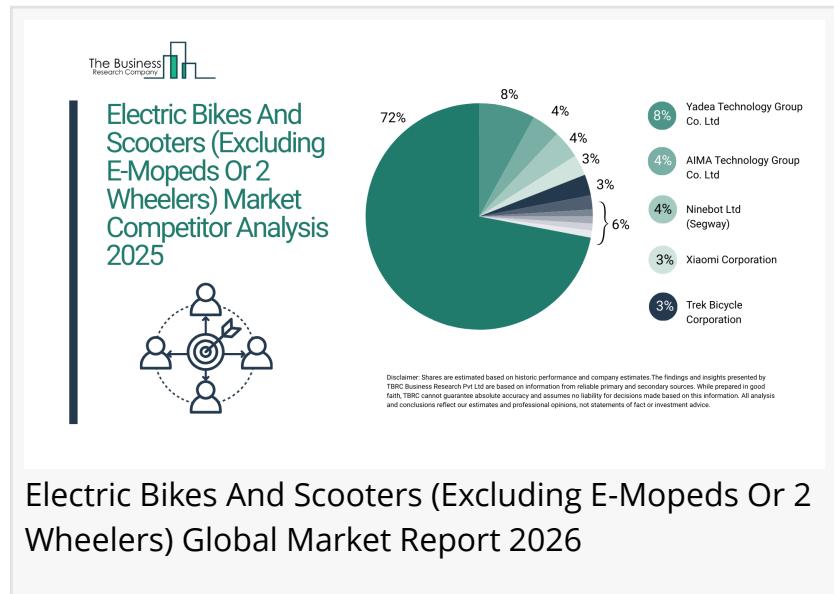
lightweight materials, and smart connectivity features to enhance product performance and user experience. Strategic investments in sustainable manufacturing and expanding charging infrastructure are also key focus areas to capture growing consumer demand. Understanding the competitive dynamics and evolving regulatory landscape is essential for stakeholders aiming to capitalize on market growth and form impactful partnerships.

Which Market Player Is Leading the Electric Bikes And Scooters ([Excluding E-Mopeds Or 2 Wheelers](#)) Market?

According to our research, Yadea Technology Group Co. Ltd led global sales in 2024 with a 8% market share. The Electric Two-Wheeled Vehicles and Related Accessories division of the company completely involved in the electric bikes and scooters (excluding e-mopeds or 2 wheelers) market provides engaged in the research and development, manufacturing and sales of electric two-wheeled vehicles and related accessories.

How Concentrated Is the Electric Bikes And Scooters (Excluding E-Mopeds Or 2 Wheelers) Market?

The market is concentrated, with the top 10 players accounting for 27% of total market revenue in 2024. This level of concentration highlights the industry's moderate-to-high entry barriers primarily shaped by the complexity of battery and drivetrain technologies, compliance with



evolving safety and environmental standards, and the capital-intensive nature of scaling production. Market leaders such as Yadea Technology Group, AIMA Technology Group, Ninebot (Segway), and Xiaomi hold strong competitive positions through diversified product portfolios, continuous innovation in smart and connected mobility solutions, and expansive global distribution networks. As cities worldwide accelerate efforts toward electrification and sustainable mobility, the market is expected to witness further consolidation, cross-sector collaboration, and technology-driven partnerships solidifying the leadership of major global manufacturers while enhancing product innovation and affordability.

- Leading companies include:
 - Yadea Technology Group Co. Ltd (8%)
 - AIMA Technology Group Co. Ltd (4%)
 - Ninebot Ltd (Segway) (4%)
 - Xiaomi Corporation (3%)
 - Trek Bicycle Corporation (3%)
 - Giant Manufacturing Co. Ltd (2%)
 - Lime Micromobility (1%)
 - Yamaha Corporation (1%)
 - Merida Industry Co. Ltd (1%)
 - Specialized Bicycle Components Inc (1%)

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Which Companies Are Leading Across Different Regions?

- North America: Rad Power Bikes, Lyft Urban Solutions, Yamaha Motor Corporation, Pedego Electric Bikes Canada Inc, Ohm Cycles Inc, Surface604, Electric Fat Bike Company, Biktrix, Alter Ego Bikes, Elby Bikes, Daymak Inc, Aventon Bikes, Specialized Bicycle Components, Trek Bicycle Corporation, Lectric eBikes, Juiced Bikes, Bird Rides, Inc, Lime (Neutron Holdings, Inc), Segway-Ninebot, Razor USA LLC, Unagi Scooters, Super73, and VelectriX are leading companies in this region.
- Asia Pacific: Lime (LimeBike, Inc), TAILG Electric Vehicle Co, Ltd, LUUP Inc, Pure Electric Ltd, Beam Mobility Pty Ltd, Niu Technologies, Xiaomi Corporation, AIMA Technology Group Co, Ltd, Yadea Technology Group Co, Ltd, Segway-Ninebot Group Co, Ltd, Ola Electric Mobility Pvt. Ltd, EMotorad Electric Vehicle Pvt Ltd, PURE EV Pvt Ltd, Yamaha Motor Co, Ltd, Panasonic Corporation, Bridgestone Cycle Co, Ltd, Samchuly Bicycle Co, Ltd, Giant Manufacturing Co. Ltd. (Giant Bicycles), Merida Industry Co, Ltd. (Merida Bikes), Gogoro Inc, Pega Innovation Technology Co, Ltd, Tern Bicycles, Neuron Mobility Pty Ltd, MOOV Mobility, and FLX Bikes Pvt. Ltd are leading companies in this region.
- Western Europe: Himiway Bikes, Revolt Motors AG, Swift Scooters Ltd, DYU Technology Co, Ltd,

Onemile Mobility Inc, eBikeLabs KTM AG, Greyp Bikes d.o.o, Cowboy, Veloretti B.V, Moustache Bikes SAS, Angell Mobility SAS, Riese & Müller GmbH, Cube Bikes GmbH, Haibike GmbH, URBAN-E GmbH, FIIDO Technology Co, Ltd, VanMoof B.V, Koninklijke Gazelle, Cortina E-Bikes, Micro Mobility Systems AG, BH Bikes, Orbea S. Coop, Stromer AG, BMC Switzerland AG, Brompton Bicycle Ltd, and Raleigh Bicycle Company are leading companies in this region.

- Eastern Europe: Veleco S.p.A, Kross S.A, CRUSSIS electrobikes s.r.o, HUGO E-bike, Eltreco Ltd, Kugoo Technology Co, Ltd, and Segway-Ninebot Group Co, Ltd are leading companies in this region.
- South America: CALOI S.A, Ninebot Limited, Xiaomi Corporation, Trek Bicycle Corporation, and Bayerische Motoren Werke AG (BMW AG) are leading companies in this region.

What Are the Major Competitive Trends in the Market?

- High-Performance All-Terrain Electric Scooters With Enhanced Suspension Systems is transforming ride quality and larger all-terrain tires.
- Example: Segway ZT3 Pro All-Terrain Electric Scooter (October 2024) assigns unique features advanced suspension systems, including a telescopic front fork and rear coil suspension, ensuring a smooth ride over rugged terrain.
- These innovations scooter is powered by a robust 1600-watt motor, enabling it to reach speeds of up to 25 km/h and tackle steep inclines of up to 25%.

Which Strategies Are Companies Adopting to Stay Ahead?

- Expanding advanced product lines with improved battery efficiency and lightweight materials to boost competitive positioning
- Strengthening investment partnerships to accelerate research and development, charging infrastructure, and global market entry
- Integrating internet of things (IoT) - based rider identity and AI-driven fleet management for safer, personalized, and autonomous ride experiences.
- Using cloud-native platforms for predictive maintenance and real-time vehicle monitoring to enhance operational scalability and risk mitigation.

Access the detailed Electric Bikes And Scooters (Excluding E-Mopeds Or 2 Wheelers) Market report here:

<https://www.thebusinessresearchcompany.com/report/electric-bikes-and-scooters-global-market-report>

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