

EUROPE AND US ELECTRIC BICYCLE MARKET GROWTH, TRENDS, AND FORECAST (2016 - 2027)



SAMPLE REPORT

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Chapter 1. Research Strategic Development

- 1.1. Market modelling starts with identifying a target market where historical data exists. A Market can include prediction problems, economic factors, analysing of customer behaviour and identifying new patterns from past events, which helps our client to a have deep dive into the market.
- 1.2. Product analysis involves steps such as examining product features, costs, availability, quality and other aspects. Product analysis is conducted to understand potential buyers and measure competition in the market.
- 1.3. Market Trend and Economic Factors Analysis helps in assessing potential changes to an economy's inflation rate, taxes, interest rates, exchange rates, trading regulations, and excise duties that can or have major effect on the target market.
- 1.4. Market Segmental Analysis defines in-depth scenario of the target market by the process of grouping consumers into naturally existing created segments of consumers who share similar product preferences or characteristics.
- 1.5. Geographical mapping approach helps our clients to understand national or international markets because different consumers in different regions have different needs, wants, and cultural characteristics that can be specifically targeted.
- 1.6. Country Wise Segregation Country wise segregation is one of the effective approaches for small businesses with limited budgets and time constraints. They can focus on their defined area and not expand needless marketing expenses on approaches well suited for their target geographic segment.

1.1 Product Overview

Electric bicycles (or e-bikes) contain integrated electric motors that can be used for propulsion. E-bikes use rechargeable batteries that can travel up to 25 to 32 km/h, depending on the country's government regulation. Electric bikes are now being considered as viable transportation option due to its power capacity, long distance

range, and moderate speed. Electric bikes pedal and handle just like a regular bicycle. By and large, an electric bike will use the same parts too. The electric component is meant to augment human power, not completely replace it. It makes obstacles like hills and headwind more manageable and allows one to travel further without getting as tired.

1.2 Research Scope

Type	<ul style="list-style-type: none">• Pedal Assist or Pedelecs• Pedal Assist with Power on Demand• Power on Demand
Motor Type	<ul style="list-style-type: none">• Hub Drive• Mid Drive• Others
Sales Channel	<ul style="list-style-type: none">• Online• Offline
Region/Country	<ul style="list-style-type: none">• Europe• US

Chapter 2. Research Methodology

2.1 Secondary Research

- During this study, the information was collected through secondary media, i.e., the official Websites of the respective regulatory authorities, research article and the knowledge gained by interaction with various industrial and Govt. professionals in the field of Electric Bicycle. Along with financial reports of companies involved in the market databases such as the National Bicycle Dealers Association, Light Electric Vehicle Association, European cycling associations, news blogs, White papers, Company websites and their product catalog.
- The research starts with in-depth secondary by locating sources as a Historical and statistical documents, white paper, Technical and trade journals, paid database (Hoovers, Factiva, Morning star etc.), Business documents, company annual report, associations etc. to analyse the segmentation to determine the sales trend in specific time period. This helps in creating a base line that is further used for analysis. Secondary research collection is carried out in a bid to implement the information gathered through a list of sources such as news, blogs, research papers, annual report, paid databases, industry association, industry presentation, investor presentations, press releases and in-house data repository.
- Secondary data analysis helps in finding broad product Type and availability of data. Each of the source was thoroughly inspected, scrutinized and assessed to extract relevant information. These secondary studies are directly correlated with primary data to avoid challenges associated with secondary research i.e. variations in data on the web.

2.2 Primary Research

- NPCS prepared primary data collection strategy for the participants such as industry expert, c-level executives etc. to obtain accurate data sets for the market and validate the responses given by the respondents. NPCS formulates the list of respondents in the target market such as traders, government organizations, and regulatory agencies. The study begins with conducting a thorough primary research process for gathering the relevant industry related information that aids in the process of building a base for data triangulation and validation.
- Extensive data mining utilizing a gamut of mediums such as questionnaires, telephonic and F2F interviews prescriptive interviews and experiments. A structured questionnaire is used for survey to identify pattern and data collection. The main methods of reaching the respondents is personal contact, group of focus interview, mail-based questionnaires, and telephonic interview. The questionnaires are forwarded to C Level Executives, Middle Level Executives, product experts, and customers, out of which filled questionnaires are collected and matched to the hypothesis created by NPCS.

2.3 Data Triangulation

- The data collected through primary and secondary research goes through cleansing and data clustering to identify the accurate data sets or equal to real scenario in the market and helps in determining right strategy to adapt in current or future.

2.4 Historical & Forecast Data

The already present historical data provides us advantage to track isolated metric in the market, which is a building block used for forecasting for future estimates.

- ANALYSIS PERIOD OF THE STUDY

Type	Period
Historical Year	2016 - 2019
Forecast Year	2020 – 2027

2.5 Identification of Segment

- Our R&D and Technical Team goes through each requirement and scope thoroughly to provide maximum detailed analysis. Two major process are followed during the finalization of the scope, firstly, all major competitors are benchmarked against the product portfolio to understand different products that are being floated in the market and secondly, the team also studies the demand side of the product, also the other requirements that fall alongside of the products.

2.6 Market Size Calculation

- The market size calculation is majorly based on the historical data with keeping in mind the parameters of current scenario and the correlation between the two, so that we better understand the direction the market is going to take.
- The market size is calculated in U.S. dollars.
- The data collected procured through secondary and primary sources for a particular year that were in currencies other than U.S. dollar, were converted to U.S. dollars by using average annual currency conversion rates.

2.7 Research Objective

- Our research team specifically target the market keeping in mind the requirements. Our strategy to optimize the data insights are primarily focused on competitor product and service offering.

Each competitor is scrutinized according the targeted region to understand the sales trend of each category in the market, simultaneously each region goes through series of systematic approach of understanding the driver, challenges and opportunity and related data sets such as growing income, population growth, technology landscape and other macro & micro economic factor that may drive or hamper the market. Each region goes through detailed analysis of segmentation and growth perspective that helps to find out which segment is leading, and which one will be having fastest growth rate this may help companies switch business strategy towards focusing on latest product and demand.

- Save and reduce time carrying out entry-level research by identifying the growth, size, leading players and segments in the market.
- Highlights key business priorities in order to assist companies to realign their business strategies.
- The key findings and recommendations highlight crucial progressive industry trends in the market, thereby allowing companies to develop effective long-term strategies.
- Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.
- Scrutinize in-depth country market trends and outlook coupled with the factors driving the market, as well as those hindering it.
- Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to products, segmentation and industry verticals.

Chapter 3. Executive Summary

3.1 Key Findings

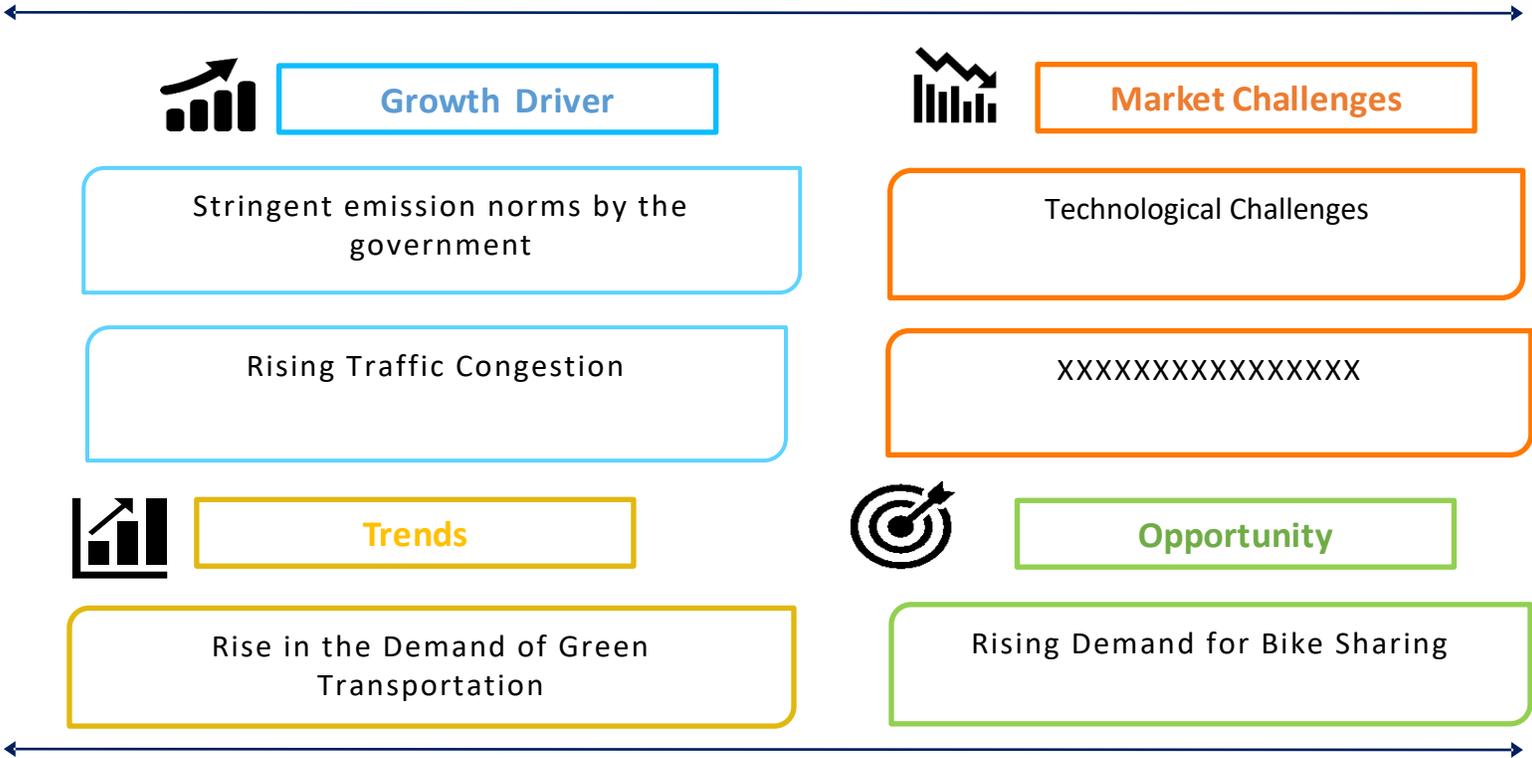
- The Europe and US Electric Bicycle market reached USD XX million in 2019 and is likely to reach USD XX million by the end of 2027 by registering a CAGR of XX%. The growth is primarily attributed to strict government regulations coupled with the emergence of eco-friendly vehicles and the increasing fuel price. Additionally, the depletion of fossil fuel levels at an alarming rate has been creating concerns for sustainability for future generations. This factor is posing a huge challenge for governments and society.
- Based on Type, the Electric Bicycle market segmented into Pedal Assist or Pedelecs, Pedal Assist with Power on Demand and Power on Demand. The pedal assist or pedelec segment is projected to have a significant growth rate during the forecasted period of 2020-2027. This is attributed to the pedal assist mode is more comfortable and more widely adopted than throttle when one is used to riding the bicycle. In pedal assist mode, the rider can mainly focus on pedalling and doesn't have to control the throttle. Pedal assist bicycles have different levels of assistance such as low, medium, and high.
- Based on the Sales Channel, the Electric Bicycle market is classified into online and offline. The offline segment will dominate the largest share in the Europe and US market. This is attributed to the surge in demand for electric bicycles due to emergence of eco-friendly vehicles and the increasing fuel prices along with presence of large of bicycle stores in USA and Europe.

Chapter 4. Market Insights

4.1 Supply Chain Analysis

Raw Material/Supplier	Manufacturing Companies	Distributors/ Suppliers of Finished Products	End-User
XXXX	XXXX	XXXX	XXXX
XXXX	XXXX	XXXX	XXXX
XXXX	XXXX	XXXX	XXXX
XXXX	XXXX	XXXX	XXXX
XXXX	XXXX	XXXX	XXXX
XXXX	XXXX	XXXX	XXXX
XXXX	XXXX	XXXX	XXXX
XXXX	XXXX	XXXX	XXXX
XXXX	XXXX	XXXX	XXXX

4.2 Economic Factor Analysis



4.6 Company Market Share Analysis, 2019

Figure 2: Company Market Share, 2019

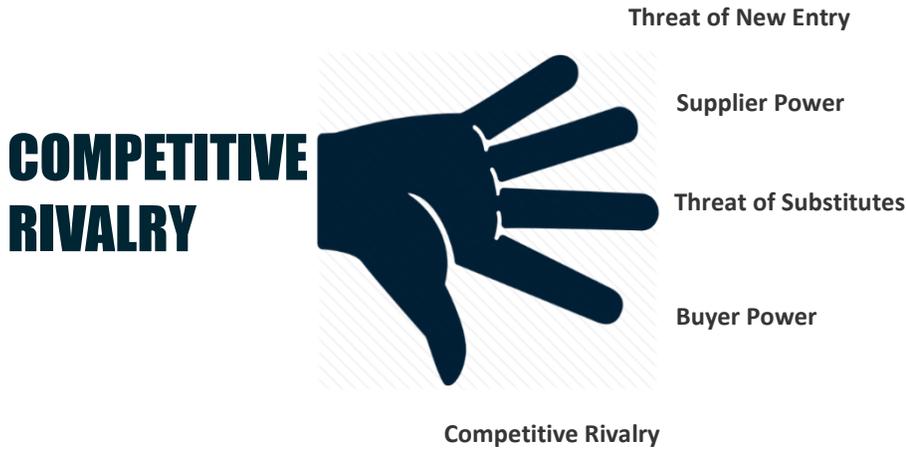


Figure 3: Company Market Share, 2027



- The top players operating in the Europe and US Electric Bicycle market are Accell Group N.V., Derby Cycle AG, Riese & Müller GmbH, Giant Manufacturing Co. Ltd., Royal Dutch Gazelle, Moustache Bikes, Trek Bicycle Corporation, Fritzmeier Systems GmbH & Company KG, myStromer AG, and Other Prominent Players. These companies have captured the significant share in the market.

4.7 Porter’s Five Forces



4.8 Business Model

Business Model	Subscription Based	Financing Based	Leasing Based
SoundCloud	XXXX	XXXX	XXXX
Electric Bike Company	XXXX	XXXX	XXXX
XXXX	XXXX	XXXX	XXXX
XXX	XXXX	XXXX	XXXX
XXX	XXXX	XXXX	XXXX
XXX	XXXX	XXXX	XXXX
XXX	XXXX	XXXX	XXXX
XXX	XXXX	XXXX	XXXX
XXX	XXXX	XXXX	XXXX

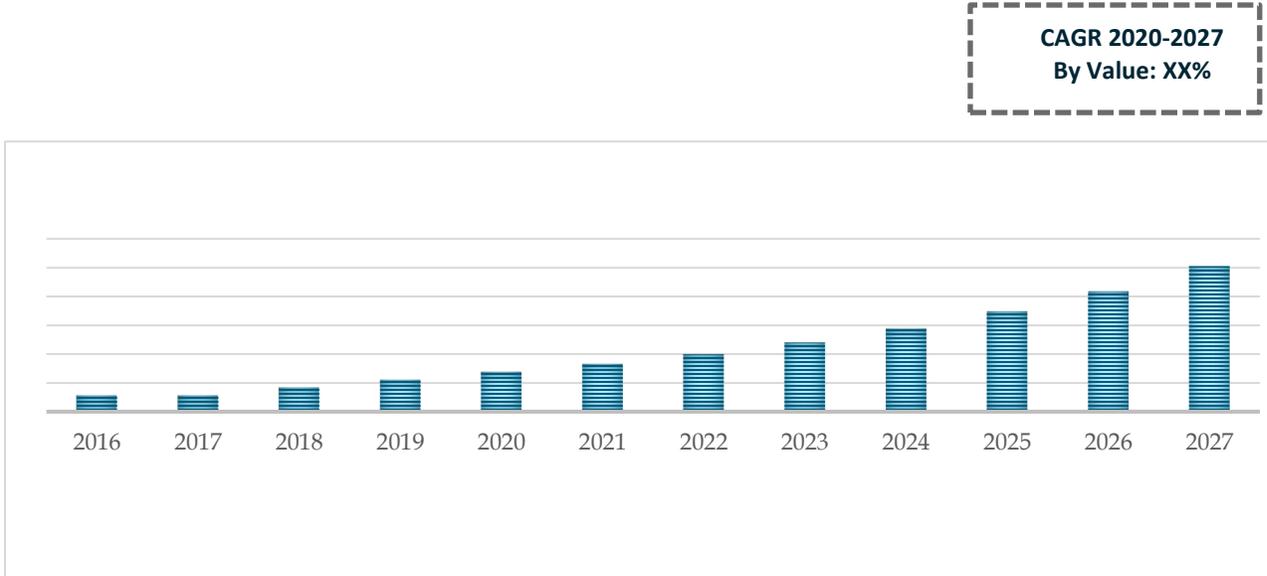
4.9 New Investment Analysis

- In January 2020, Accell Group and REIN4CED have confirmed their alliance with Accell for the digital manufacturing of high-end carbon fiber bicycle frames. REIN4CED in Belgium set up a brand-new integrated production plant. Accell gains from significant logistic and productivity advantages and improved supply chain stability and quality with the manufacturing shift from Asia to Belgium.

Chapter 5. Europe Electric Bicycle Market: Overview

5.1 Europe Electric Bicycle Market Size (USD Million) & Forecast (2016-2027)

Figure 4: Europe Electric Bicycle Market, By Value (USD Million) (2016-2027)



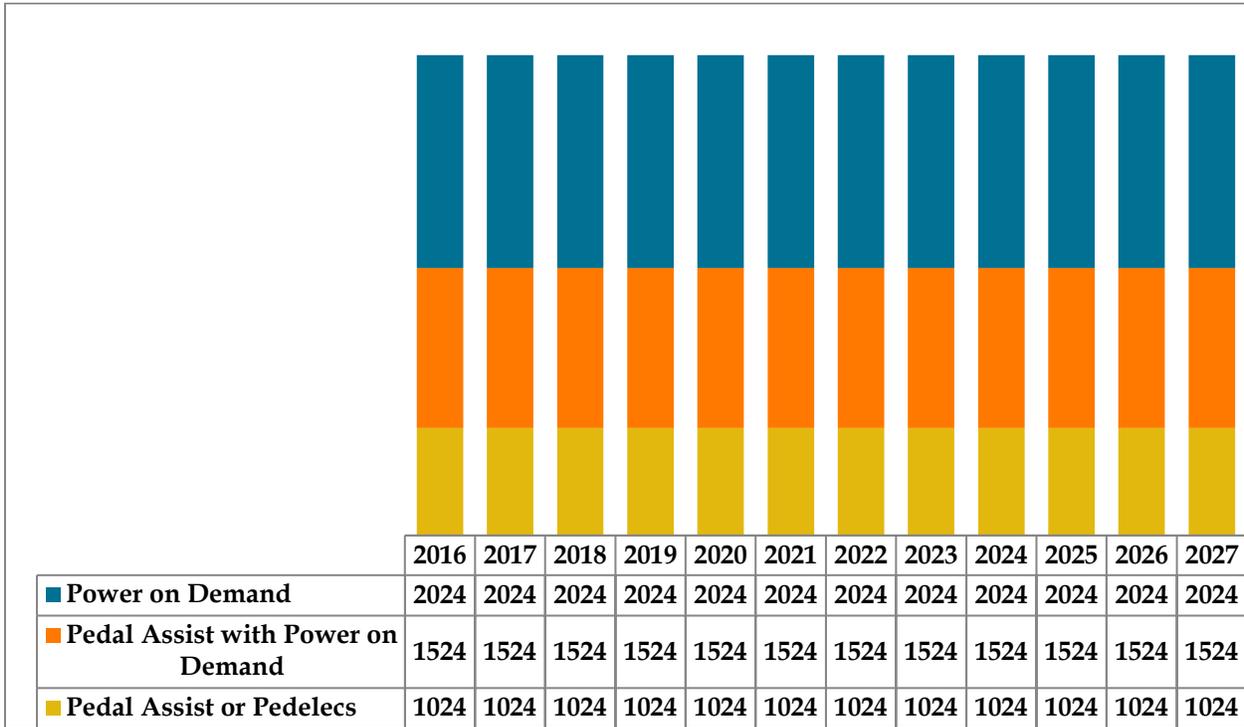
Source: NPCS Analysis

- The Europe Electric Bicycle market is anticipated to grow with a CAGR of XX%, in value terms, over the forecast period 2020-2027, and projected to reach USD XX Million by 2027 from an estimated USD 4,698.30 Million in 2019. It is attributed to the mounting cost of fuels across the region, which is estimated to propel the market. A 10% rise in oil prices leads to a 3% rise in fuel prices in Europe and a 7% change in the U.S.
- In the U.K., the average cost of a liter of petrol in 2020 is USD 1.62, while the figure was closer to USD 1.16 per liter a decade earlier.

5.2 Europe Electric Bicycle Market Share & Forecast, 2016-2027

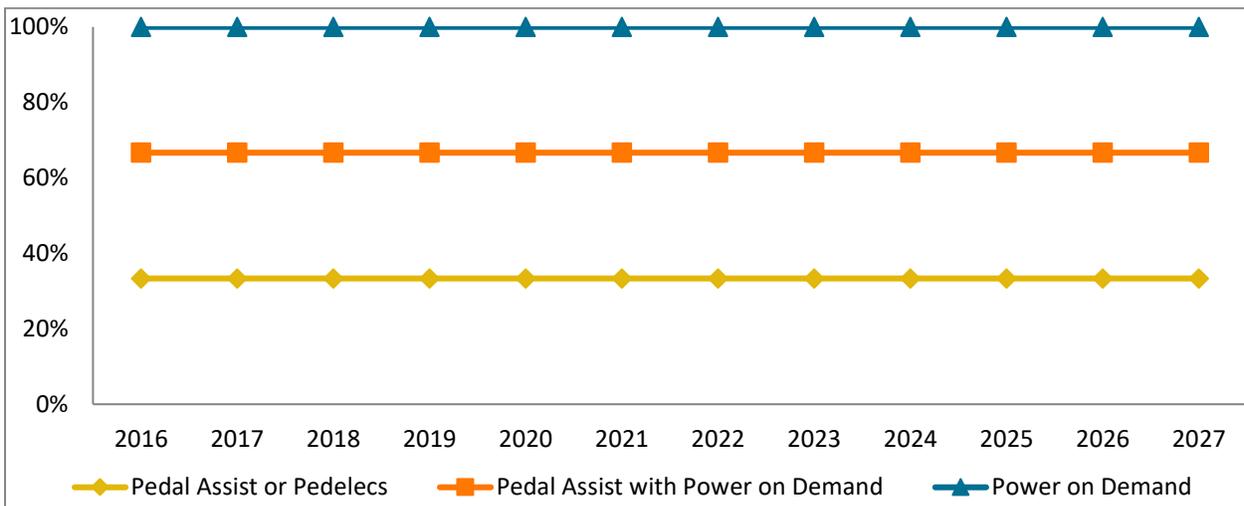
5.2.1 Europe Electric Bicycle Market Size (USD Million) & Share (%), By Type (2016-2027)

Figure 5: Europe Electric Bicycle Market Size, By Type, By Value (USD Million) (2016-2027)



Source: NPCS Analysis

Figure 6: Europe Electric Bicycle Market Share, By Type, By Value (2016-2027)

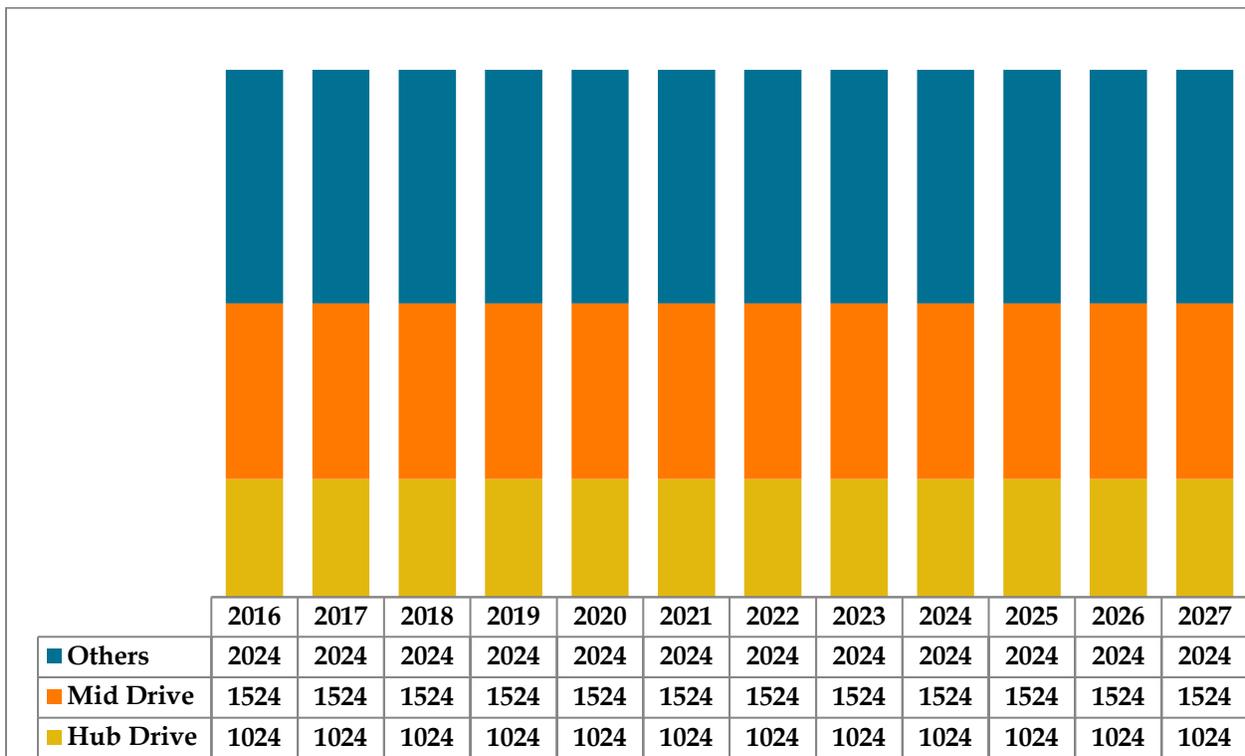


Source: NPCS Analysis

- Based on Type, the market is bifurcated into Pedal Assist or Pedelecs, Pedal Assist with Power on Demand, and Power on Demand. The Pedal Assist or Pedelecs segment is projected to hold the largest share during the forecasted period of 2020-2027 across Europe. This is attributed to the Pedal Assist or Pedelecs e-bikes benefits, including Mobility, Greater range, etc. Since the cyclist is less tired and average speeds are higher, higher distances are possible. Pedelec consumers drive more often and longer distances with the same commitment.

5.2.2 Europe Electric Bicycle Market Size (USD Million) & Share (%), By Motor Type (2016-2027)

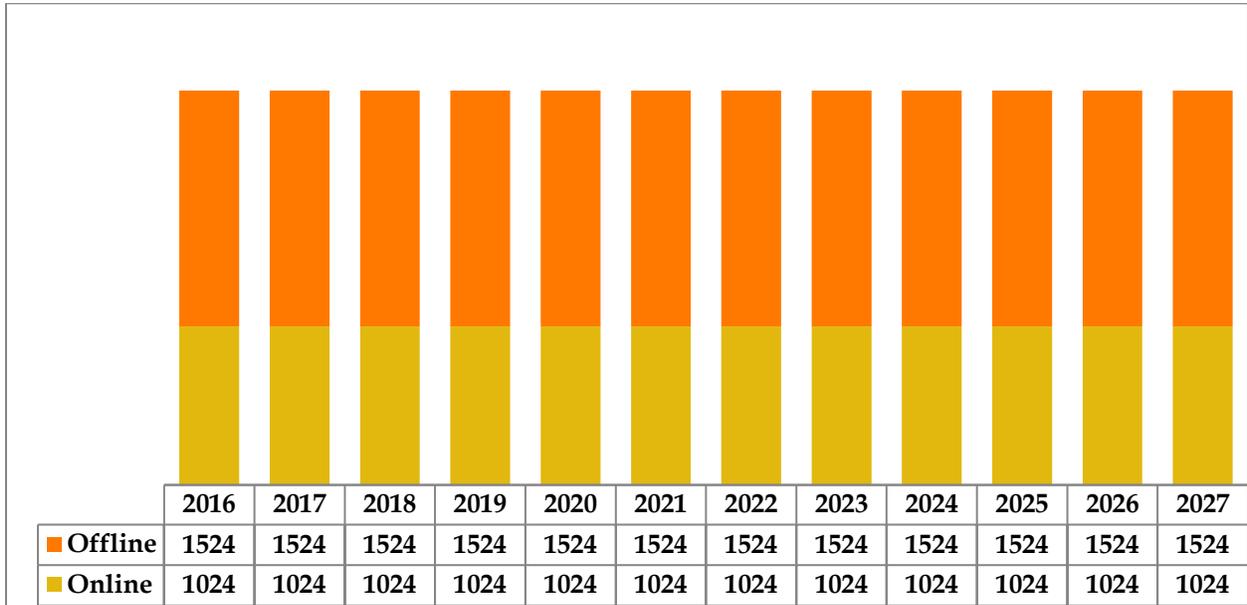
Figure 7: Europe Electric Bicycle Market Size, By Motor Type, By Value (USD Million) (2016-2027)



Source: NPCS Analysis

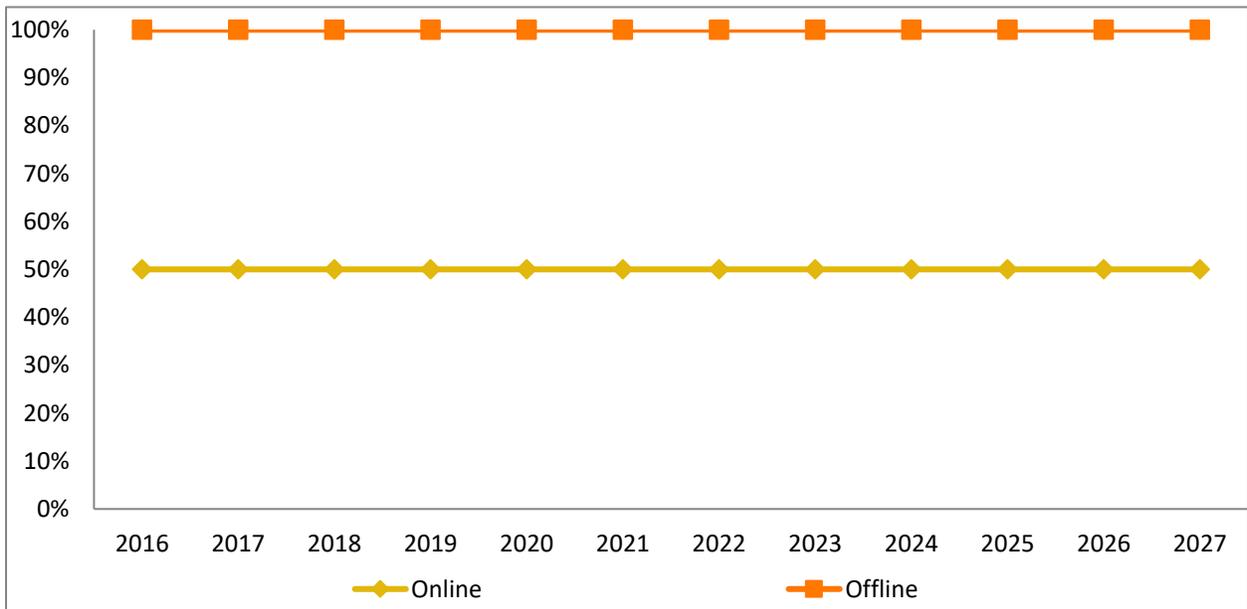
5.2.3 Europe Electric Bicycle Market Size (USD Million) & Share (%), By Sales Channel (2016-2027)

Figure 9: Europe Electric Bicycle Market Size, Sales Channel, By Value (USD Million) (2016-2027)



Source: NPCS Analysis

Figure 10: Europe Electric Bicycle Market Share, By Sales Channel, By Value (2016-2027)

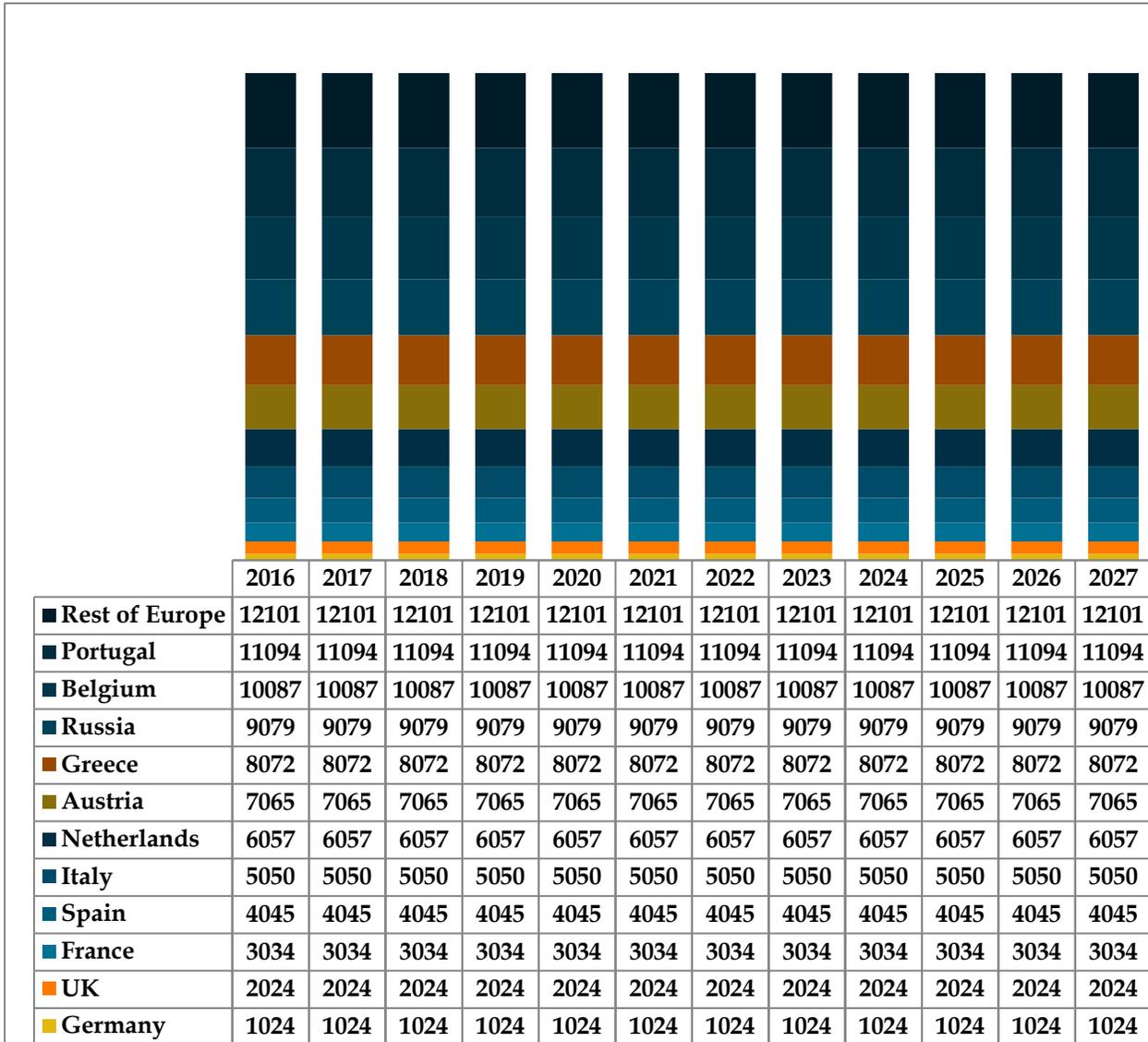


Source: NPCS Analysis

- Based on Sales Channel, the market is bifurcated into Online and Offline. The Offline sales channel segment is projected to hold the largest share during the forecasted period of 2020-2027 across Europe. This is due to the new retail method and demand differentials in supermarket stores and other wholesale industries, which are projected to drive the market.

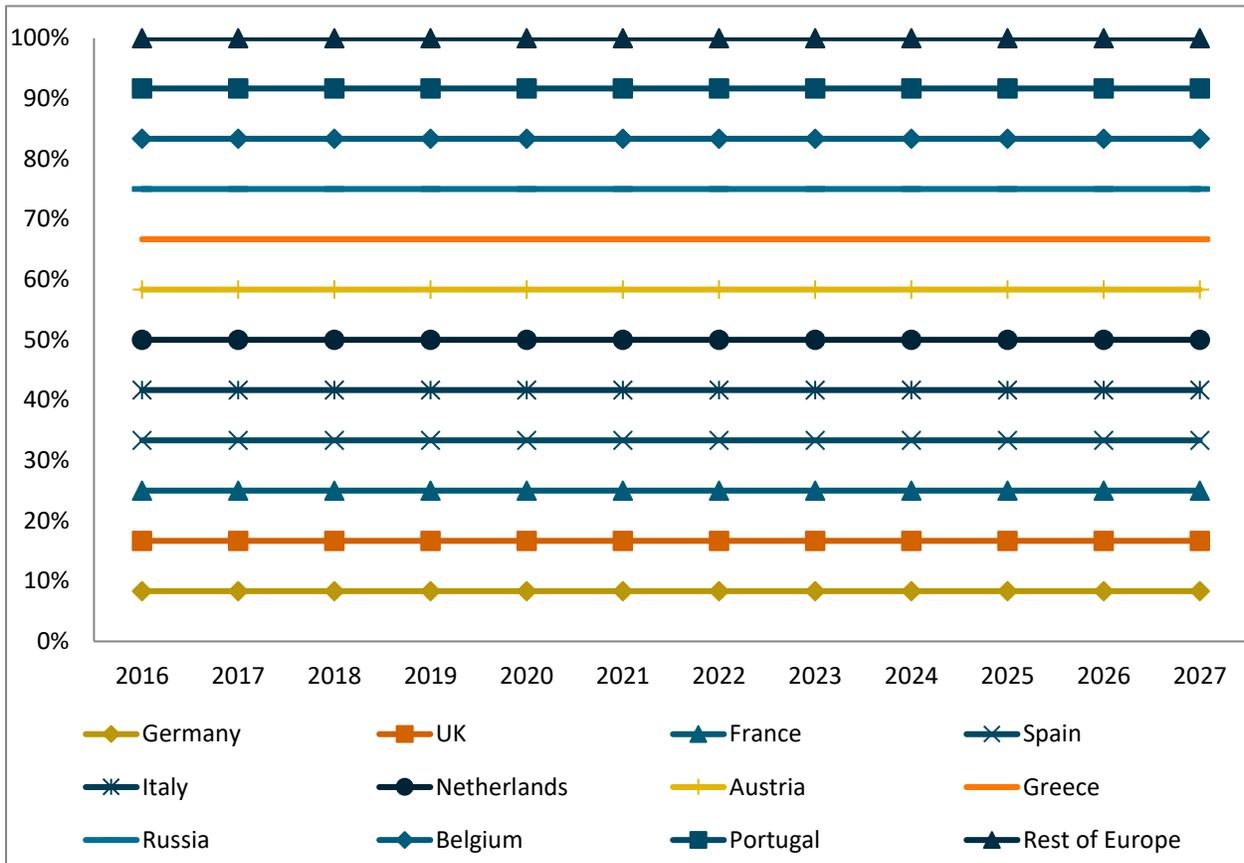
5.2.4 Europe Electric Bicycle Market Size (USD Million) & Share (%), By Country (2016-2027)

Figure 11: Europe Electric Bicycle Market Size, By Country, By Value (USD Million) (2016-2027)



Source: NPCS Analysis

Figure 12: Europe Electric Bicycle Market Share, By Country, By Value (2016-2027)



Source: NPCS Analysis

- Based on the Country, the Europe Electric Bicycle Market segmented into Germany, UK, France, Spain, Italy, Netherlands, Austria, Greece, Russia, Belgium, Portugal, and Rest of Europe. Germany is segment is projected to have the fastest growth rate during the forecasted period of 2020-2027 due to surge in technology advancement coupled with leading players presence across the country.
- However, France is predicted to have the fastest growth rate over the forecasted period of 2020-2027.

Chapter 11. Company Profiles

11.7.1 Accell Group N.V.

Table 1 Accell Group N.V. – Overview

Accell Group N.V. – Overview			
Corporate Address:	PO Box 435 8440 AK Industrieweg 4 Heerenveen, 8444 Netherlands	Establishment:	1998
Employee Strength:	3,410 approx.	Contact Number:	31-51-363-8703
Traded:	ACCEL (AMS)	Website:	https://www.accell-group.com/

Source: Company Website & Secondary Research

11.7.1.1 Company Description

Accell Group N.V. is a Netherlands based bicycle Company which was founded in 1998. The company designs and manufactures racing, children's, hybrid, mountain, electric, and luxury bicycles. The Company is the European market leader in e-bikes and the second largest in bicycle parts and accessories. The Company manufactures its bikes under the brands Haibike, Winora, Ghost, Batavus, Koga, Lapierre, Raleigh, Sparta, Babboe and Carqon and XLC brands for bicycle parts and accessories. The company is operating through two segments: bicycles and bicycle parts and accessories. The bicycles segment provides all types of bicycles, including the electric bicycle, e-bike, and e-mountain bike. The company offers E-Bikes for all ages and various purposes, from touring to the daily commute to work through multiple brands Batavus, Koga, Sparta, etc. These e-bikes are available on bases of technology such as smart e-bikes, speed pedelecs, special E-bikes, regular E-bikes. The brands such as Lapierre, Koga, and Haibike provide high-end sports e-bikes. Through the bicycle parts and accessories segment, they provide 85,000 different items in the long tail. The company operates across 18 countries.

11.7.1.2 Financial Analysis

	2017	2018	2019
Net Sales	1,261	1,219	1,311
EBIT	44.8	60.67	70.82
Profit	12.3	23.9	3.2

Source: Company Website, Annual Report, SEC Filings & Secondary Research

11.7.1.3 Key Products

- D-Burst with smart speed
- M9 Speed Pedelec 500WH
- E-NOVA EVO PT AUTOMATIC
- Finez E-go Power
- Finez E-go Active

11.7.1.4 Key Management Personnel

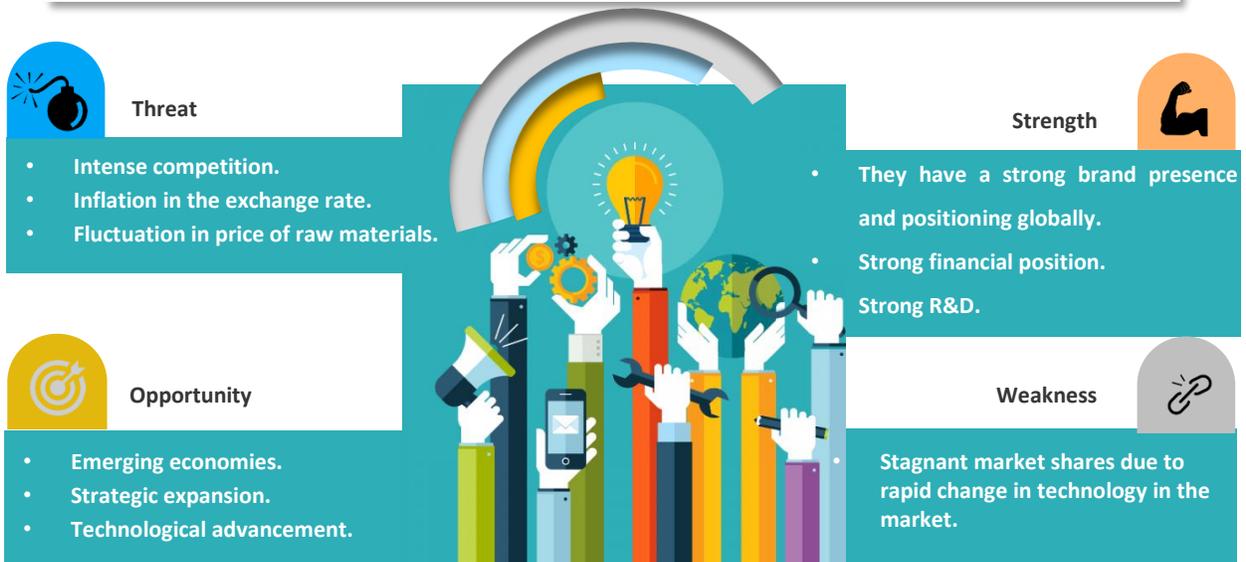
- Anton H Anbeek, CEO
- Ruben Baldew, CFO

11.7.1.5 Key Personnel

- Pamela Slettenaar, Marketing & ecom Director

11.7.1.6 SWOT Analysis

SWOT Analysis



DISCLAIMER

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