

Also in 2019 E-Bike Sales Keeps Growing in Big Numbers

label: Sales & Trends

AMERSFOORT, the Netherlands – After a year that saw unprecedented growth in the main markets for e-bikes; one of those markets continues to show a large growth. During this year's first quarter the sale of city e-bikes (turnover-wise) grew by some 44 percent in the Netherlands. In 2018 (volume-wise) electric bike sales in Holland rose by close to 38 percent to close to 410,000 units growing to be the biggest category.



Sale of e-bikes in the city bike category increased turnover-wise by 44 percent in first quarter of 2019. – Photo Bike Europe

Despite the fact that the sale of electric bicycles in the Netherlands continues to grow for many years now, there's no sign of saturation whatsoever. A recent Dynamo Retail Group market survey underlined that. Dynamo Retail Group is operating shop formats like Bike Totaal, Dynamo Retail Service, Fietswereld and Profile de Fietsspecialist in Holland, Belgium and Germany and has some 800 affiliated dealers/members.

25 percent growth

This survey involving 301 stores in the Netherlands shows that in terms of turnover bicycle sales (including e-bikes) in the first three months of this year was up 24.6 percent compared to the same period one year earlier. For e-bikes in the city bike category the Dynamo Retail Group survey shows that turnover on average at the 301 surveyed stores increased by 43.7 percent! Electric Trekking bikes sold also well with a 34.4 percent turnover growth in the first three months of the year compared to the same period of 2018.

Recovering interest in regular bikes

Contrary to earlier sales reports on the Dutch market, the Dynamo Retail Group survey shows that even the interest in regular bicycles is somewhat recovering. In terms of turnover, the sale of regular city bikes grew by 6.4 percent. Also road race did well with a 13 percent sales increase. Other categories like Trekking (minus 3 percent) and MTBs (also minus 3 percent) showed drops in revenue.