

# E-Bike Sales Also Boomed in France Last Year

label: Sales & Trends

**PARIS, France – Apart from Germany and the Netherlands where 2018 e-bike sales increased by close to 40 percent; France is the next market in Europe that saw a likewise development for electric bicycles last year. According to the statistics of the French Bicycles Observatory which were published yesterday, 2018 e-bike sales increased by 21 percent to an all-time high of 338,000 units. The e-bike category in France now represents 535 million euro in sales, which accounts for more than 40 percent of the total bicycle market value.**



*Jérôme Valentin, president of the French Union Sport & Cycle, during the presentation of the French bicycles observatory 2018. – Photo Michel de Chavanon*

On a total market volume of 2.7 million bicycles, the 2018 e-bike market share stood at 13 percent. Compared to 2017, the average retail price of an e-bike increased only slightly by 0.5 percent to 1,585 euro.

## Breakthrough of e-MTB and e-trekking

Obviously the sportive design of e-MTBs and e-trekking bikes are appealing to the French cyclists. Last year, 65,500 e-MTBs have been sold plus 63,000 e-trekking bikes representing a market share of 37 percent. New segments like e-road and specials like e-cargo bikes, enjoyed a successful market introduction with 3,700 units each.

## Increase in market value

The French Bicycles Observatory also reports an increase in market value of the combined bicycle, e-bike and P&A sales of 2.3 percent to 2.107 billion euro. The total market volume of bicycles and e-bikes declined by 3.5 percent from 2.8 million units in 2017 to 2.7 million in 2018. The average retail price for regular bicycles and e-bikes combined came in at 493 euro, an increase of 7.4 percent compared with 2017. This is mainly the result of the higher priced e-bikes which is clearly the leading trend, for both manufacturers and retailers in France.

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