

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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