

European Cargo Bike Industry Survey Results 2021

Facilitated by



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 769086



About the survey

- anonymous online survey for cargo bike brands
- survey duration: 20 May – 11 June 2021
- based on a broad definition of cargo bikes, covering models for private and commercial use
- 38 cargo bike brands participated (GER 14, NL 6, FR 4)
- small but still significant share of the market
- good turn-out considering the challenging times during the Covid-19 pandemic

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Market growth

- Sales of survey participants:
 - 2019: 33,235
 - 2020: 45,995
 - 2021: 75,843 (expected)
- Growth rate:
 - 2020: 38,4 %
 - 2021: 65,9 % (expected)

Reference data

- ZIV estimate for Germany 2020:
 - 103.000 cargo bikes, +40%
 - 2% of the total bike market

**Growing momentum.
Survey participants
expect their sales in
Europe to grow by a
record 66% in 2021.***

***Based on data of 38 cargo bike brands who participated in the anonymous online survey between May 20th and June 11th, 2021.**

Top national markets

- Countries with most mentions as top market from the 38 survey participants:
 - Belgium 12
 - Germany 8
- (No Belgian but 14 German survey participants!)
- Financial incentives in Belgium work!

**Belgium leads.
Belgium and
Germany have
especially emerged
as key cargo bike
markets in Europe.**

*Based on data of 38 cargo bike brands who participated in the anonymous online survey between May 20th and June 11th, 2021.

Motorized vs unmotorized

- Cargo bike sales of the 38 survey participants in 2020 included
 - 92 % motorized models
 - 8 % unmotorized models

Reference data

- ZIV estimate for cargo bikes sales in Germany 2020:
 - 32 % unmotorized models

Power matters.
Electrically assisted models made up 92% of all European cargo bike sales in 2020.

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EN standard

- aware of the EN standard for cargo bikes that is currently being developed:
- 34 of 38 survey participants

- interested in contributing to the European standardisation work or already contributing: 22 + 7

**Safety matters.
European cargo bike
producers have a
high interest in
actively developing
European Standards.**

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2021

Survey results online
cyclelogistics.eu/market-size

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More from CityChangerCargoBike
cyclelogistics.eu



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