

Electric Mobility – Room for Growth?

Census and other ABS data tell an interesting story about the use of mobility aids in Australia. For electric scooter and powerchair providers, it's an optimistic story. There's plenty of room for growth.

According to the ABS, around 3.7 million Australians have a disability. 20.3% of these reported that diseases of the musculoskeletal system and connective tissue were their main disability. That's over 750,000 people. In addition to this, 35.3% of people indicated that their needs were only partly met, and a further 2.7% that they were not met at all. This is a lot of potential customers.

What really caught our eye is the number of people still using manual wheelchairs or walking canes. Over 600,000 disabled people use mobility aids, and of these, a whopping 140,000 people are using a manual wheelchair. People whose independence and livelihoods would likely be enriched with an electric powered product.

That's where we get to step in. Scooters and powerchairs liberate some people like nothing else can. You've seen it, we've seen it. The challenge then is how to successfully market and sell to customers reluctant to make the switch. Next time we'll talk about some of our approaches, including tips from our top salespeople.

