

Automotive Starting Battery Market By Battery Type (Lead-Acid Batteries, Enhanced Flooded Batteries, Absorbent Glass Mat (AGM) Batteries, Lithium-Ion Batteries) , By Vehicle Type (Passenger Vehicles, Commercial Vehicles, Heavy Commercial Vehicles) : Global Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

Automotive Starting Battery Market

The automotive starting battery market was valued at \$23.5 billion in 2023 and is projected to reach \$36.2 billion by 2033, growing at a CAGR of 4.4% from 2024 to 2033.

An automotive starting battery is a critical component of vehicles that initiates the engine and powers electrical systems when the engine is turned off. A key characteristic of the battery is its ability to provide bulk power in a short duration. Such batteries are rechargeable and are replenished by an alternator present in the vehicles. All forms of vehicles, including internal combustion engines, hybrid vehicles, and electric vehicles are integrated with automotive starting batteries.

Exponential growth in population has fueled the demand for personal, commercial, and passenger vehicles. This has boosted the production of automobiles across the globe, propelling the development of the market. In addition, increase in the adoption of start-stop technology owing to rise in awareness regarding fuel efficiency augments the development of the market. A notable trend poised to acquire traction in coming years is the usage of silicon to produce anode for automotive starting batteries as it is expected to enhance the energy density by 50%. Furthermore, the blend of silicon and graphite

for anode production is anticipated to gain prominence in the future.

However, the manufacturing of vehicles powered by alternative technologies such as solar panels or hydrogen fuel cells is expected to present stringent competition to automotive starting batteries in coming years, hampering the development of the market. Moreover, the short lifespans of batteries and the need for frequent replacements restrain the market growth. On the contrary, rise in the adoption of EVs and explorations around reducing the charging times of batteries are projected to present lucrative opportunities for market expansion. For instance, CATL—a Chinese battery company—recently announced an ingenious battery technology integrated with lithium-iron-phosphate packs. The testing cycle of this automotive starting battery claims to add a remarkable range of 600 km to vehicles with a super-fast charging of 10 minutes.

Segment Review

The automotive starting battery market is segmented into battery type, vehicle type, and region. On the basis of battery type, the market is divided into lead-acid batteries, enhanced flooded batteries, absorbent glass mat (AGM) batteries, and lithium-ion batteries. Depending on vehicle type, it is divided into passenger vehicles, commercial vehicles, and heavy commercial vehicles. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of battery type, the lead-acid batteries segment held a high share of the market in 2023.

Depending on vehicle type, the passenger vehicles segment acquired a high stake in the market in 2023.

Region wise, Asia-Pacific was the highest revenue generator in 2023.

Competition Analysis

The major players in the global automotive starting battery market include Johnson Controls, Inc., Exide Technologies, LLC, GS Yuasa Corporation, Panasonic Corporation, East Penn Manufacturing Company, Inc., Robert Bosch GmbH, Crown Battery Manufacturing Co., Leoch International Technology Limited Inc., Hitachi

Chemical Company, and FIAMM Energy Technology. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive market.

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By Battery Type

Lead-Acid Batteries

Enhanced Flooded Batteries

Absorbent Glass Mat (AGM) Batteries

Lithium-Ion Batteries

By Vehicle Type

Passenger Vehicles

Commercial Vehicles

Heavy Commercial Vehicles

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

Rest of LAMEA

Key Market Players

Johnson Controls, Inc.

Exide Technologies, LLC

GS Yuasa Corporation

Panasonic Corporation

East Penn Manufacturing Company, Inc.

Robert Bosch GmbH

Crown Battery Manufacturing Co.

leoch International Technology Limited Inc

Hitachi Chemical Company

FIAMM Energy Technology

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