

Global Mobile Phone Power Accessories Market Size Study & Forecast, by Component (Power Bank, Chargers), Sales Channel (Online, Offline) and Regional Forecasts 2025-2035

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Abstracts

The Global Mobile Phone Power Accessories Market is valued approximately at USD 40.59 billion in 2024 and is anticipated to register a robust CAGR of 6.30% over the forecast duration from 2025 to 2035. As the mobile economy transitions into a hyper-connected digital landscape, the utility of power accessories has evolved from convenience to essential. With a skyrocketing global smartphone user base, the rising dependence on high-performance mobile devices has surged the need for reliable power support solutions. This market thrives on the convergence of mobility, convenience, and technological enhancement—driven by consumers' demand for uninterrupted access to communication, entertainment, work, and digital services. Power banks and chargers have thus emerged as indispensable companions to smartphones, especially in regions experiencing power volatility, remote travel patterns, or on-the-go digital lifestyles.

Heightened screen-on times, 5G rollout, fast-charging compatibility, and battery-draining applications have all contributed to the surging consumption of power accessories. The evolution of USB-C fast-charging standards, wireless charging pads, GaN technology-enabled compact chargers, and solar-powered banks are reshaping user preferences toward compact, sustainable, and multi-functional solutions. Simultaneously, consumer electronics companies are leveraging branding, product aesthetics, and multifunctional integration to extend their accessory portfolios. E-commerce platforms have become vital in this value chain, offering cross-border availability, competitive pricing, and an extensive catalog tailored to diverse regional tastes and price sensitivities. Offline channels, however, continue to retain relevance due to physical product demonstrations

and after-sale service trust.

Geographically, North America leads the mobile phone power accessories market, attributed to early adoption of flagship smartphones, high discretionary spending, and a mature consumer electronics aftermarket. Consumers in this region prioritize premium performance, fast-charging compatibility, and wireless innovation, making it a lucrative market for advanced accessories. Europe closely follows, particularly led by countries like Germany, the UK, and France where urban mobility, travel culture, and digital-first lifestyles create strong accessory replacement cycles. Meanwhile, Asia Pacific is projected to witness the fastest growth during the forecast period, spearheaded by the enormous smartphone penetration in China and India, expansion of organized retail and online marketplaces, and a rapidly urbanizing middle class that prioritizes mobile power autonomy in their daily routines.

Major market player included in this report are:

Samsung Electronics Co. Ltd.

Anker Innovations

Xiaomi Corporation

Philips N.V.

Belkin International Inc.

Sony Corporation

Ambrane India Pvt. Ltd.

Lenovo Group Limited

ADATA Technology Co. Ltd.

Huawei Technologies Co. Ltd.

Intex Technologies

Mophie Inc.

OnePlus Technology

Energizer Holdings Inc.

Baseus

Global Mobile Phone Power Accessories Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025-2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players.

The detailed segments and sub-segments of the market are explained below:

By Component:

Power Bank

Chargers

By Sales Channel:

Online

Offline

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

Contents

CHAPTER 1. GLOBAL MOBILE PHONE POWER ACCESSORIES MARKET REPORT SCOPE & METHODOLOGY

- 1.1. Research Objective
- 1.2. Research Methodology
 - 1.2.1. Forecast Model
 - 1.2.2. Desk Research
 - 1.2.3. Top-Down and Bottom-Up Approach
- 1.3. Research Attributes
- 1.4. Scope of the Study
 - 1.4.1. Market Definition
 - 1.4.2. Market Segmentation
- 1.5. Research Assumption
 - 1.5.1. Inclusion & Exclusion
 - 1.5.2. Limitations
 - 1.5.3. Years Considered for the Study

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. CEO/CXO Standpoint
- 2.2. Strategic Insights
- 2.3. ESG Analysis
- 2.4. Key Findings

CHAPTER 3. GLOBAL MOBILE PHONE POWER ACCESSORIES MARKET FORCES ANALYSIS

- 3.1. Market Forces Shaping The Global Mobile Phone Power Accessories Market (2024–2035)
- 3.2. Drivers
 - 3.2.1. Rapid Smartphone Penetration and Increased Battery-Drain Applications
 - 3.2.2. 5G Rollout and High-Speed Connectivity Accelerating Power Demand
 - 3.2.3. Growing Outdoor and Travel Lifestyles Requiring Portable Power Solutions
- 3.3. Restraints
 - 3.3.1. Advancements in Smartphone Battery Efficiency Reducing Accessory Dependence
 - 3.3.2. Intense Pricing Competition Among Accessory Manufacturers

- 3.3.3. Regulatory Compliance and Safety Standards for Power Accessories
- 3.4. Opportunities
 - 3.4.1. Innovations in Fast-Charging and GaN Technology for Compact Chargers
 - 3.4.2. Expansion of Renewable and Solar-Powered Bank Solutions
 - 3.4.3. Surging E-Commerce Growth and Mobile Commerce in Emerging Markets

CHAPTER 4. GLOBAL MOBILE PHONE POWER ACCESSORIES INDUSTRY ANALYSIS

- 4.1. Porter's 5 Forces Model
 - 4.1.1. Bargaining Power of Buyers
 - 4.1.2. Bargaining Power of Suppliers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Forces Forecast Model (2024–2035)
- 4.3. PESTEL Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
 - 4.3.5. Environmental
 - 4.3.6. Legal
- 4.4. Top Investment Opportunities
- 4.5. Top Winning Strategies (2025)
- 4.6. Market Share Analysis (2024–2025)
- 4.7. Global Pricing Analysis and Trends 2025
- 4.8. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL MOBILE PHONE POWER ACCESSORIES MARKET SIZE & FORECASTS BY COMPONENT 2025–2035

- 5.1. Market Overview
- 5.2. Global Mobile Phone Power Accessories Market Performance – Potential Analysis (2025)
- 5.3. Power Bank
 - 5.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 5.3.2. Market Size Analysis, by Region, 2025–2035
- 5.4. Chargers

5.4.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

5.4.2. Market Size Analysis, by Region, 2025–2035

CHAPTER 6. GLOBAL MOBILE PHONE POWER ACCESSORIES MARKET SIZE & FORECASTS BY SALES CHANNEL 2025–2035

6.1. Market Overview

6.2. Global Mobile Phone Power Accessories Market Performance – Potential Analysis (2025)

6.3. Online

6.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

6.3.2. Market Size Analysis, by Region, 2025–2035

6.4. Offline

6.4.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

6.4.2. Market Size Analysis, by Region, 2025–2035

CHAPTER 7. GLOBAL MOBILE PHONE POWER ACCESSORIES MARKET SIZE & FORECASTS BY REGION 2025–2035

7.1. Global Mobile Phone Power Accessories Market, Regional Market Snapshot

7.2. Top Leading & Emerging Countries

7.3. North America Mobile Phone Power Accessories Market

7.3.1. U.S. Mobile Phone Power Accessories Market

7.3.1.1. Component Breakdown Size & Forecasts, 2025–2035

7.3.1.2. Sales Channel Breakdown Size & Forecasts, 2025–2035

7.3.2. Canada Mobile Phone Power Accessories Market

7.3.2.1. Component Breakdown Size & Forecasts, 2025–2035

7.3.2.2. Sales Channel Breakdown Size & Forecasts, 2025–2035

7.4. Europe Mobile Phone Power Accessories Market

7.4.1. UK Mobile Phone Power Accessories Market

7.4.1.1. Component Breakdown Size & Forecasts, 2025–2035

7.4.1.2. Sales Channel Breakdown Size & Forecasts, 2025–2035

7.4.2. Germany Mobile Phone Power Accessories Market

7.4.2.1. Component Breakdown Size & Forecasts, 2025–2035

7.4.2.2. Sales Channel Breakdown Size & Forecasts, 2025–2035

7.4.3. France Mobile Phone Power Accessories Market

7.4.3.1. Component Breakdown Size & Forecasts, 2025–2035

7.4.3.2. Sales Channel Breakdown Size & Forecasts, 2025–2035

7.4.4. Spain Mobile Phone Power Accessories Market

- 7.4.4.1. Component Breakdown Size & Forecasts, 2025–2035
- 7.4.4.2. Sales Channel Breakdown Size & Forecasts, 2025–2035
- 7.4.5. Italy Mobile Phone Power Accessories Market
 - 7.4.5.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.4.5.2. Sales Channel Breakdown Size & Forecasts, 2025–2035
- 7.4.6. Rest of Europe Mobile Phone Power Accessories Market
 - 7.4.6.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.4.6.2. Sales Channel Breakdown Size & Forecasts, 2025–2035
- 7.5. Asia Pacific Mobile Phone Power Accessories Market
 - 7.5.1. China Mobile Phone Power Accessories Market
 - 7.5.1.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.5.1.2. Sales Channel Breakdown Size & Forecasts, 2025–2035
 - 7.5.2. India Mobile Phone Power Accessories Market
 - 7.5.2.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.5.2.2. Sales Channel Breakdown Size & Forecasts, 2025–2035
 - 7.5.3. Japan Mobile Phone Power Accessories Market
 - 7.5.3.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.5.3.2. Sales Channel Breakdown Size & Forecasts, 2025–2035
 - 7.5.4. Australia Mobile Phone Power Accessories Market
 - 7.5.4.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.5.4.2. Sales Channel Breakdown Size & Forecasts, 2025–2035
 - 7.5.5. South Korea Mobile Phone Power Accessories Market
 - 7.5.5.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.5.5.2. Sales Channel Breakdown Size & Forecasts, 2025–2035
 - 7.5.6. Rest of Asia Pacific Mobile Phone Power Accessories Market
 - 7.5.6.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.5.6.2. Sales Channel Breakdown Size & Forecasts, 2025–2035
 - 7.6. Latin America Mobile Phone Power Accessories Market
 - 7.6.1. Brazil Mobile Phone Power Accessories Market
 - 7.6.1.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.6.1.2. Sales Channel Breakdown Size & Forecasts, 2025–2035
 - 7.6.2. Mexico Mobile Phone Power Accessories Market
 - 7.6.2.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.6.2.2. Sales Channel Breakdown Size & Forecasts, 2025–2035
 - 7.7. Middle East & Africa Mobile Phone Power Accessories Market
 - 7.7.1. UAE Mobile Phone Power Accessories Market
 - 7.7.1.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.7.1.2. Sales Channel Breakdown Size & Forecasts, 2025–2035
 - 7.7.2. Saudi Arabia Mobile Phone Power Accessories Market

- 7.7.2.1. Component Breakdown Size & Forecasts, 2025–2035
- 7.7.2.2. Sales Channel Breakdown Size & Forecasts, 2025–2035
- 7.7.3. South Africa Mobile Phone Power Accessories Market
 - 7.7.3.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.7.3.2. Sales Channel Breakdown Size & Forecasts, 2025–2035
- 7.7.4. Rest of Middle East & Africa Mobile Phone Power Accessories Market
 - 7.7.4.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.7.4.2. Sales Channel Breakdown Size & Forecasts, 2025–2035

CHAPTER 8. COMPETITIVE INTELLIGENCE

- 8.1. Top Market Strategies
- 8.2. Samsung Electronics Co. Ltd.
 - 8.2.1. Company Overview
 - 8.2.2. Key Executives
 - 8.2.3. Company Snapshot
 - 8.2.4. Financial Performance (Subject to Data Availability)
 - 8.2.5. Product/Services Port
 - 8.2.6. Recent Development
 - 8.2.7. Market Strategies
 - 8.2.8. SWOT Analysis
- 8.3. Anker Innovations
- 8.4. Xiaomi Corporation
- 8.5. Philips N.V.
- 8.6. Belkin International Inc.
- 8.7. Sony Corporation
- 8.8. Ambrane India Pvt. Ltd.
- 8.9. Lenovo Group Limited
- 8.10. ADATA Technology Co. Ltd.
- 8.11. Huawei Technologies Co. Ltd.
- 8.12. Intex Technologies
- 8.13. Mophie Inc.
- 8.14. OnePlus Technology
- 8.15. Energizer Holdings Inc.
- 8.16. Baseus

List Of Tables

LIST OF TABLES

Table 1. Global Mobile Phone Power Accessories Market, Report Scope

Table 2. Global Mobile Phone Power Accessories Market Estimates & Forecasts By Region 2024–2035

Table 3. Global Mobile Phone Power Accessories Market Estimates & Forecasts By Component 2024–2035

Table 4. Global Mobile Phone Power Accessories Market Estimates & Forecasts By Sales Channel 2024–2035

Table 5. U.S. Mobile Phone Power Accessories Market Estimates & Forecasts, 2024–2035

Table 6. Canada Mobile Phone Power Accessories Market Estimates & Forecasts, 2024–2035

Table 7. UK Mobile Phone Power Accessories Market Estimates & Forecasts, 2024–2035

Table 8. Germany Mobile Phone Power Accessories Market Estimates & Forecasts, 2024–2035

Table 9. France Mobile Phone Power Accessories Market Estimates & Forecasts, 2024–2035

Table 10. Spain Mobile Phone Power Accessories Market Estimates & Forecasts, 2024–2035

Table 11. Italy Mobile Phone Power Accessories Market Estimates & Forecasts, 2024–2035

Table 12. Rest of Europe Mobile Phone Power Accessories Market Estimates & Forecasts, 2024–2035

Table 13. China Mobile Phone Power Accessories Market Estimates & Forecasts, 2024–2035

Table 14. India Mobile Phone Power Accessories Market Estimates & Forecasts, 2024–2035

Table 15. Japan Mobile Phone Power Accessories Market Estimates & Forecasts, 2024–2035

Table 16. Australia Mobile Phone Power Accessories Market Estimates & Forecasts, 2024–2035

Table 17. South Korea Mobile Phone Power Accessories Market Estimates & Forecasts, 2024–2035

Table 18. Rest of Asia Pacific Mobile Phone Power Accessories Market Estimates & Forecasts, 2024–2035

Table 19. Brazil Mobile Phone Power Accessories Market Estimates & Forecasts, 2024–2035

Table 20. Mexico Mobile Phone Power Accessories Market Estimates & Forecasts, 2024–2035

Table 21. UAE Mobile Phone Power Accessories Market Estimates & Forecasts, 2024–2035

Table 22. Saudi Arabia Mobile Phone Power Accessories Market Estimates & Forecasts, 2024–2035

Table 23. South Africa Mobile Phone Power Accessories Market Estimates & Forecasts, 2024–2035

Table 24. Rest of Middle East & Africa Mobile Phone Power Accessories Market Estimates & Forecasts, 2024–2035

List Of Figures

LIST OF FIGURES

- Fig 1. Global Mobile Phone Power Accessories Market, Research Methodology
- Fig 2. Global Mobile Phone Power Accessories Market, Market Estimation Techniques
- Fig 3. Global Market Size Estimates & Forecast Methods
- Fig 4. Global Mobile Phone Power Accessories Market, Key Trends 2025
- Fig 5. Global Mobile Phone Power Accessories Market, Growth Prospects 2024–2035
- Fig 6. Global Mobile Phone Power Accessories Market, Porter's Five Forces Model
- Fig 7. Global Mobile Phone Power Accessories Market, PESTEL Analysis
- Fig 8. Global Mobile Phone Power Accessories Market, Value Chain Analysis
- Fig 9. Mobile Phone Power Accessories Market By Component, 2025 & 2035
- Fig 10. Mobile Phone Power Accessories Market By Sales Channel, 2025 & 2035
- Fig 11. Mobile Phone Power Accessories Market By Component, 2025 & 2035
(Regional Split)
- Fig 12. Mobile Phone Power Accessories Market By Sales Channel, 2025 & 2035
(Regional Split)
- Fig 13. North America Mobile Phone Power Accessories Market, 2025 & 2035
- Fig 14. Europe Mobile Phone Power Accessories Market, 2025 & 2035
- Fig 15. Asia Pacific Mobile Phone Power Accessories Market, 2025 & 2035
- Fig 16. Latin America Mobile Phone Power Accessories Market, 2025 & 2035
- Fig 17. Middle East & Africa Mobile Phone Power Accessories Market, 2025 & 2035
- Fig 18. Global Mobile Phone Power Accessories Market, Company Market Share
Analysis (2025)

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