

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 hyperconnected 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:

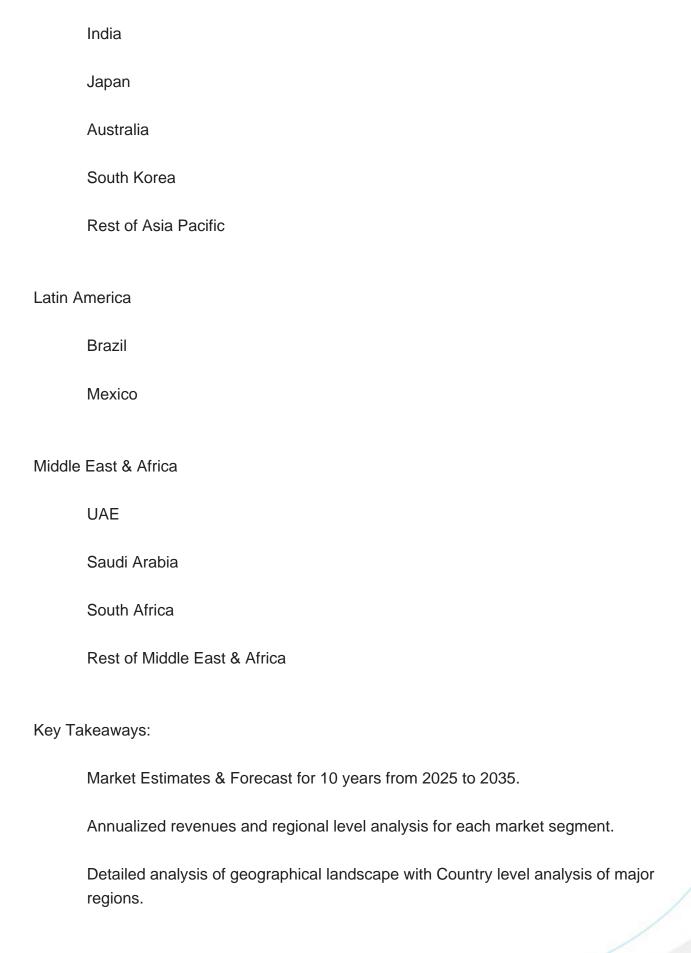
By Component:



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







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.



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