

Global Portable Battery Pack Market Size, Study & Forecast, by Capacity Range (1,000 to 2,500 mAh, 2,500 to 5,000 mAh, 5,000 to 7,500 mAh, 7,500 to 10,000 mAh, and above 10,000 mAh), by Product Type (Portable Media Players, Smartphones, Tablets, Laptops, and Others), by Technology (Lithium-Ion Battery, Nickel Cadmium Battery, Nickel Metal Hydride, and Lithium Polymer Battery), and Regional Forecasts 2025–2035

<https://marketpublishers.com/r/G31D80A2EDACEN.html>

Date: October 2025

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: G31D80A2EDACEN

Abstracts

The Global Portable Battery Pack Market is valued at approximately USD 13.82 billion in 2024 and is expected to grow at a CAGR of 12.42% during the forecast period of 2025–2035. A portable battery pack, often referred to as a power bank, is a compact energy storage device designed to recharge portable electronic gadgets such as smartphones, laptops, and tablets on the go. The rapid proliferation of smart devices, coupled with consumers' growing dependency on mobile technology, has spurred the adoption of these battery packs across both personal and professional domains. In a digital era driven by mobility and continuous connectivity, the need for reliable and long-lasting backup power sources has intensified. Furthermore, technological advancements in lithium-ion and lithium polymer batteries have enhanced energy density, reduced charging times, and extended device lifespans, collectively driving global market expansion. The surge in urban commuting, remote working trends, and the increasing integration of electronics in daily life have all reinforced the pivotal role of portable power solutions.

The growing penetration of smartphones and other connected devices globally has

significantly accelerated the demand for portable battery packs. According to the GSMA, mobile internet users surpassed 5 billion in 2023, and the number continues to rise steadily across developing economies. The influx of high-drain applications such as gaming, video streaming, and GPS navigation has made consumers increasingly reliant on external power sources. Additionally, the rise of electric micromobility solutions and wearable electronics has opened new avenues for the adoption of compact, high-capacity battery packs. As consumer lifestyles become more dynamic, the market is poised to capitalize on the need for quick, portable, and sustainable charging solutions. However, the market also faces headwinds in the form of declining average selling prices and increasing competition from in-built high-capacity batteries integrated into newer smartphone models, which could moderate short-term growth potential.

The detailed segments and sub-segments included in the report are:

By Capacity Range:

1,000 to 2,500 mAh

2,500 to 5,000 mAh

5,000 to 7,500 mAh

7,500 to 10,000 mAh

Above 10,000 mAh

By Product Type:

Portable Media Players

Smartphones

Tablets

Laptops

Others

By Technology:

Lithium-Ion Battery

Nickel Cadmium Battery

Nickel Metal Hydride

Lithium Polymer Battery

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

Smartphone Segment Expected to Dominate the Market

Among the various product categories, the smartphone segment continues to command the lion's share of the global portable battery pack market. The widespread use of smartphones for both personal and professional applications has heightened the need for convenient, fast-charging power solutions. With consumers demanding all-day connectivity, portable battery packs have evolved into an indispensable accessory. This dominance is further reinforced by the rapid introduction of power-hungry features such

as high-refresh-rate displays, advanced gaming capabilities, and continuous location-based services. Moreover, the rising adoption of 5G-enabled devices is intensifying power consumption, thereby sustaining robust demand for high-capacity battery packs across major economies. While smartphones currently lead the segment, emerging categories such as laptops and wearable electronics are anticipated to witness accelerated adoption rates in the coming years.

Above 10,000 mAh Capacity Packs Lead in Revenue Contribution

By capacity range, portable battery packs exceeding 10,000 mAh currently generate the largest revenue share. Consumers are increasingly opting for higher-capacity models that can charge multiple devices simultaneously or provide multiple charge cycles for high-consumption gadgets. These battery packs, typically powered by lithium-ion or lithium polymer technologies, are characterized by superior performance, faster charging speeds, and longer operational endurance. As travel frequency, outdoor recreational activities, and work-from-anywhere lifestyles become more common, these robust, high-capacity battery packs are expected to remain the preferred choice among both individual users and professionals. Meanwhile, mid-range segments such as 5,000–7,500 mAh are gaining traction due to their compact design and cost-effectiveness, particularly appealing to the price-sensitive consumer base in emerging markets.

The key regions considered for the Global Portable Battery Pack Market include Asia Pacific, North America, Europe, Latin America, and the Middle East & Africa. Asia Pacific is projected to hold the largest market share throughout the forecast period, driven by the region's dense population, expanding consumer electronics sector, and rapid digitalization. China, South Korea, and India are emerging as major manufacturing hubs for portable battery solutions, supported by robust supply chains and favorable government policies promoting electronics exports. North America is expected to experience substantial growth as consumer preference for high-end smart devices continues to surge, supported by strong purchasing power and a technologically advanced population. Meanwhile, Europe's focus on sustainable battery technologies and circular economy initiatives is fostering innovation in recyclable and energy-efficient portable battery solutions.

Major market players included in this report are:

Samsung SDI Co., Ltd.

Panasonic Corporation

Sony Corporation

Amperex Technology Limited (ATL)

Lenovo Group Ltd.

Anker Innovations Ltd.

Xiaomi Corporation

GP Batteries International Limited

Intex Technologies (India) Ltd.

Mophie, Inc.

Duracell Inc.

Philips Electronics N.V.

Belkin International, Inc.

RAVPower Technology Co., Ltd.

Energizer Holdings, Inc.

Global Portable Battery Pack 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 to 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:

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 the 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 the competitive structure of the market.

Demand side and supply side analysis of the market.

Contents

CHAPTER 1. GLOBAL PORTABLE BATTERY PACK 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 PORTABLE BATTERY PACK MARKET FORCES ANALYSIS

- 3.1. Market Forces Shaping The Global Portable Battery Pack Market (2024-2035)
- 3.2. Drivers
 - 3.2.1. technological advancements in lithium-ion and lithium polymer batteries
 - 3.2.2. surge in urban commuting
- 3.3. Restraints
 - 3.3.1. increasing competition from in-built high-capacity batteries
- 3.4. Opportunities
 - 3.4.1. growing penetration of smartphones and other connected devices

CHAPTER 4. GLOBAL PORTABLE BATTERY PACK INDUSTRY ANALYSIS

- 4.1. Porter's 5 Forces Model
 - 4.1.1. Bargaining Power of Buyer
 - 4.1.2. Bargaining Power of Supplier
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force 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 PORTABLE BATTERY PACK MARKET SIZE & FORECASTS BY CAPACITY RANGE 2025-2035

- 5.1. Market Overview
- 5.2. Global Portable Battery Pack Market Performance - Potential Analysis (2025)
- 5.3. 1,000 to 2,500 mAh
 - 5.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 5.3.2. Market size analysis, by region, 2025-2035
- 5.4. 2,500 to 5,000 mAh
 - 5.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 5.4.2. Market size analysis, by region, 2025-2035
- 5.5. 5,000 to 7,500 mAh
 - 5.5.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 5.5.2. Market size analysis, by region, 2025-2035
- 5.6. 7,500 to 10,000 mAh
 - 5.6.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 5.6.2. Market size analysis, by region, 2025-2035
- 5.7. Above 10,000 mAh
 - 5.7.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

5.7.2. Market size analysis, by region, 2025-2035

CHAPTER 6. GLOBAL PORTABLE BATTERY PACK MARKET SIZE & FORECASTS BY PRODUCT TYPE 2025-2035

6.1. Market Overview

6.2. Global Portable Battery Pack Market Performance - Potential Analysis (2025)

6.3. Portable Media Players

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

6.3.2. Market size analysis, by region, 2025-2035

6.4. Smartphones

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

6.4.2. Market size analysis, by region, 2025-2035

6.5. Tablets

6.5.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

6.5.2. Market size analysis, by region, 2025-2035

6.6. Laptops

6.6.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

6.6.2. Market size analysis, by region, 2025-2035

6.7. Others

6.7.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

6.7.2. Market size analysis, by region, 2025-2035

CHAPTER 7. GLOBAL PORTABLE BATTERY PACK MARKET SIZE & FORECASTS BY TECHNOLOGY 2025–2035

7.1. Market Overview

7.2. Global Portable Battery Pack Market Performance - Potential Analysis (2025)

7.3. Lithium-Ion Battery

7.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

7.3.2. Market size analysis, by region, 2025-2035

7.4. Nickel Cadmium Battery

7.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

7.4.2. Market size analysis, by region, 2025-2035

7.5. Nickel Metal Hydride

7.5.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

7.5.2. Market size analysis, by region, 2025-2035

7.6. Lithium Polymer Battery

7.6.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

7.6.2. Market size analysis, by region, 2025-2035

CHAPTER 8. GLOBAL PORTABLE BATTERY PACK MARKET SIZE & FORECASTS BY REGION 2025–2035

8.1. Growth Portable Battery Pack Market, Regional Market Snapshot

8.2. Top Leading & Emerging Countries

8.3. North America Portable Battery Pack Market

8.3.1. U.S. Portable Battery Pack Market

8.3.1.1. Capacity Range breakdown size & forecasts, 2025-2035

8.3.1.2. Product Type breakdown size & forecasts, 2025-2035

8.3.1.3. Technology breakdown size & forecasts, 2025-2035

8.3.2. Canada Portable Battery Pack Market

8.3.2.1. Capacity Range breakdown size & forecasts, 2025-2035

8.3.2.2. Product Type breakdown size & forecasts, 2025-2035

8.3.2.3. Technology breakdown size & forecasts, 2025-2035

8.4. Europe Portable Battery Pack Market

8.4.1. UK Portable Battery Pack Market

8.4.1.1. Capacity Range breakdown size & forecasts, 2025-2035

8.4.1.2. Product Type breakdown size & forecasts, 2025-2035

8.4.1.3. Technology breakdown size & forecasts, 2025-2035

8.4.2. Germany Portable Battery Pack Market

8.4.2.1. Capacity Range breakdown size & forecasts, 2025-2035

8.4.2.2. Product Type breakdown size & forecasts, 2025-2035

8.4.2.3. Technology breakdown size & forecasts, 2025-2035

8.4.3. France Portable Battery Pack Market

8.4.3.1. Capacity Range breakdown size & forecasts, 2025-2035

8.4.3.2. Product Type breakdown size & forecasts, 2025-2035

8.4.3.3. Technology breakdown size & forecasts, 2025-2035

8.4.4. Spain Portable Battery Pack Market

8.4.4.1. Capacity Range breakdown size & forecasts, 2025-2035

8.4.4.2. Product Type breakdown size & forecasts, 2025-2035

8.4.4.3. Technology breakdown size & forecasts, 2025-2035

8.4.5. Italy Portable Battery Pack Market

8.4.5.1. Capacity Range breakdown size & forecasts, 2025-2035

8.4.5.2. Product Type breakdown size & forecasts, 2025-2035

8.4.5.3. Technology breakdown size & forecasts, 2025-2035

8.4.6. Rest of Europe Portable Battery Pack Market

8.4.6.1. Capacity Range breakdown size & forecasts, 2025-2035

- 8.4.6.2. Product Type breakdown size & forecasts, 2025-2035
- 8.4.6.3. Technology breakdown size & forecasts, 2025-2035
- 8.5. Asia Pacific Portable Battery Pack Market
 - 8.5.1. China Portable Battery Pack Market
 - 8.5.1.1. Capacity Range breakdown size & forecasts, 2025-2035
 - 8.5.1.2. Product Type breakdown size & forecasts, 2025-2035
 - 8.5.1.3. Technology breakdown size & forecasts, 2025-2035
 - 8.5.2. India Portable Battery Pack Market
 - 8.5.2.1. Capacity Range breakdown size & forecasts, 2025-2035
 - 8.5.2.2. Product Type breakdown size & forecasts, 2025-2035
 - 8.5.2.3. Technology breakdown size & forecasts, 2025-2035
 - 8.5.3. Japan Portable Battery Pack Market
 - 8.5.3.1. Capacity Range breakdown size & forecasts, 2025-2035
 - 8.5.3.2. Product Type breakdown size & forecasts, 2025-2035
 - 8.5.3.3. Technology breakdown size & forecasts, 2025-2035
 - 8.5.4. Australia Portable Battery Pack Market
 - 8.5.4.1. Capacity Range breakdown size & forecasts, 2025-2035
 - 8.5.4.2. Product Type breakdown size & forecasts, 2025-2035
 - 8.5.4.3. Technology breakdown size & forecasts, 2025-2035
 - 8.5.5. South Korea Portable Battery Pack Market
 - 8.5.5.1. Capacity Range breakdown size & forecasts, 2025-2035
 - 8.5.5.2. Product Type breakdown size & forecasts, 2025-2035
 - 8.5.5.3. Technology breakdown size & forecasts, 2025-2035
 - 8.5.6. Rest of APAC Portable Battery Pack Market
 - 8.5.6.1. Capacity Range breakdown size & forecasts, 2025-2035
 - 8.5.6.2. Product Type breakdown size & forecasts, 2025-2035
 - 8.5.6.3. Technology breakdown size & forecasts, 2025-2035
- 8.6. Latin America Portable Battery Pack Market
 - 8.6.1. Brazil Portable Battery Pack Market
 - 8.6.1.1. Capacity Range breakdown size & forecasts, 2025-2035
 - 8.6.1.2. Product Type breakdown size & forecasts, 2025-2035
 - 8.6.1.3. Technology breakdown size & forecasts, 2025-2035
 - 8.6.2. Mexico Portable Battery Pack Market
 - 8.6.2.1. Capacity Range breakdown size & forecasts, 2025-2035
 - 8.6.2.2. Product Type breakdown size & forecasts, 2025-2035
 - 8.6.2.3. Technology breakdown size & forecasts, 2025-2035
- 8.7. Middle East and Africa Portable Battery Pack Market
 - 8.7.1. UAE Portable Battery Pack Market
 - 8.7.1.1. Capacity Range breakdown size & forecasts, 2025-2035

- 8.7.1.2. Product Type breakdown size & forecasts, 2025-2035
- 8.7.1.3. Technology breakdown size & forecasts, 2025-2035
- 8.7.2. Saudi Arabia (KSA) Portable Battery Pack Market
 - 8.7.2.1. Capacity Range breakdown size & forecasts, 2025-2035
 - 8.7.2.2. Product Type breakdown size & forecasts, 2025-2035
 - 8.7.2.3. Technology breakdown size & forecasts, 2025-2035
- 8.7.3. South Africa Portable Battery Pack Market
 - 8.7.3.1. Capacity Range breakdown size & forecasts, 2025-2035
 - 8.7.3.2. Product Type breakdown size & forecasts, 2025-2035
 - 8.7.3.3. Technology breakdown size & forecasts, 2025-2035

CHAPTER 9. COMPETITIVE INTELLIGENCE

- 9.1. Top Market Strategies
- 9.2. Samsung SDI Co., Ltd.
 - 9.2.1. Company Overview
 - 9.2.2. Key Executives
 - 9.2.3. Company Snapshot
 - 9.2.4. Financial Performance (Subject to Data Availability)
 - 9.2.5. Product/Services Port
 - 9.2.6. Recent Development
 - 9.2.7. Market Strategies
 - 9.2.8. SWOT Analysis
- 9.3. Panasonic Corporation
- 9.4. Sony Corporation
- 9.5. Amperex Technology Limited (ATL)
- 9.6. Lenovo Group Ltd.
- 9.7. Anker Innovations Ltd.
- 9.8. Xiaomi Corporation
- 9.9. GP Batteries International Limited
- 9.10. Intex Technologies (India) Ltd.
- 9.11. Mophie, Inc.
- 9.12. Duracell Inc.
- 9.13. Philips Electronics N.V.
- 9.14. Belkin International, Inc.
- 9.15. RAVPower Technology Co., Ltd.
- 9.16. Energizer Holdings, Inc.

List Of Tables

LIST OF TABLES

- Table 1. Global Portable Battery Pack Market, Report Scope
- Table 2. Global Portable Battery Pack Market Estimates & Forecasts By Region 2024–2035
- Table 3. Global Portable Battery Pack Market Estimates & Forecasts By Segment 2024–2035
- Table 4. Global Portable Battery Pack Market Estimates & Forecasts By Segment 2024–2035
- Table 5. Global Portable Battery Pack Market Estimates & Forecasts By Segment 2024–2035
- Table 6. Global Portable Battery Pack Market Estimates & Forecasts By Segment 2024–2035
- Table 7. Global Portable Battery Pack Market Estimates & Forecasts By Segment 2024–2035
- Table 8. U.S. Portable Battery Pack Market Estimates & Forecasts, 2024–2035
- Table 9. Canada Portable Battery Pack Market Estimates & Forecasts, 2024–2035
- Table 10. UK Portable Battery Pack Market Estimates & Forecasts, 2024–2035
- Table 11. Germany Portable Battery Pack Market Estimates & Forecasts, 2024–2035
- Table 12. France Portable Battery Pack Market Estimates & Forecasts, 2024–2035
- Table 13. Spain Portable Battery Pack Market Estimates & Forecasts, 2024–2035
- Table 14. Italy Portable Battery Pack Market Estimates & Forecasts, 2024–2035
- Table 15. Rest Of Europe Portable Battery Pack Market Estimates & Forecasts, 2024–2035
- Table 16. China Portable Battery Pack Market Estimates & Forecasts, 2024–2035
- Table 17. India Portable Battery Pack Market Estimates & Forecasts, 2024–2035
- Table 18. Japan Portable Battery Pack Market Estimates & Forecasts, 2024–2035
- Table 19. Australia Portable Battery Pack Market Estimates & Forecasts, 2024–2035
- Table 20. South Korea Portable Battery Pack Market Estimates & Forecasts, 2024–2035

.....

List Of Figures

LIST OF FIGURES

- Fig 1. Global Portable Battery Pack Market, Research Methodology
 - Fig 2. Global Portable Battery Pack Market, Market Estimation Techniques
 - Fig 3. Global Market Size Estimates & Forecast Methods
 - Fig 4. Global Portable Battery Pack Market, Key Trends 2025
 - Fig 5. Global Portable Battery Pack Market, Growth Prospects 2024–2035
 - Fig 6. Global Portable Battery Pack Market, Porter's Five Forces Model
 - Fig 7. Global Portable Battery Pack Market, Pestel Analysis
 - Fig 8. Global Portable Battery Pack Market, Value Chain Analysis
 - Fig 9. Portable Battery Pack Market By Application, 2025 & 2035
 - Fig 10. Portable Battery Pack Market By Segment, 2025 & 2035
 - Fig 11. Portable Battery Pack Market By Segment, 2025 & 2035
 - Fig 12. Portable Battery Pack Market By Segment, 2025 & 2035
 - Fig 13. Portable Battery Pack Market By Segment, 2025 & 2035
 - Fig 14. North America Portable Battery Pack Market, 2025 & 2035
 - Fig 15. Europe Portable Battery Pack Market, 2025 & 2035
 - Fig 16. Asia Pacific Portable Battery Pack Market, 2025 & 2035
 - Fig 17. Latin America Portable Battery Pack Market, 2025 & 2035
 - Fig 18. Middle East & Africa Portable Battery Pack Market, 2025 & 2035
 - Fig 19. Global Portable Battery Pack Market, Company Market Share Analysis (2025)
-

I would like to order

Product name: Global Portable Battery Pack Market Size, Study & Forecast, by Capacity Range (1,000 to 2,500 mAh, 2,500 to 5,000 mAh, 5,000 to 7,500 mAh, 7,500 to 10,000 mAh, and above 10,000 mAh), by Product Type (Portable Media Players, Smartphones, Tablets, Laptops, and Others), by Technology (Lithium-Ion Battery, Nickel Cadmium Battery, Nickel Metal Hydride, and Lithium Polymer Battery), and Regional Forecasts 2025–2035

Product link: <https://marketpublishers.com/r/G31D80A2EDACEN.html>

Price: US\$ 3,750.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G31D80A2EDACEN.html>