

# **Global Portable Chargers Market Size study & Forecast, by Type (Single Solar Plate, LED Light, Voltage Adjustable), by Application (Mobile Phones, Digital Cameras, MP3 & MP4 Devices, Automotive, Laptop, Others), by Sales Channel (Online, Company Website Third Party Online Channel, Offline, Hypermarket/Supermarket, Specialty Stores, Others) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Portable Chargers Market is valued at approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. Portable chargers, often referred to as power banks or external battery packs, are compact and portable electronic devices designed to store electrical energy and supply it to other devices for recharging. These devices are commonly used to charge smartphones, tablets, laptops, and other portable electronic gadgets when a traditional power source is not readily available.

The surge in the use of mobile devices is a major driving factor for the market growth across the globe. According to Statista in 2021, globally the number of mobile devices operating accounted for around 15 billion, which is a rise from over 14 billion compared to 2020. Also, the figure is expected to increase and likely anticipated to reach 18.22 billion by 2025. However, the market is presence of high limit batteries and proficient chipset, along with the limited battery capacity and charging speed is likely to stifle market growth throughout the forecast period of 2023-2030. Moreover, integration with wearable devices and portable solar chargers' adoption is projected to create more market growth over the forecast period of 2022-2030.

The key regions considered for the Global Portable Chargers Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. The Asia-Pacific region takes the lead in the portable charger market, encompassing nations like China, Japan, India, South Korea, Australia, and other countries in the region. Notably, India and China play pivotal roles in this region, primarily driven by their substantial populations and the growing reliance on electronic devices, which has significantly spurred the demand for portable chargers. The presence of emerging economies within this geographic area, coupled with a pressing need for technological advancement in these nations, has resulted in an upsurge in the demand for portable chargers. Also, Asia Pacific is a fastest growing region over the forecast period owing to the rise in number of smartphone users and growing investment in the technological advancements.

Major market player included in this report are:

Panasonic Holdings Corporations

Ambrane India Private Ltd

Anker Innovations Co. Ltd

AsusTek Computers Inc

Xiaomi Technology Corporation

Intex Technologies

Lenovo Group Ltd

Microsoft Corporation

Voltaic Systems

Samsung SDI Co, Ltd

Recent Developments in the Market:

In January 2023, Ambrane introduced Ambrane Stylo Boost a power bank with a

40,000mAh battery capacity with a fast-charging output of 65W. The product is designed to charge smartphones, laptops, and other devices

In June 2023, Anker launched Solix Line home energy products which include modular power-like battery solar system which was announced at an event in New York City.

#### Global Portable Chargers Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

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

Segments Covered - Type, Application, Sales Channel, Region

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

Customization Scope - Free report customization (equivalent up to 8 analyst's 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 to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

**By Type:**

Single Solar Plate

LED Light

Voltage Adjustable

**By Application:**

Mobile Phones

Digital Cameras

MP3 &amp; MP4 Devices

Automotive

Laptop

Others

**By Sales Channel:**

Online

Company Website Third Party Online Channel

Offline

Hypermarket/ Supermarket

Specialty Stores

Others

**By Region:**

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

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Rest of Middle East & Africa

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