

Global Solar Charger Market Size study, by Type (Portable, Standalone), by Solar Panel Type (Folding, Fixed, Flexible), by Application (Consumer Electronics, Transportation, Others) and Regional Forecasts 2022-2032

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Abstracts

The Global Solar Charger Market is valued at approximately USD 727.73 million in 2023 and is anticipated to grow with a healthy growth rate of more than 12.5% over the forecast period 2024-2032. Solar chargers are devices that convert solar radiation into electricity, used to charge electronic devices like smartphones, tablets, and cameras. They are composed of photovoltaic (PV) solar panels that harness sunlight to generate power, which can be used immediately or stored in built-in batteries. Due to their portable nature, solar chargers are ideal for travel, outdoor activities, and situations where traditional power sources are limited. They provide a convenient way to power devices using renewable energy, offering a sustainable and environmentally friendly charging solution that reduces reliance on grid electricity.

The rise in demand for renewable energy, driven by environmental awareness, government support, technological advancements, and the shift towards sustainable practices, is expected to drive significant expansion in the solar charger market. The International Energy Agency (IEA) reported that renewable electricity capacity additions reached an estimated 507 GW in 2023, almost 50% higher than in 2022. The increasing popularity of solar energy as a clean power source for personal electronics is one of the primary factors driving market expansion for solar chargers. The demand for efficient and sustainable charging options has surged significantly with the widespread use of smartphones, tablets, and other portable devices.

Government policies and initiatives supporting clean energy solutions further fuel the growth of the solar charger market. The IEA's Government Energy Spending Tracker

indicates that the amount of money allocated by governments to support clean energy investment since 2020 has risen to 1.34 trillion. These supportive regulations create an environment conducive to the expansion of the solar charger market, as consumers benefit from financial incentives and increased awareness of the environmental advantages of solar charging. However, high initial costs associated with solar chargers, including the cost to produce and integrate solar panels and energy storage devices, restrain market growth. Despite a progressive decline in costs over time, the initial investment remains higher than standard charging alternatives. This impacts the competitive positioning of solar chargers compared to conventional charging methods. Nonetheless, the growing demand for sustainable products presents significant growth opportunities for the solar charger market.

Key regions considered for the study in Global Solar Charger Market includes Asia Pacific, North America, Europe, Latin America and Middle East and Africa. North America garnered the largest share in 2023, driven by increased focus on renewable energy and sustainable practices. Government initiatives, incentives, and a growing environmentally conscious consumer base have propelled the adoption of solar chargers in the region. Moreover, the Asia-Pacific region is the fastest-growing market for solar chargers. This rapid growth is fueled by increasing urbanization, rising disposable incomes, and a growing awareness of environmental sustainability. The region's expanding middle class and the rising demand for portable and renewable energy sources for electronic devices and remote areas are driving the adoption of solar chargers. Additionally, governments in countries like China, India, and Japan are implementing supportive policies and investing heavily in renewable energy projects, fostering a conducive environment for market growth.

Major market players included in this report are:

Anker Innovations Limited

Goal Zero LLC

RavPower (part of Sunvalley Group)

SunJack (GigaWatt Inc.)

Powertraveller International Ltd.

Solio (Better Energy Systems Inc.)

EnerPlex (Ascent Solar Technologies, Inc.)

SunTactics Inc.

Voltaic Systems LLC

Suntactics Inc.

Instapark

Xsories (XSories USA LLC)

JBL (Harman International Industries, Inc.)
Renogy
BigBlue (BigBlue Intelligent Technology Co., Ltd.)

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

By Type:

Portable
Standalone

By Solar Panel Type:

Folding
Fixed
Flexible

By Application:

Consumer Electronics
Transportation
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

Mexico
Middle East & Africa
Saudi Arabia
South Africa
RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

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 SOLAR CHARGER MARKET EXECUTIVE SUMMARY

- 1.1. Global Solar Charger Market Size & Forecast (2022- 2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Type
 - 1.3.2. By Solar Panel Type
 - 1.3.3. By Application
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL SOLAR CHARGER MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Consumer's Perspective)
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL SOLAR CHARGER MARKET DYNAMICS

- 3.1. Market Drivers
 - 3.1.1. Rise in Demand for Renewable Energy
 - 3.1.2. Surge in Adoption of Portable Devices
- 3.2. Market Challenges
 - 3.2.1. High Initial Costs
- 3.3. Market Opportunities
 - 3.3.1. Demand for Sustainable Products
 - 3.3.2. Government Policies and Incentives

CHAPTER 4. GLOBAL SOLAR CHARGER MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
 - 4.1.6. Futuristic Approach to Porter's 5 Force Model
 - 4.1.7. Porter's 5 Force Impact Analysis
- 4.2. PESTEL Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
 - 4.2.5. Environmental
 - 4.2.6. Legal
- 4.3. Top investment opportunity
- 4.4. Top winning strategies
- 4.5. Disruptive Trends
- 4.6. Industry Expert Perspective
- 4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL SOLAR CHARGER MARKET SIZE & FORECASTS BY TYPE 2022-2032

- 5.1. Segment Dashboard
- 5.2. Global Solar Charger Market: Type Revenue Trend Analysis, 2022 & 2032 (USD Million)
 - 5.2.1. Portable

5.2.2. Standalone

CHAPTER 6. GLOBAL SOLAR CHARGER MARKET SIZE & FORECASTS BY SOLAR PANEL TYPE 2022-2032

6.1. Segment Dashboard

6.2. Global Solar Charger Market: Solar Panel Type Revenue Trend Analysis, 2022 & 2032 (USD Million)

6.2.1. Folding

6.2.2. Fixed

6.2.3. Flexible

CHAPTER 7. GLOBAL SOLAR CHARGER MARKET SIZE & FORECASTS BY APPLICATION 2022-2032

7.1. Segment Dashboard

7.2. Global Solar Charger Market: Application Revenue Trend Analysis, 2022 & 2032 (USD Million)

7.2.1. Consumer Electronics

7.2.2. Transportation

7.2.3. Others

CHAPTER 8. GLOBAL SOLAR CHARGER MARKET SIZE & FORECASTS BY REGION 2022-2032

8.1. North America Solar Charger Market

8.1.1. U.S. Solar Charger Market

8.1.1.1. Type breakdown size & forecasts, 2022-2032

8.1.1.2. Solar Panel Type breakdown size & forecasts, 2022-2032

8.1.1.3. Application breakdown size & forecasts, 2022-2032

8.1.2. Canada Solar Charger Market

8.1.2.1. Type breakdown size & forecasts, 2022-2032

8.1.2.2. Solar Panel Type breakdown size & forecasts, 2022-2032

8.1.2.3. Application breakdown size & forecasts, 2022-2032

8.1.3. Mexico Solar Charger Market

8.1.3.1. Type breakdown size & forecasts, 2022-2032

8.1.3.2. Solar Panel Type breakdown size & forecasts, 2022-2032

8.1.3.3. Application breakdown size & forecasts, 2022-2032

8.2. Europe Solar Charger Market

- 8.2.1. UK Solar Charger Market
- 8.2.2. Germany Solar Charger Market
- 8.2.3. France Solar Charger Market
- 8.2.4. Italy Solar Charger Market
- 8.2.5. Rest of Europe Solar Charger Market
- 8.3. Asia-Pacific Solar Charger Market
 - 8.3.1. China Solar Charger Market
 - 8.3.2. Japan Solar Charger Market
 - 8.3.3. India Solar Charger Market
 - 8.3.4. Australia Solar Charger Market
 - 8.3.5. South Korea Solar Charger Market
 - 8.3.6. Rest of Asia Pacific Solar Charger Market
- 8.4. Latin America Solar Charger Market
 - 8.4.1. Brazil Solar Charger Market
 - 8.4.2. Argentina Solar Charger Market
 - 8.4.3. Rest of Latin America Solar Charger Market
- 8.5. Middle East & Africa Solar Charger Market
 - 8.5.1. Saudi Arabia Solar Charger Market
 - 8.5.2. South Africa Solar Charger Market
 - 8.5.3. Rest of Middle East & Africa Solar Charger Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

- 9.1. Key Company SWOT Analysis
 - 9.1.1. Company
 - 9.1.2. Company
 - 9.1.3. Company
- 9.2. Top Market Strategies
- 9.3. Company Profiles
 - 9.3.1. Anker Innovations Limited
 - 9.3.1.1. Key Information
 - 9.3.1.2. Overview
 - 9.3.1.3. Financial (Subject to Data Availability)
 - 9.3.1.4. Product Summary
 - 9.3.1.5. Market Strategies
 - 9.3.2. Goal Zero LLC
 - 9.3.3. RavPower (part of Sunvalley Group)
 - 9.3.4. SunJack (GigaWatt Inc.)
 - 9.3.5. Powertraveller International Ltd.

- 9.3.6. Solio (Better Energy Systems Inc.)
- 9.3.7. EnerPlex (Ascent Solar Technologies, Inc.)
- 9.3.8. SunTactics Inc.
- 9.3.9. Voltaic Systems LLC
- 9.3.10. Suntactics Inc.
- 9.3.11. Instapark
- 9.3.12. Xsories (XSories USA LLC)
- 9.3.13. JBL (Harman International Industries, Inc.)
- 9.3.14. Renogy
- 9.3.15. BigBlue (BigBlue Intelligent Technology Co., Ltd.)

CHAPTER 10. RESEARCH PROCESS

- 10.1. Research Process
 - 10.1.1. Data Mining
 - 10.1.2. Analysis
 - 10.1.3. Market Estimation
 - 10.1.4. Validation
 - 10.1.5. Publishing
- 10.2. Research Attributes

List Of Tables

LIST OF TABLES

TABLE 1. Global Solar Charger market, report scope

TABLE 2. Global Solar Charger market estimates & forecasts by Region 2022-2032
(USD Million)

TABLE 3. Global Solar Charger market estimates & forecasts by Type 2022-2032 (USD
Million)

TABLE 4. Global Solar Charger market estimates & forecasts by Solar Panel Type
2022-2032 (USD Million)

TABLE 5. Global Solar Charger market estimates & forecasts by Application 2022-2032
(USD Million)

TABLE 6. Global Solar Charger market by segment, estimates & forecasts, 2022-2032
(USD Million)

TABLE 7. Global Solar Charger market by region, estimates & forecasts, 2022-2032
(USD Million)

TABLE 8. Global Solar Charger market by segment, estimates & forecasts, 2022-2032
(USD Million)

TABLE 9. Global Solar Charger market by region, estimates & forecasts, 2022-2032
(USD Million)

TABLE 10. Global Solar Charger market by segment, estimates & forecasts, 2022-2032
(USD Million)

TABLE 11. Global Solar Charger market by region, estimates & forecasts, 2022-2032
(USD Million)

TABLE 12. Global Solar Charger market by segment, estimates & forecasts, 2022-2032
(USD Million)

TABLE 13. Global Solar Charger market by region, estimates & forecasts, 2022-2032
(USD Million)

TABLE 14. Global Solar Charger market by segment, estimates & forecasts, 2022-2032
(USD Million)

TABLE 15. U.S. Solar Charger market estimates & forecasts, 2022-2032 (USD Million)

TABLE 16. U.S. Solar Charger market estimates & forecasts by segment 2022-2032
(USD Million)

TABLE 17. U.S. Solar Charger market estimates & forecasts by segment 2022-2032
(USD Million)

TABLE 18. Canada Solar Charger market estimates & forecasts, 2022-2032 (USD
Million)

TABLE 19. Canada Solar Charger market estimates & forecasts by segment 2022-2032

(USD Million)

TABLE 20. Canada Solar Charger market estimates & forecasts by segment 2022-2032

(USD Million)

.....

This list is not complete, final report does contain more than 100 tables. The list may be updated in the final deliverable.

List Of Figures

LIST OF FIGURES

- FIG 1. Global Solar Charger market, research methodology
- FIG 2. Global Solar Charger market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods.
- FIG 4. Global Solar Charger market, key trends 2023
- FIG 5. Global Solar Charger market, growth prospects 2022-2032
- FIG 6. Global Solar Charger market, porters 5 force model
- FIG 7. Global Solar Charger market, PESTEL analysis
- FIG 8. Global Solar Charger market, value chain analysis
- FIG 9. Global Solar Charger market by segment, 2022 & 2032 (USD Million)
- FIG 10. Global Solar Charger market by segment, 2022 & 2032 (USD Million)
- FIG 11. Global Solar Charger market by segment, 2022 & 2032 (USD Million)
- FIG 12. Global Solar Charger market by segment, 2022 & 2032 (USD Million)
- FIG 13. Global Solar Charger market by segment, 2022 & 2032 (USD Million)
- FIG 14. Global Solar Charger market, regional snapshot 2022 & 2032
- FIG 15. North America Solar Charger market 2022 & 2032 (USD Million)
- FIG 16. Europe Solar Charger market 2022 & 2032 (USD Million)
- FIG 17. Asia pacific Solar Charger market 2022 & 2032 (USD Million)
- FIG 18. Latin America Solar Charger market 2022 & 2032 (USD Million)
- FIG 19. Middle East & Africa Solar Charger market 2022 & 2032 (USD Million)
- FIG 20. Global Solar Charger market, company market share analysis (2023)

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