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Global Consumer Battery Pack Market Research Report 2026(Status and Outlook)

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Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on Consumer Battery Pack competitive dynamics, regional economic interdependencies, and supply chain reconfigurations.In 2024, global production of Consumer Battery Pack reached 2.819 billion units, with an average selling price of US$5.48 per unit. The gross profit margin was 17.65%, and the production capacity was approximately 100,000-150,000 units per day. 3C consumer batteries are primarily used for mobile phones, digital devices, tablets, and laptops. They include power banks, power tools, smart travel batteries, smart hardware batteries (such as TWS earbuds, robot vacuums, smartwatches, and drones), and precision structural components (such as mobile phone and tablet exterior components, precision molds, IoT products, and products with advanced technology). Consumer Battery Pack are used for 3C products such as power banks, mobile phones, and tablets. These products do not require power batteries and are mostly equipped with soft-pack polymer batteries.According to IDC data, global smartphone shipments are expected to reach 1.24 billion units in 2024, a 6.4% year-over-year increase, marking six consecutive quarters of growth. China's smartphone market is expected to ship approximately 286 million units, a 5.6% year-over-year increase. Technological innovations such as generative artificial intelligence (AI), screen sizes, and battery life are driving significant consumer demand for device upgrades. The global mobile phone market is expected to continue growing in 2025, with the Chinese market expected to maintain its growth trend due to a replacement cycle driven by technological advancements. Smartphones are currently the most suitable platform for on-device AI, and the efficiency improvements brought by AI technology have been proven. In 2025, the technological evolution of AI-powered phones will continue to drive both short- and long-term device upgrades. Smartphone shipments are forecast to reach 1.26 billion units in 2025, a

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2.3% increase from 2024. Of this total, AI-powered phones are expected to reach 234 million units, a 363.6% year-over-year increase. In China, smartphone shipments are forecast to reach 289 million units in 2025, a year-on-year increase of 1.04%. Of this total, shipments of new-generation AI-powered phones are expected to reach 118 million units, accounting for approximately 40.8% of China's smartphone shipments and a year-on-year increase of 59.8%. Global personal computer (PC) shipments are expected to reach approximately 253 million units in 2024, a year-on-year increase of 2.6%. As of the fourth quarter of 2024, the PC market has achieved five consecutive quarters of growth, showing signs of a positive market recovery. According to a Canalys survey, laptop system upgrades are likely to drive an increase in the rate of laptop device updates in the coming quarters. Furthermore, innovations in large-scale model technology are creating disruptive opportunities for the PC market. While AIPCs (artificial intelligence personal computers) improve user productivity and user experience, they also place new demands on laptop hardware, requiring upgrades in battery, battery life, and heat dissipation. Furthermore, the productivity and privacy benefits of locally deployed AI assistants will effectively drive demand for device upgrades in the PC market. A TechInsights research report indicates that the continued global economic recovery, growing demand for digital education, the prevalence of remote work and learning, and the development of the gaming industry have created new growth drivers for the laptop market. According to IDC's forecast, the AIoT (Artificial Intelligence Internet of Things) industry, the metaverse concept, and the continued development of consumer health awareness are driving new growth for the smart wearables market. By 2024, AI-enabled products will proliferate, with new categories such as smart glasses, AI-powered headphones, and AI-powered wristbands becoming new growth drivers for wearables. AI-driven device power consumption increases will directly drive battery energy density upgrades. From a product perspective, major global consumer electronics manufacturers are actively deploying cloud, edge computing, and end-device technologies. In 2025, AI wearables will not only maintain their rapid growth trend but will also redefine human-computer interaction through technological innovation and scenario integration, becoming a key vehicle for the implementation of AI in the consumer market and driving demand for lithium batteries.

The global Consumer Battery Pack market size was estimated at USD 15448.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 8.90% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Consumer Battery Pack market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape,

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emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Consumer Battery Pack market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Consumer Battery Pack market.

Global Consumer Battery Pack Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Samsung SDI

Murata Manufacturing Co., Ltd.

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Panasonic

LG Chem

Sunwoda Electronic Co., Ltd.

Shenzhen Desay Battery Technology Co., Ltd.

Simplo Technology

Zhuhai CosMX Battery Co., Ltd.

Huizhou Highpower Technology Co., Ltd.

Veson Holdings Limited

Amperex Technology Limited

Shenzhen BYD Lithium Battery Co., Ltd.

Dynapack International Technology Corporation

Celxpert Energy Corporation

Jiangsu Highstar Battery Manufacturing Co., Ltd.

Tianjin Lishen Battery Joint-Stock Co., Ltd.

Huizhou DRT

EVE

Dong Guan LongTTech Company Ltd.

Jiangsu Azure Corporation

Market Segmentation (by Type)

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Prismatic Lithium Battery

Button Lithium Battery

Cylindrical Lithium Battery

Market Segmentation (by Application)

Low-speed Vehicles & Robots & Drones Small & Power

Mobile Phones & Digital Devices

Laptops & Tablets

Wearable Device

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

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Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Consumer Battery Pack Market

Overview of the regional outlook of the Consumer Battery Pack Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Consumer Battery Pack Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

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Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Consumer Battery Pack, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your

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competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter’s five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

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