

Global Personal Use Power Banks Market Research Report 2025(Status and Outlook)

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Abstracts

Personal use power banks are portable energy storage devices designed to recharge electronic gadgets such as smartphones, tablets, wireless earbuds, and other USB-powered electronics when users are away from traditional power sources; these devices typically incorporate lithium-ion or lithium-polymer batteries, vary in capacity (measured in milliampere-hours or mAh), and feature multiple output ports, fast-charging technologies, and compact, durable designs to cater to the growing demand for on-the-go power solutions in an increasingly mobile and connected world.

The global Personal Use Power Banks market size was estimated at USD 12340.5 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 8.75% during the forecast period.

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

Global Personal Use Power Banks 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

Anker
Xiaomi
AUKEY
RAVPower
Poweradd
Belkin
Samsung
Mophie
Zendure
EasyAcc
PNY
Maxell
iMuto
Jackery
Goal Zero

Xtorm
EC Technology
Tronsmart
Romoss
UGREEN

Market Segmentation (by Type)

Lithium-ion Power Banks
Lithium-polymer Power Banks
Nickel-Metal Hydride Power Banks

Market Segmentation (by Application)

Online
Offline

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
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 Personal Use Power Banks Market

Overview of the regional outlook of the Personal Use Power Banks 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 Personal Use Power Banks 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.

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 Personal Use Power Banks, 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 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

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Personal Use Power Banks

1.2 Key Market Segments

1.2.1 Personal Use Power Banks Segment by Type

1.2.2 Personal Use Power Banks Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 PERSONAL USE POWER BANKS MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Personal Use Power Banks Market Size (M USD) Estimates and Forecasts (2020-2033)

2.1.2 Global Personal Use Power Banks Sales Estimates and Forecasts (2020-2033)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 PERSONAL USE POWER BANKS MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Personal Use Power Banks Product Life Cycle

3.3 Global Personal Use Power Banks Sales by Manufacturers (2020-2025)

3.4 Global Personal Use Power Banks Revenue Market Share by Manufacturers (2020-2025)

3.5 Personal Use Power Banks Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Personal Use Power Banks Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Personal Use Power Banks Market Competitive Situation and Trends

3.8.1 Personal Use Power Banks Market Concentration Rate

3.8.2 Global 5 and 10 Largest Personal Use Power Banks Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 PERSONAL USE POWER BANKS INDUSTRY CHAIN ANALYSIS

4.1 Personal Use Power Banks Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF PERSONAL USE POWER BANKS MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Personal Use Power Banks Market Porter's Five Forces Analysis

5.6.1 Global Trade Frictions

5.6.2 U.S. Tariff Policy ? April 2025

5.6.3 Global Trade Frictions and Their Impacts to Personal Use Power Banks Market

5.7 ESG Ratings of Leading Companies

6 PERSONAL USE POWER BANKS MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Personal Use Power Banks Sales Market Share by Type (2020-2025)

6.3 Global Personal Use Power Banks Market Size Market Share by Type (2020-2025)

6.4 Global Personal Use Power Banks Price by Type (2020-2025)

7 PERSONAL USE POWER BANKS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Personal Use Power Banks Market Sales by Application (2020-2025)
- 7.3 Global Personal Use Power Banks Market Size (M USD) by Application (2020-2025)
- 7.4 Global Personal Use Power Banks Sales Growth Rate by Application (2020-2025)

8 PERSONAL USE POWER BANKS MARKET SALES BY REGION

- 8.1 Global Personal Use Power Banks Sales by Region
 - 8.1.1 Global Personal Use Power Banks Sales by Region
 - 8.1.2 Global Personal Use Power Banks Sales Market Share by Region
- 8.2 Global Personal Use Power Banks Market Size by Region
 - 8.2.1 Global Personal Use Power Banks Market Size by Region
 - 8.2.2 Global Personal Use Power Banks Market Size Market Share by Region
- 8.3 North America
 - 8.3.1 North America Personal Use Power Banks Sales by Country
 - 8.3.2 North America Personal Use Power Banks Market Size by Country
 - 8.3.3 U.S. Market Overview
 - 8.3.4 Canada Market Overview
 - 8.3.5 Mexico Market Overview
- 8.4 Europe
 - 8.4.1 Europe Personal Use Power Banks Sales by Country
 - 8.4.2 Europe Personal Use Power Banks Market Size by Country
 - 8.4.3 Germany Market Overview
 - 8.4.4 France Market Overview
 - 8.4.5 U.K. Market Overview
 - 8.4.6 Italy Market Overview
 - 8.4.7 Spain Market Overview
- 8.5 Asia Pacific
 - 8.5.1 Asia Pacific Personal Use Power Banks Sales by Region
 - 8.5.2 Asia Pacific Personal Use Power Banks Market Size by Region
 - 8.5.3 China Market Overview
 - 8.5.4 Japan Market Overview
 - 8.5.5 South Korea Market Overview
 - 8.5.6 India Market Overview
 - 8.5.7 Southeast Asia Market Overview
- 8.6 South America
 - 8.6.1 South America Personal Use Power Banks Sales by Country
 - 8.6.2 South America Personal Use Power Banks Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa Personal Use Power Banks Sales by Region

8.7.2 Middle East and Africa Personal Use Power Banks Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

9 PERSONAL USE POWER BANKS MARKET PRODUCTION BY REGION

9.1 Global Production of Personal Use Power Banks by Region(2020-2025)

9.2 Global Personal Use Power Banks Revenue Market Share by Region (2020-2025)

9.3 Global Personal Use Power Banks Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Personal Use Power Banks Production

9.4.1 North America Personal Use Power Banks Production Growth Rate (2020-2025)

9.4.2 North America Personal Use Power Banks Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Personal Use Power Banks Production

9.5.1 Europe Personal Use Power Banks Production Growth Rate (2020-2025)

9.5.2 Europe Personal Use Power Banks Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Personal Use Power Banks Production (2020-2025)

9.6.1 Japan Personal Use Power Banks Production Growth Rate (2020-2025)

9.6.2 Japan Personal Use Power Banks Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Personal Use Power Banks Production (2020-2025)

9.7.1 China Personal Use Power Banks Production Growth Rate (2020-2025)

9.7.2 China Personal Use Power Banks Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Anker

10.1.1 Anker Basic Information

- 10.1.2 Anker Personal Use Power Banks Product Overview
- 10.1.3 Anker Personal Use Power Banks Product Market Performance
- 10.1.4 Anker Business Overview
- 10.1.5 Anker SWOT Analysis
- 10.1.6 Anker Recent Developments
- 10.2 Xiaomi
 - 10.2.1 Xiaomi Basic Information
 - 10.2.2 Xiaomi Personal Use Power Banks Product Overview
 - 10.2.3 Xiaomi Personal Use Power Banks Product Market Performance
 - 10.2.4 Xiaomi Business Overview
 - 10.2.5 Xiaomi SWOT Analysis
 - 10.2.6 Xiaomi Recent Developments
- 10.3 AUKEY
 - 10.3.1 AUKEY Basic Information
 - 10.3.2 AUKEY Personal Use Power Banks Product Overview
 - 10.3.3 AUKEY Personal Use Power Banks Product Market Performance
 - 10.3.4 AUKEY Business Overview
 - 10.3.5 AUKEY SWOT Analysis
 - 10.3.6 AUKEY Recent Developments
- 10.4 RAVPower
 - 10.4.1 RAVPower Basic Information
 - 10.4.2 RAVPower Personal Use Power Banks Product Overview
 - 10.4.3 RAVPower Personal Use Power Banks Product Market Performance
 - 10.4.4 RAVPower Business Overview
 - 10.4.5 RAVPower Recent Developments
- 10.5 Poweradd
 - 10.5.1 Poweradd Basic Information
 - 10.5.2 Poweradd Personal Use Power Banks Product Overview
 - 10.5.3 Poweradd Personal Use Power Banks Product Market Performance
 - 10.5.4 Poweradd Business Overview
 - 10.5.5 Poweradd Recent Developments
- 10.6 Belkin
 - 10.6.1 Belkin Basic Information
 - 10.6.2 Belkin Personal Use Power Banks Product Overview
 - 10.6.3 Belkin Personal Use Power Banks Product Market Performance
 - 10.6.4 Belkin Business Overview
 - 10.6.5 Belkin Recent Developments
- 10.7 Samsung
 - 10.7.1 Samsung Basic Information

- 10.7.2 Samsung Personal Use Power Banks Product Overview
- 10.7.3 Samsung Personal Use Power Banks Product Market Performance
- 10.7.4 Samsung Business Overview
- 10.7.5 Samsung Recent Developments
- 10.8 Mophie
 - 10.8.1 Mophie Basic Information
 - 10.8.2 Mophie Personal Use Power Banks Product Overview
 - 10.8.3 Mophie Personal Use Power Banks Product Market Performance
 - 10.8.4 Mophie Business Overview
 - 10.8.5 Mophie Recent Developments
- 10.9 Zendure
 - 10.9.1 Zendure Basic Information
 - 10.9.2 Zendure Personal Use Power Banks Product Overview
 - 10.9.3 Zendure Personal Use Power Banks Product Market Performance
 - 10.9.4 Zendure Business Overview
 - 10.9.5 Zendure Recent Developments
- 10.10 EasyAcc
 - 10.10.1 EasyAcc Basic Information
 - 10.10.2 EasyAcc Personal Use Power Banks Product Overview
 - 10.10.3 EasyAcc Personal Use Power Banks Product Market Performance
 - 10.10.4 EasyAcc Business Overview
 - 10.10.5 EasyAcc Recent Developments
- 10.11 PNY
 - 10.11.1 PNY Basic Information
 - 10.11.2 PNY Personal Use Power Banks Product Overview
 - 10.11.3 PNY Personal Use Power Banks Product Market Performance
 - 10.11.4 PNY Business Overview
 - 10.11.5 PNY Recent Developments
- 10.12 Maxell
 - 10.12.1 Maxell Basic Information
 - 10.12.2 Maxell Personal Use Power Banks Product Overview
 - 10.12.3 Maxell Personal Use Power Banks Product Market Performance
 - 10.12.4 Maxell Business Overview
 - 10.12.5 Maxell Recent Developments
- 10.13 iMuto
 - 10.13.1 iMuto Basic Information
 - 10.13.2 iMuto Personal Use Power Banks Product Overview
 - 10.13.3 iMuto Personal Use Power Banks Product Market Performance
 - 10.13.4 iMuto Business Overview

- 10.13.5 iMuto Recent Developments
- 10.14 Jackery
 - 10.14.1 Jackery Basic Information
 - 10.14.2 Jackery Personal Use Power Banks Product Overview
 - 10.14.3 Jackery Personal Use Power Banks Product Market Performance
 - 10.14.4 Jackery Business Overview
 - 10.14.5 Jackery Recent Developments
- 10.15 Goal Zero
 - 10.15.1 Goal Zero Basic Information
 - 10.15.2 Goal Zero Personal Use Power Banks Product Overview
 - 10.15.3 Goal Zero Personal Use Power Banks Product Market Performance
 - 10.15.4 Goal Zero Business Overview
 - 10.15.5 Goal Zero Recent Developments
- 10.16 Xtorm
 - 10.16.1 Xtorm Basic Information
 - 10.16.2 Xtorm Personal Use Power Banks Product Overview
 - 10.16.3 Xtorm Personal Use Power Banks Product Market Performance
 - 10.16.4 Xtorm Business Overview
 - 10.16.5 Xtorm Recent Developments
- 10.17 EC Technology
 - 10.17.1 EC Technology Basic Information
 - 10.17.2 EC Technology Personal Use Power Banks Product Overview
 - 10.17.3 EC Technology Personal Use Power Banks Product Market Performance
 - 10.17.4 EC Technology Business Overview
 - 10.17.5 EC Technology Recent Developments
- 10.18 Tronsmart
 - 10.18.1 Tronsmart Basic Information
 - 10.18.2 Tronsmart Personal Use Power Banks Product Overview
 - 10.18.3 Tronsmart Personal Use Power Banks Product Market Performance
 - 10.18.4 Tronsmart Business Overview
 - 10.18.5 Tronsmart Recent Developments
- 10.19 Romoss
 - 10.19.1 Romoss Basic Information
 - 10.19.2 Romoss Personal Use Power Banks Product Overview
 - 10.19.3 Romoss Personal Use Power Banks Product Market Performance
 - 10.19.4 Romoss Business Overview
 - 10.19.5 Romoss Recent Developments
- 10.20 UGREEN
 - 10.20.1 UGREEN Basic Information

- 10.20.2 UGREEN Personal Use Power Banks Product Overview
- 10.20.3 UGREEN Personal Use Power Banks Product Market Performance
- 10.20.4 UGREEN Business Overview
- 10.20.5 UGREEN Recent Developments

11 PERSONAL USE POWER BANKS MARKET FORECAST BY REGION

- 11.1 Global Personal Use Power Banks Market Size Forecast
- 11.2 Global Personal Use Power Banks Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Personal Use Power Banks Market Size Forecast by Country
 - 11.2.3 Asia Pacific Personal Use Power Banks Market Size Forecast by Region
 - 11.2.4 South America Personal Use Power Banks Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Personal Use Power Banks by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

- 12.1 Global Personal Use Power Banks Market Forecast by Type (2026-2033)
 - 12.1.1 Global Forecasted Sales of Personal Use Power Banks by Type (2026-2033)
 - 12.1.2 Global Personal Use Power Banks Market Size Forecast by Type (2026-2033)
 - 12.1.3 Global Forecasted Price of Personal Use Power Banks by Type (2026-2033)
- 12.2 Global Personal Use Power Banks Market Forecast by Application (2026-2033)
 - 12.2.1 Global Personal Use Power Banks Sales (K Units) Forecast by Application
 - 12.2.2 Global Personal Use Power Banks Market Size (M USD) Forecast by Application (2026-2033)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Personal Use Power Banks Market Size Comparison by Region (M USD)

Table 5. Global Personal Use Power Banks Sales (K Units) by Manufacturers
(2020-2025)

Table 6. Global Personal Use Power Banks Sales Market Share by Manufacturers
(2020-2025)

Table 7. Global Personal Use Power Banks Revenue (M USD) by Manufacturers
(2020-2025)

Table 8. Global Personal Use Power Banks Revenue Share by Manufacturers
(2020-2025)

Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in
Personal Use Power Banks as of 2024)

Table 10. Global Market Personal Use Power Banks Average Price (USD/Unit) of Key
Manufacturers (2020-2025)

Table 11. Manufacturers? Manufacturing Sites, Areas Served

Table 12. Manufacturers? Product Type

Table 13. Global Personal Use Power Banks Manufacturers Market Concentration Ratio
(CR5 and HHI)

Table 14. Mergers & Acquisitions, Expansion Plans

Table 15. Market Overview of Key Raw Materials

Table 16. Midstream Market Analysis

Table 17. Downstream Customer Analysis

Table 18. Key Development Trends

Table 19. Driving Factors

Table 20. Personal Use Power Banks Market Challenges

Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading
Countries

Table 25. Global Personal Use Power Banks Sales by Type (K Units)

Table 26. Global Personal Use Power Banks Market Size by Type (M USD)

Table 27. Global Personal Use Power Banks Sales (K Units) by Type (2020-2025)

Table 28. Global Personal Use Power Banks Sales Market Share by Type (2020-2025)

Table 29. Global Personal Use Power Banks Market Size (M USD) by Type (2020-2025)

Table 30. Global Personal Use Power Banks Market Size Share by Type (2020-2025)

Table 31. Global Personal Use Power Banks Price (USD/Unit) by Type (2020-2025)

Table 32. Global Personal Use Power Banks Sales (K Units) by Application

Table 33. Global Personal Use Power Banks Market Size by Application

Table 34. Global Personal Use Power Banks Sales by Application (2020-2025) & (K Units)

Table 35. Global Personal Use Power Banks Sales Market Share by Application (2020-2025)

Table 36. Global Personal Use Power Banks Market Size by Application (2020-2025) & (M USD)

Table 37. Global Personal Use Power Banks Market Share by Application (2020-2025)

Table 38. Global Personal Use Power Banks Sales Growth Rate by Application (2020-2025)

Table 39. Global Personal Use Power Banks Sales by Region (2020-2025) & (K Units)

Table 40. Global Personal Use Power Banks Sales Market Share by Region (2020-2025)

Table 41. Global Personal Use Power Banks Market Size by Region (2020-2025) & (M USD)

Table 42. Global Personal Use Power Banks Market Size Market Share by Region (2020-2025)

Table 43. North America Personal Use Power Banks Sales by Country (2020-2025) & (K Units)

Table 44. North America Personal Use Power Banks Market Size by Country (2020-2025) & (M USD)

Table 45. Europe Personal Use Power Banks Sales by Country (2020-2025) & (K Units)

Table 46. Europe Personal Use Power Banks Market Size by Country (2020-2025) & (M USD)

Table 47. Asia Pacific Personal Use Power Banks Sales by Region (2020-2025) & (K Units)

Table 48. Asia Pacific Personal Use Power Banks Market Size by Region (2020-2025) & (M USD)

Table 49. South America Personal Use Power Banks Sales by Country (2020-2025) & (K Units)

Table 50. South America Personal Use Power Banks Market Size by Country (2020-2025) & (M USD)

Table 51. Middle East and Africa Personal Use Power Banks Sales by Region

(2020-2025) & (K Units)

Table 52. Middle East and Africa Personal Use Power Banks Market Size by Region (2020-2025) & (M USD)

Table 53. Global Personal Use Power Banks Production (K Units) by Region(2020-2025)

Table 54. Global Personal Use Power Banks Revenue (US\$ Million) by Region (2020-2025)

Table 55. Global Personal Use Power Banks Revenue Market Share by Region (2020-2025)

Table 56. Global Personal Use Power Banks Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 57. North America Personal Use Power Banks Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 58. Europe Personal Use Power Banks Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 59. Japan Personal Use Power Banks Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 60. China Personal Use Power Banks Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 61. Anker Basic Information

Table 62. Anker Personal Use Power Banks Product Overview

Table 63. Anker Personal Use Power Banks Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 64. Anker Business Overview

Table 65. Anker SWOT Analysis

Table 66. Anker Recent Developments

Table 67. Xiaomi Basic Information

Table 68. Xiaomi Personal Use Power Banks Product Overview

Table 69. Xiaomi Personal Use Power Banks Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 70. Xiaomi Business Overview

Table 71. Xiaomi SWOT Analysis

Table 72. Xiaomi Recent Developments

Table 73. AUKEY Basic Information

Table 74. AUKEY Personal Use Power Banks Product Overview

Table 75. AUKEY Personal Use Power Banks Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 76. AUKEY Business Overview

Table 77. AUKEY SWOT Analysis

Table 78. AUKEY Recent Developments
Table 79. RAVPower Basic Information
Table 80. RAVPower Personal Use Power Banks Product Overview
Table 81. RAVPower Personal Use Power Banks Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 82. RAVPower Business Overview
Table 83. RAVPower Recent Developments
Table 84. Poweradd Basic Information
Table 85. Poweradd Personal Use Power Banks Product Overview
Table 86. Poweradd Personal Use Power Banks Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 87. Poweradd Business Overview
Table 88. Poweradd Recent Developments
Table 89. Belkin Basic Information
Table 90. Belkin Personal Use Power Banks Product Overview
Table 91. Belkin Personal Use Power Banks Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 92. Belkin Business Overview
Table 93. Belkin Recent Developments
Table 94. Samsung Basic Information
Table 95. Samsung Personal Use Power Banks Product Overview
Table 96. Samsung Personal Use Power Banks Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 97. Samsung Business Overview
Table 98. Samsung Recent Developments
Table 99. Mophie Basic Information
Table 100. Mophie Personal Use Power Banks Product Overview
Table 101. Mophie Personal Use Power Banks Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 102. Mophie Business Overview
Table 103. Mophie Recent Developments
Table 104. Zendure Basic Information
Table 105. Zendure Personal Use Power Banks Product Overview
Table 106. Zendure Personal Use Power Banks Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 107. Zendure Business Overview
Table 108. Zendure Recent Developments
Table 109. EasyAcc Basic Information
Table 110. EasyAcc Personal Use Power Banks Product Overview

Table 111. EasyAcc Personal Use Power Banks Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 112. EasyAcc Business Overview

Table 113. EasyAcc Recent Developments

Table 114. PNY Basic Information

Table 115. PNY Personal Use Power Banks Product Overview

Table 116. PNY Personal Use Power Banks Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 117. PNY Business Overview

Table 118. PNY Recent Developments

Table 119. Maxell Basic Information

Table 120. Maxell Personal Use Power Banks Product Overview

Table 121. Maxell Personal Use Power Banks Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 122. Maxell Business Overview

Table 123. Maxell Recent Developments

Table 124. iMuto Basic Information

Table 125. iMuto Personal Use Power Banks Product Overview

Table 126. iMuto Personal Use Power Banks Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 127. iMuto Business Overview

Table 128. iMuto Recent Developments

Table 129. Jackery Basic Information

Table 130. Jackery Personal Use Power Banks Product Overview

Table 131. Jackery Personal Use Power Banks Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 132. Jackery Business Overview

Table 133. Jackery Recent Developments

Table 134. Goal Zero Basic Information

Table 135. Goal Zero Personal Use Power Banks Product Overview

Table 136. Goal Zero Personal Use Power Banks Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 137. Goal Zero Business Overview

Table 138. Goal Zero Recent Developments

Table 139. Xtorm Basic Information

Table 140. Xtorm Personal Use Power Banks Product Overview

Table 141. Xtorm Personal Use Power Banks Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 142. Xtorm Business Overview

Table 143. Xtorm Recent Developments
Table 144. EC Technology Basic Information
Table 145. EC Technology Personal Use Power Banks Product Overview
Table 146. EC Technology Personal Use Power Banks Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 147. EC Technology Business Overview
Table 148. EC Technology Recent Developments
Table 149. Tronsmart Basic Information
Table 150. Tronsmart Personal Use Power Banks Product Overview
Table 151. Tronsmart Personal Use Power Banks Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 152. Tronsmart Business Overview
Table 153. Tronsmart Recent Developments
Table 154. Romoss Basic Information
Table 155. Romoss Personal Use Power Banks Product Overview
Table 156. Romoss Personal Use Power Banks Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 157. Romoss Business Overview
Table 158. Romoss Recent Developments
Table 159. UGREEN Basic Information
Table 160. UGREEN Personal Use Power Banks Product Overview
Table 161. UGREEN Personal Use Power Banks Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 162. UGREEN Business Overview
Table 163. UGREEN Recent Developments
Table 164. Global Personal Use Power Banks Sales Forecast by Region (2026-2033) & (K Units)
Table 165. Global Personal Use Power Banks Market Size Forecast by Region (2026-2033) & (M USD)
Table 166. North America Personal Use Power Banks Sales Forecast by Country (2026-2033) & (K Units)
Table 167. North America Personal Use Power Banks Market Size Forecast by Country (2026-2033) & (M USD)
Table 168. Europe Personal Use Power Banks Sales Forecast by Country (2026-2033) & (K Units)
Table 169. Europe Personal Use Power Banks Market Size Forecast by Country (2026-2033) & (M USD)
Table 170. Asia Pacific Personal Use Power Banks Sales Forecast by Region (2026-2033) & (K Units)

Table 171. Asia Pacific Personal Use Power Banks Market Size Forecast by Region (2026-2033) & (M USD)

Table 172. South America Personal Use Power Banks Sales Forecast by Country (2026-2033) & (K Units)

Table 173. South America Personal Use Power Banks Market Size Forecast by Country (2026-2033) & (M USD)

Table 174. Middle East and Africa Personal Use Power Banks Sales Forecast by Country (2026-2033) & (Units)

Table 175. Middle East and Africa Personal Use Power Banks Market Size Forecast by Country (2026-2033) & (M USD)

Table 176. Global Personal Use Power Banks Sales Forecast by Type (2026-2033) & (K Units)

Table 177. Global Personal Use Power Banks Market Size Forecast by Type (2026-2033) & (M USD)

Table 178. Global Personal Use Power Banks Price Forecast by Type (2026-2033) & (USD/Unit)

Table 179. Global Personal Use Power Banks Sales (K Units) Forecast by Application (2026-2033)

Table 180. Global Personal Use Power Banks Market Size Forecast by Application (2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Personal Use Power Banks
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Personal Use Power Banks Market Size (M USD), 2024-2033
- Figure 5. Global Personal Use Power Banks Market Size (M USD) (2020-2033)
- Figure 6. Global Personal Use Power Banks Sales (K Units) & (2020-2033)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Personal Use Power Banks Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Personal Use Power Banks Product Life Cycle
- Figure 13. Personal Use Power Banks Sales Share by Manufacturers in 2024
- Figure 14. Global Personal Use Power Banks Revenue Share by Manufacturers in 2024
- Figure 15. Personal Use Power Banks Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Personal Use Power Banks Average Price (USD/Unit) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Personal Use Power Banks Revenue in 2024
- Figure 18. Industry Chain Map of Personal Use Power Banks
- Figure 19. Global Personal Use Power Banks Market PEST Analysis
- Figure 20. Global Personal Use Power Banks Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Personal Use Power Banks Market Share by Type
- Figure 27. Sales Market Share of Personal Use Power Banks by Type (2020-2025)
- Figure 28. Sales Market Share of Personal Use Power Banks by Type in 2024
- Figure 29. Market Size Share of Personal Use Power Banks by Type (2020-2025)
- Figure 30. Market Size Share of Personal Use Power Banks by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Personal Use Power Banks Market Share by Application

Figure 33. Global Personal Use Power Banks Sales Market Share by Application (2020-2025)

Figure 34. Global Personal Use Power Banks Sales Market Share by Application in 2024

Figure 35. Global Personal Use Power Banks Market Share by Application (2020-2025)

Figure 36. Global Personal Use Power Banks Market Share by Application in 2024

Figure 37. Global Personal Use Power Banks Sales Growth Rate by Application (2020-2025)

Figure 38. Global Personal Use Power Banks Sales Market Share by Region (2020-2025)

Figure 39. Global Personal Use Power Banks Market Size Market Share by Region (2020-2025)

Figure 40. North America Personal Use Power Banks Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America Personal Use Power Banks Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America Personal Use Power Banks Sales Market Share by Country in 2024

Figure 43. North America Personal Use Power Banks Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Personal Use Power Banks Market Size Market Share by Country in 2024

Figure 45. U.S. Personal Use Power Banks Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. Personal Use Power Banks Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Personal Use Power Banks Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada Personal Use Power Banks Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Personal Use Power Banks Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Personal Use Power Banks Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Personal Use Power Banks Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe Personal Use Power Banks Sales Market Share by Country in 2024

Figure 53. Europe Personal Use Power Banks Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Personal Use Power Banks Market Size Market Share by Country in 2024

Figure 55. Germany Personal Use Power Banks Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Personal Use Power Banks Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Personal Use Power Banks Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Personal Use Power Banks Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Personal Use Power Banks Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Personal Use Power Banks Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Personal Use Power Banks Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Personal Use Power Banks Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Personal Use Power Banks Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Personal Use Power Banks Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Personal Use Power Banks Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Personal Use Power Banks Sales Market Share by Region in 2024

Figure 67. Asia Pacific Personal Use Power Banks Market Size Market Share by Region in 2024

Figure 68. China Personal Use Power Banks Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Personal Use Power Banks Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Personal Use Power Banks Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Personal Use Power Banks Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Personal Use Power Banks Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Personal Use Power Banks Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Personal Use Power Banks Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Personal Use Power Banks Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Personal Use Power Banks Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Personal Use Power Banks Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Personal Use Power Banks Sales and Growth Rate (K Units)

Figure 79. South America Personal Use Power Banks Sales Market Share by Country in 2024

Figure 80. South America Personal Use Power Banks Market Size and Growth Rate (M USD)

Figure 81. South America Personal Use Power Banks Market Size Market Share by Country in 2024

Figure 82. Brazil Personal Use Power Banks Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Personal Use Power Banks Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Personal Use Power Banks Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Personal Use Power Banks Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Personal Use Power Banks Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Personal Use Power Banks Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Personal Use Power Banks Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Personal Use Power Banks Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Personal Use Power Banks Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Personal Use Power Banks Market Size Market Share by Region in 2024

Figure 92. Saudi Arabia Personal Use Power Banks Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Personal Use Power Banks Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Personal Use Power Banks Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Personal Use Power Banks Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Personal Use Power Banks Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Personal Use Power Banks Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Personal Use Power Banks Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Personal Use Power Banks Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Personal Use Power Banks Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Personal Use Power Banks Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Personal Use Power Banks Production Market Share by Region (2020-2025)

Figure 103. North America Personal Use Power Banks Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Personal Use Power Banks Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Personal Use Power Banks Production (K Units) Growth Rate (2020-2025)

Figure 106. China Personal Use Power Banks Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Personal Use Power Banks Sales Forecast by Volume (2020-2033) & (K Units)

Figure 108. Global Personal Use Power Banks Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Personal Use Power Banks Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Personal Use Power Banks Market Share Forecast by Type (2026-2033)

Figure 111. Global Personal Use Power Banks Sales Forecast by Application (2026-2033)

Figure 112. Global Personal Use Power Banks Market Share Forecast by Application (2026-2033)

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