

Global VDA Prismatic Cell Market Research Report 2026(Status and Outlook)

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Abstracts

VDA batteries (mainly square) refer to a series of standard battery modules developed by the German Association of the Automotive Industry (VDA). This standard is mainly aimed at the design of electric vehicle power batteries, with the aim of achieving standardization of battery components, thereby improving compatibility between different manufacturers and promoting flexibility and efficiency of the supply chain. The VDA standard specifies the installation method of battery modules, including fixing methods, connection methods, etc., to ensure the stability and safety of battery modules during vehicle driving, and is widely used in new energy vehicles such as electric vehicles and hybrid vehicles. In order to meet the needs of most vehicles, the VDA battery size specification has gradually transitioned from the original standard VDA355 to VDA390. Finally, after 2021, the market demand for increased cruising range, in order to accommodate wider batteries, the VDA590 large module has gradually emerged. The current market challenges and limitations of VDA batteries (mainly square) are mainly as follows:

1. New technology replacement: VDA batteries belong to the early power battery 1.0 era. As consumers' requirements for long-range capabilities increase, VDA batteries can no longer meet the demand. With the iteration of new technologies such as CTP, its terminal application advantages are significantly greater than VDA batteries, resulting in VDA batteries gradually lagging behind in performance and technology.
2. Defects of VDA batteries themselves: The VDA standard first integrates the battery cells into modules, which are then combined into battery packs, and finally the battery packs are placed under the vehicle chassis. With the further development of electric vehicles, consumers have higher requirements for the range of electric vehicles. Each battery cell of the VDA standard module has a separate module package, and the number of batteries is always small. VDA battery modules face certain challenges in terms of range.
3. Standardized modules limit customized needs: Although the standardized design of VDA batteries brings many advantages, it also limits its

flexibility on different models and platforms. For electric vehicles that require high customization, VDA battery modules may not meet their needs.4. Design flexibility: CTP technology provides more flexibility for electric vehicle design by simplifying the structure and improving the integration. However, due to its standardized design and module hierarchy, VDA batteries limit the design flexibility of electric vehicles in terms of battery layout and size to a certain extent.5. Safety: New energy vehicle power batteries are the energy source of the car. Once the battery has safety problems, such as thermal runaway causing fire and explosion, it will pose a serious threat to the lives of the drivers and passengers in the car. Battery safety is the premise for the continuous improvement of the global new energy vehicle penetration rate. CTP technology improves the safety and reliability of batteries by optimizing the battery pack structure and manufacturing process. The frame and connectors of VDA batteries may become loose or damaged during long-term use, resulting in unstable connections between battery cells, which in turn causes safety problems such as battery thermal runaway. Moreover, due to the multiple module levels, the heat conduction path between VDA battery cells is long, and heat is difficult to dissipate quickly. The frame and connectors are a major challenge for VDA battery thermal management.

The global VDA Prismatic Cell market size was estimated at USD 57620.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of -2.70% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global VDA Prismatic Cell 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 VDA Prismatic Cell 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 VDA Prismatic Cell market.

Global VDA Prismatic Cell 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

CATL

LGES

SK On

Gotion High-tech

CALB

Farasis Energy

Tianjin Lishen

JEVE

SVOLT

Wanxiang 123

Battero Tech

CORNEX

ProLogium Technology

KORE Power

Sinochem Holdings

Microvast

Sunwoda

TWS Technology

Market Segmentation (by Type)

355 Module

390 Module

590 Module

Market Segmentation (by Application)

Passenger Vehicle

Commercial Vehicle

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 VDA Prismatic Cell Market

Overview of the regional outlook of the VDA Prismatic Cell 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 VDA Prismatic Cell 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 VDA Prismatic Cell, 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

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