

Global Portable Power Bank Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Portable Power Bank market size will reach 3,513.20 Million USD in 2025 and is projected to reach 3,850.96 Million USD by 2032, with a CAGR of 1.32% (2025-2032). Notably, the China Portable Power Bank market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

A portable power bank is a compact and mobile device designed to store electrical energy and provide on-the-go charging for electronic devices such as smartphones, tablets, or other gadgets. These devices typically consist of a rechargeable battery enclosed in a portable casing with one or more USB ports for connecting charging cables. The power bank is charged in advance through an electrical outlet or another power source, and users can then carry it with them to charge their devices when needed. Portable power banks come in various capacities, ranging from small and pocket-sized options to larger units with higher capacity for multiple charges. They have become essential accessories for individuals who require a reliable and convenient power source while traveling, during outdoor activities, or in situations where access to electrical outlets is limited.

The major global manufacturers of Portable Power Bank include Anker, MI, Romoss, Sunvalley, Samsung, Sony, Pisen, Mipow (Zagg), Besiter, Philips, Intex Technologies, Pineng, Yoobao, Huawei, Aigo, Baseus, etc. The global players competition landscape

in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Portable Power Bank. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Portable Power Bank market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Portable Power Bank market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Portable Power Bank industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Portable Power Bank Include:

Anker

MI

Romoss

Sunvalley

Samsung

Sony

Pisen

Mipow (Zagg)

Besiter

Philips

Intex Technologies

Pineng

Yoobao

Huawei

Aigo

Baseus

Portable Power Bank Product Segment Include:

Up To 10000 mAh

10001 - 20000 mAh

Above 20000 mAh

Portable Power Bank Product Application Include:

Offline Sales

Online Sales

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Portable Power Bank Industry PESTEL Analysis

Chapter 3: Global Portable Power Bank Industry Porter's Five Forces Analysis

Chapter 4: Global Portable Power Bank Major Regional Market Size (Revenue, Sales, Price) and Forecast Analysis

Chapter 5: Global Portable Power Bank Market Size and Forecast by Type and Application Analysis

Chapter 6: North America Portable Power Bank Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Portable Power Bank Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Portable Power Bank Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Portable Power Bank Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Portable Power Bank Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis,

Countries Analysis)

Chapter 11: Middle East and Africa Portable Power Bank Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global Portable Power Bank Competitive Analysis of Key Manufacturers (Sales, Revenue, Market Share, Price, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Sales, Revenue, Price and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

Contents

1 PORTABLE POWER BANK MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 Portable Power Bank Product by Type
 - 1.2.1 Up To 10000 mAh
 - 1.2.2 10001 - 20000 mAh
 - 1.2.3 Above 20000 mAh
- 1.3 Portable Power Bank Product by Application
 - 1.3.1 Offline Sales
 - 1.3.2 Online Sales
- 1.4 Global Portable Power Bank Market Revenue and Sales Analysis
 - 1.4.1 Global Portable Power Bank Revenue Market Size Analysis (2020-2032)
 - 1.4.2 Global Portable Power Bank Sales Market Size Analysis (2020-2032)
 - 1.4.3 Global Portable Power Bank Market Sales Price Trend Analysis (2020-2032)
- 1.5 Portable Power Bank Industry Trends and Innovation
 - 1.5.1 Portable Power Bank Industry Trends and Innovation
 - 1.5.2 Portable Power Bank Market Drivers and Challenges

2 PORTABLE POWER BANK MARKET PESTEL ANALYSIS

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

3 PORTABLE POWER BANK MARKET PORTER'S FIVE FORCES ANALYSIS

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

4 GLOBAL PORTABLE POWER BANK MARKET ANALYSIS BY REGIONS

- 4.1 Global Portable Power Bank Overall Market: 2024 VS 2025 VS 2032
- 4.2 Global Portable Power Bank Revenue and Forecast Analysis (2020-2032)
 - 4.2.1 Global Portable Power Bank Revenue and Market Share by Region (2020-2025)
 - 4.2.2 Global Portable Power Bank Revenue and Market Share Forecast by Region (2026-2032)
- 4.3 Global Portable Power Bank Sales and Forecast Analysis (2020-2032)
 - 4.3.1 Global Portable Power Bank Sales and Market Share by Region (2020-2025)
 - 4.3.2 Global Portable Power Bank Sales and Market Share Forecast by Region (2026-2032)
- 4.4 Global Portable Power Bank Sales Price Trend Analysis (2020-2032)

5 GLOBAL PORTABLE POWER BANK MARKET SIZE BY TYPE AND APPLICATION

- 5.1 Global Portable Power Bank Market Size by Type
 - 5.1.1 Global Portable Power Bank Revenue and Forecast Analysis by Type (2020-2032)
 - 5.1.2 Global Portable Power Bank Sales and Forecast Analysis by Type (2020-2032)
- 5.2 Global Portable Power Bank Market Size by Application
 - 5.2.1 Global Portable Power Bank Revenue and Forecast Analysis by Application (2020-2032)
 - 5.2.2 Global Portable Power Bank Sales and Forecast Analysis by Application (2020-2032)

6 NORTH AMERICA

- 6.1 North America Portable Power Bank Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Manufacturers Analysis
- 6.3 North America Portable Power Bank Market Size by Type
 - 6.3.1 North America Portable Power Bank Sales by Type (2020-2032)
 - 6.3.2 North America Portable Power Bank Revenue by Type (2020-2032)
- 6.4 North America Portable Power Bank Market Size by Application
 - 6.4.1 North America Portable Power Bank Sales by Application (2020-2032)
 - 6.4.2 North America Portable Power Bank Revenue by Application (2020-2032)
- 6.5 North America Portable Power Bank Market Size by Country
 - 6.5.1 US
 - 6.5.2 Canada

7 EUROPE

7.1 Europe Portable Power Bank Market Size and Growth Rate Analysis (2020-2032)

7.2 Europe Key Manufacturers Analysis

7.3 Europe Portable Power Bank Market Size by Type

7.3.1 Europe Portable Power Bank Sales by Type (2020-2032)

7.3.2 Europe Portable Power Bank Revenue by Type (2020-2032)

7.4 Europe Portable Power Bank Market Size by Application

7.4.1 Europe Portable Power Bank Sales by Application (2020-2032)

7.4.2 Europe Portable Power Bank Revenue by Application (2020-2032)

7.5 Europe Portable Power Bank Market Size by Country

7.5.1 Germany

7.5.2 France

7.5.3 United Kingdom

7.5.4 Italy

7.5.5 Spain

7.5.6 Benelux

8 CHINA

8.1 China Portable Power Bank Market Size and Growth Rate Analysis (2020-2032)

8.2 China Key Manufacturers Analysis

8.3 China Portable Power Bank Market Size by Type

8.3.1 China Portable Power Bank Sales by Type (2020-2032)

8.3.2 China Portable Power Bank Revenue by Type (2020-2032)

8.4 China Portable Power Bank Market Size by Application

8.4.1 China Portable Power Bank Sales by Application (2020-2032)

8.4.2 China Portable Power Bank Revenue by Application (2020-2032)

9 APAC (EXCL. CHINA)

9.1 APAC (excl. China) Portable Power Bank Market Size and Growth Rate Analysis (2020-2032)

9.2 APAC (excl. China) Key Manufacturers Analysis

9.3 APAC (excl. China) Portable Power Bank Market Size by Type

9.3.1 APAC (excl. China) Portable Power Bank Sales by Type (2020-2032)

9.3.2 APAC (excl. China) Portable Power Bank Revenue by Type (2020-2032)

9.4 APAC (excl. China) Portable Power Bank Market Size by Application

9.4.1 APAC (excl. China) Portable Power Bank Sales by Application (2020-2032)

- 9.4.2 APAC (excl. China) Portable Power Bank Revenue by Application (2020-2032)
- 9.5 APAC (excl. China) Portable Power Bank Market Size by Country
 - 9.5.1 Japan
 - 9.5.2 South Korea
 - 9.5.3 India
 - 9.5.4 Australia
 - 9.5.5 Southeast Asia

10 LATIN AMERICA

- 10.1 Latin America Portable Power Bank Market Size and Growth Rate Analysis (2020-2032)
- 10.2 Latin America Key Manufacturers Analysis
- 10.3 Latin America Portable Power Bank Market Size by Type
 - 10.3.1 Latin America Portable Power Bank Sales by Type (2020-2032)
 - 10.3.2 Latin America Portable Power Bank Revenue by Type (2020-2032)
- 10.4 Latin America Portable Power Bank Market Size by Application
 - 10.4.1 Latin America Portable Power Bank Sales by Application (2020-2032)
 - 10.4.2 Latin America Portable Power Bank Revenue by Application (2020-2032)
- 10.5 Latin America Portable Power Bank Market Size by Country
- 10.6 Latin America Portable Power Bank Market Size by Country
 - 10.6.1 Mexico
 - 10.6.2 Brazil

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Portable Power Bank Market Size and Growth Rate Analysis (2020-2032)
- 11.2 Middle East & Africa Key Manufacturers Analysis
- 11.3 Middle East & Africa Portable Power Bank Market Size by Type
 - 11.3.1 Middle East & Africa Portable Power Bank Sales by Type (2020-2032)
 - 11.3.2 Middle East & Africa Portable Power Bank Revenue by Type (2020-2032)
- 11.4 Middle East & Africa Portable Power Bank Market Size by Application
 - 11.4.1 Middle East & Africa Portable Power Bank Sales by Application (2020-2032)
 - 11.4.2 Middle East & Africa Portable Power Bank Revenue by Application (2020-2032)
- 11.5 Middle East Portable Power Bank Market Size by Country
 - 11.5.1 Saudi Arabia
 - 11.5.2 South Africa

12 COMPETITION BY MANUFACTURERS

12.1 Global Portable Power Bank Market Sales, Revenue and Price by Key Manufacturers (2021-2025)

12.1.1 Global Portable Power Bank Market Sales by Key Manufacturers (2021-2025)

12.1.2 Global Portable Power Bank Market Revenue by Key Manufacturers (2021-2025)

12.1.3 Global Portable Power Bank Average Sales Price by Manufacturers (2021-2025)

12.2 Portable Power Bank Competitive Landscape Analysis and Market Dynamic

12.2.1 Portable Power Bank Competitive Landscape Analysis

12.2.2 Global Key Manufacturers Headquarter Location and Key Area Sales

12.2.3 Market Dynamic

13 KEY COMPANIES ANALYSIS

13.1 Anker

13.1.1 Anker Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.1.2 Anker Portable Power Bank Product Portfolio

13.1.3 Anker Portable Power Bank Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.2 MI

13.2.1 MI Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.2.2 MI Portable Power Bank Product Portfolio

13.2.3 MI Portable Power Bank Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.3 Romoss

13.3.1 Romoss Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.3.2 Romoss Portable Power Bank Product Portfolio

13.3.3 Romoss Portable Power Bank Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.4 Sunvalley

13.4.1 Sunvalley Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.4.2 Sunvalley Portable Power Bank Product Portfolio

13.4.3 Sunvalley Portable Power Bank Market Data Analysis (Revenue, Sales, Price,

Gross Margin and Market Share) (2021-2025)

13.5 Samsung

13.5.1 Samsung Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.5.2 Samsung Portable Power Bank Product Portfolio

13.5.3 Samsung Portable Power Bank Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.6 Sony

13.6.1 Sony Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.6.2 Sony Portable Power Bank Product Portfolio

13.6.3 Sony Portable Power Bank Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.7 Pisen

13.7.1 Pisen Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.7.2 Pisen Portable Power Bank Product Portfolio

13.7.3 Pisen Portable Power Bank Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.8 Mipow (Zagg)

13.8.1 Mipow (Zagg) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.8.2 Mipow (Zagg) Portable Power Bank Product Portfolio

13.8.3 Mipow (Zagg) Portable Power Bank Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.9 Besiter

13.9.1 Besiter Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.9.2 Besiter Portable Power Bank Product Portfolio

13.9.3 Besiter Portable Power Bank Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.10 Philips

13.10.1 Philips Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.10.2 Philips Portable Power Bank Product Portfolio

13.10.3 Philips Portable Power Bank Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.11 Intex Technologies

13.11.1 Intex Technologies Basic Company Profile (Employees, Areas Service,

Competitors and Contact Information)

13.11.2 Intex Technologies Portable Power Bank Product Portfolio

13.11.3 Intex Technologies Portable Power Bank Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.12 Pineng

13.12.1 Pineng Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.12.2 Pineng Portable Power Bank Product Portfolio

13.12.3 Pineng Portable Power Bank Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.13 Yoobao

13.13.1 Yoobao Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.13.2 Yoobao Portable Power Bank Product Portfolio

13.13.3 Yoobao Portable Power Bank Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.14 Huawei

13.14.1 Huawei Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.14.2 Huawei Portable Power Bank Product Portfolio

13.14.3 Huawei Portable Power Bank Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.15 Aigo

13.15.1 Aigo Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.15.2 Aigo Portable Power Bank Product Portfolio

13.15.3 Aigo Portable Power Bank Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.16 Baseus

13.16.1 Baseus Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.16.2 Baseus Portable Power Bank Product Portfolio

13.16.3 Baseus Portable Power Bank Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

14 INDUSTRY CHAIN ANALYSIS

14.1 Portable Power Bank Industry Chain Analysis

14.2 Portable Power Bank Industry Raw Material and Suppliers Analysis

- 14.2.1 Portable Power Bank Key Raw Material Supply Analysis
- 14.2.2 Raw Material Suppliers and Contact Information
- 14.3 Portable Power Bank Typical Downstream Customers
- 14.4 Portable Power Bank Sales Channel Analysis

15 RESEARCH FINDINGS AND CONCLUSION

16 METHODOLOGY AND DATA SOURCE

- 16.1 Methodology/Research Approach
- 16.2 Research Scope
- 16.3 Benchmarks and Assumptions
- 16.4 Data Source
 - 16.4.1 Primary Sources
 - 16.4.2 Secondary Sources
- 16.5 Data Cross Validation
- 16.6 Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Global Portable Power Bank Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Portable Power Bank Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Portable Power Bank Industry Development Status

Table 4: Portable Power Bank Industry Development Trends

Table 5: Global Portable Power Bank Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global Portable Power Bank Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global Portable Power Bank Revenue Market Share by Region (2020-2025)

Table 8: Global Portable Power Bank Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global Portable Power Bank Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Portable Power Bank Sales by Region (2020-2025) & (K Unit)

Table 11: Global Portable Power Bank Sales Market Share by Region (2020-2025)

Table 12: Global Portable Power Bank Sales Forecast by Region (2026-2032) & (K Unit)

Table 13: Global Portable Power Bank Sales Market Share Forecast by Region (2026-2032)

Table 14: Global Portable Power Bank Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 15: Global Portable Power Bank Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 16: Global Portable Power Bank Sales Analysis by Type (2020-2025) & (K Unit)

Table 17: Global Portable Power Bank Sales Analysis Forecast by Type (2026-2032) & (K Unit)

Table 18: Global Portable Power Bank Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 19: Global Portable Power Bank Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 20: Global Portable Power Bank Sales Analysis by Application (2020-2025) & (K Unit)

Table 21: Global Portable Power Bank Sales Analysis Forecast by Application (2026-2032) & (K Unit)

Table 22: Key Portable Power Bank Players in North America

Table 23: North America Portable Power Bank Sales by Type (2020-2025) & (K Unit)

Table 24: North America Portable Power Bank Sales by Type (2026-2032) & (K Unit)

Table 25: North America Portable Power Bank Revenue by Type (2020-2025) & (US\$ Million)

Table 26: North America Portable Power Bank Revenue by Type (2026-2032) & (US\$ Million)

Table 27: North America Portable Power Bank Sales by Application (2020-2025) & (K Unit)

Table 28: North America Portable Power Bank Sales by Application (2026-2032) & (K Unit)

Table 29: North America Portable Power Bank Revenue by Application (2020-2025) & (US\$ Million)

Table 30: North America Portable Power Bank Revenue by Application (2026-2032) & (US\$ Million)

Table 31: North America Portable Power Bank Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 32: North America Portable Power Bank Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 33: North America Portable Power Bank Sales Market Size by Country (2020-2025) & (K Unit)

Table 34: North America Portable Power Bank Sales Market Size by Country (2026-2032) & (K Unit)

Table 35: Key Portable Power Bank Players in Europe

Table 36: Europe Portable Power Bank Sales by Type (2020-2025) & (K Unit)

Table 37: Europe Portable Power Bank Sales by Type (2026-2032) & (K Unit)

Table 38: Europe Portable Power Bank Revenue by Type (2020-2025) & (US\$ Million)

Table 39: Europe Portable Power Bank Revenue by Type (2026-2032) & (US\$ Million)

Table 40: Europe Portable Power Bank Sales by Application (2020-2025) & (K Unit)

Table 41: Europe Portable Power Bank Sales by Application (2026-2032) & (K Unit)

Table 42: Europe Portable Power Bank Revenue by Application (2020-2025) & (US\$ Million)

Table 43: Europe Portable Power Bank Revenue by Application (2026-2032) & (US\$ Million)

Table 44: Europe Portable Power Bank Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 45: Europe Portable Power Bank Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 46: Europe Portable Power Bank Sales Market Size by Country (2020-2025) & (K

Unit)

Table 47: Europe Portable Power Bank Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 48: Key Portable Power Bank Players in China

Table 49: China Portable Power Bank Sales by Type (2020-2025) & (K Unit)

Table 50: China Portable Power Bank Sales by Type (2026-2032) & (K Unit)

Table 51: China Portable Power Bank Revenue by Type (2020-2025) & (US\$ Million)

Table 52: China Portable Power Bank Revenue by Type (2026-2032) & (US\$ Million)

Table 53: China Portable Power Bank Sales by Application (2020-2025) & (K Unit)

Table 54: China Portable Power Bank Sales by Application (2026-2032) & (K Unit)

Table 55: China Portable Power Bank Revenue by Application (2020-2025) & (US\$ Million)

Table 56: China Portable Power Bank Revenue by Application (2026-2032) & (US\$ Million)

Table 57: Key Portable Power Bank Players in APAC (excl. China)

Table 58: APAC (excl. China) Portable Power Bank Sales by Type (2020-2025) & (K Unit)

Table 59: APAC (excl. China) Portable Power Bank Sales by Type (2026-2032) & (K Unit)

Table 60: APAC (excl. China) Portable Power Bank Revenue by Type (2020-2025) & (US\$ Million)

Table 61: APAC (excl. China) Portable Power Bank Revenue by Type (2026-2032) & (US\$ Million)

Table 62: APAC (excl. China) Portable Power Bank Sales by Application (2020-2025) & (K Unit)

Table 63: APAC (excl. China) Portable Power Bank Sales by Application (2026-2032) & (K Unit)

Table 64: APAC (excl. China) Portable Power Bank Revenue by Application (2020-2025) & (US\$ Million)

Table 65: APAC (excl. China) Portable Power Bank Revenue by Application (2026-2032) & (US\$ Million)

Table 66: APAC (excl. China) Portable Power Bank Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 67: APAC (excl. China) Portable Power Bank Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 68: APAC (excl. China) Portable Power Bank Sales Market Size by Country (2020-2025) & (K Unit)

Table 69: APAC (excl. China) Portable Power Bank Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 70: Key Portable Power Bank Players in Latin America

Table 71: Latin America Portable Power Bank Sales by Type (2020-2025) & (K Unit)

Table 72: Latin America Portable Power Bank Sales by Type (2026-2032) & (K Unit)

Table 73: Latin America Portable Power Bank Revenue by Type (2020-2025) & (US\$ Million)

Table 74: Latin America Portable Power Bank Revenue by Type (2026-2032) & (US\$ Million)

Table 75: Latin America Portable Power Bank Sales by Application (2020-2025) & (K Unit)

Table 76: Latin America Portable Power Bank Sales by Application (2026-2032) & (K Unit)

Table 77: Latin America Portable Power Bank Revenue by Application (2020-2025) & (US\$ Million)

Table 78: Latin America Portable Power Bank Revenue by Application (2026-2032) & (US\$ Million)

Table 79: Latin America Portable Power Bank Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 80: Latin America Portable Power Bank Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 81: Latin America Portable Power Bank Sales Market Size by Country (2020-2025) & (K Unit)

Table 82: Latin America Portable Power Bank Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 83: Key Portable Power Bank Players in Middle East & Africa

Table 84: Middle East & Africa Portable Power Bank Sales by Type (2020-2025) & (K Unit)

Table 85: Middle East & Africa Portable Power Bank Sales by Type (2026-2032) & (K Unit)

Table 86: Middle East & Africa Portable Power Bank Revenue by Type (2020-2025) & (US\$ Million)

Table 87: Middle East & Africa Portable Power Bank Revenue by Type (2026-2032) & (US\$ Million)

Table 88: Middle East & Africa Portable Power Bank Sales by Application (2020-2025) & (K Unit)

Table 89: Middle East & Africa Portable Power Bank Sales by Application (2026-2032) & (K Unit)

Table 90: Middle East & Africa Portable Power Bank Revenue by Application (2020-2025) & (US\$ Million)

Table 91: Middle East & Africa Portable Power Bank Revenue by Application

(2026-2032) & (US\$ Million)

Table 92: Middle East & Africa Portable Power Bank Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 93: Middle East & Africa Portable Power Bank Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 94: Middle East & Africa Portable Power Bank Sales Market Size by Country (2020-2025) & (K Unit)

Table 95: Middle East & Africa Portable Power Bank Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 96: Global Portable Power Bank Market Sales by Key Manufacturers (2021-2025) & (K Unit)

Table 97: Global Portable Power Bank Sales Market Share by Key Manufacturers (2021-2025)

Table 98: Global Portable Power Bank Market Revenue by Key Manufacturers (2021-2025) & (US\$ Million)

Table 99: Global Portable Power Bank Revenue Market Share by Key Manufacturers (2021-2025)

Table 100: Global Average Sales Price by Manufacturers (2021-2025) & (USD/Unit)

Table 101: Global Key Manufacturers Headquarter Location and Key Area Sales

Table 102: Market Mergers & Acquisitions, Expansion

Table 103: Anker Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 104: Anker Portable Power Bank Product Portfolio

Table 105: Anker Portable Power Bank Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 106: MI Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 107: MI Portable Power Bank Product Portfolio

Table 108: MI Portable Power Bank Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 109: Romoss Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 110: Romoss Portable Power Bank Product Portfolio

Table 111: Romoss Portable Power Bank Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 112: Sunvalley Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 113: Sunvalley Portable Power Bank Product Portfolio

Table 114: Sunvalley Portable Power Bank Revenue (US\$ Million), Sales (K Unit), Price

(USD/Unit), Gross Margin and Market Share (2021-2025)

Table 115: Samsung Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 116: Samsung Portable Power Bank Product Portfolio

Table 117: Samsung Portable Power Bank Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 118: Sony Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 119: Sony Portable Power Bank Product Portfolio

Table 120: Sony Portable Power Bank Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 121: Pisen Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 122: Pisen Portable Power Bank Product Portfolio

Table 123: Pisen Portable Power Bank Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 124: Mipow (Zagg) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 125: Mipow (Zagg) Portable Power Bank Product Portfolio

Table 126: Mipow (Zagg) Portable Power Bank Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 127: Besiter Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 128: Besiter Portable Power Bank Product Portfolio

Table 129: Besiter Portable Power Bank Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 130: Philips Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 131: Philips Portable Power Bank Product Portfolio

Table 132: Philips Portable Power Bank Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 133: Intex Technologies Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 134: Intex Technologies Portable Power Bank Product Portfolio

Table 135: Intex Technologies Portable Power Bank Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 136: Pineng Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 137: Pineng Portable Power Bank Product Portfolio

Table 138: Pineng Portable Power Bank Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 139: Yoobao Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 140: Yoobao Portable Power Bank Product Portfolio

Table 141: Yoobao Portable Power Bank Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 142: Huawei Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 143: Huawei Portable Power Bank Product Portfolio

Table 144: Huawei Portable Power Bank Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 145: Aigo Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 146: Aigo Portable Power Bank Product Portfolio

Table 147: Aigo Portable Power Bank Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 148: Baseus Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 149: Baseus Portable Power Bank Product Portfolio

Table 150: Baseus Portable Power Bank Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 151: Upstream Key Raw Material Price List

Table 152: Portable Power Bank Raw Material Suppliers and Contact Information

Table 153: Portable Power Bank Typical Customer List

Table 154: Portable Power Bank Distributors List

List Of Figures

LIST OF FIGURES

Figure 1: Portable Power Bank Product Pictures

Figure 2: Up To 10000 mAh Picture Scope

Figure 3: 10001 - 20000 mAh Picture Scope

Figure 4: Above 20000 mAh Picture Scope

Figure 5: Offline Sales Picture Scope

Figure 6: Online Sales Picture Scope

Figure 7: Global Portable Power Bank Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 8: Global Portable Power Bank Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 9: Global Portable Power Bank Market Sales and Growth Rate Analysis (2020-2032) & (K Unit)

Figure 10: Global Portable Power Bank Market Price Trend Analysis (2020-2032) & (USD/Unit)

Figure 11: Global Portable Power Bank Market Size by Region (2020-2032) & (US\$ Million)

Figure 12: Global Portable Power Bank Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 13: Global Portable Power Bank Sales Price by Region (2020-2032) & (K Unit)

Figure 14: North America Portable Power Bank Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 15: North America Portable Power Bank Revenue Market Share by Players in 2024

Figure 16: North America Portable Power Bank Sales Market Share by Type (2020-2032)

Figure 17: North America Portable Power Bank Revenue Market Share by Type (2020-2032)

Figure 18: North America Portable Power Bank Sales Market Share by Application (2020-2032)

Figure 19: North America Portable Power Bank Revenue Market Share by Application (2020-2032)

Figure 20: US Portable Power Bank Revenue (2020-2032) & (US\$ Million)

Figure 21: Canada Portable Power Bank Revenue (2020-2032) & (US\$ Million)

Figure 22: Europe Portable Power Bank Market Size and Growth Rate (2020-2032) & (US\$ Million)

- Figure 23:Europe Portable Power Bank Revenue Market Share by Players in 2024
- Figure 24:Europe Portable Power Bank Sales Market Share by Type (2020-2032)
- Figure 25:Europe Portable Power Bank Revenue Market Share by Type (2020-2032)
- Figure 26:Europe Portable Power Bank Sales Market Share by Application (2020-2032)
- Figure 27:Europe Portable Power Bank Revenue Market Share by Application (2020-2032)
- Figure 28:Germany Portable Power Bank Revenue (2020-2032) & (US\$ Million)
- Figure 29:France Portable Power Bank Revenue (2020-2032) & (US\$ Million)
- Figure 30:United Kingdom Portable Power Bank Revenue (2020-2032) & (US\$ Million)
- Figure 31:Italy Portable Power Bank Revenue (2020-2032) & (US\$ Million)
- Figure 32:Spain Portable Power Bank Revenue (2020-2032) & (US\$ Million)
- Figure 33:Benelux Portable Power Bank Revenue (2020-2032) & (US\$ Million)
- Figure 34:China Portable Power Bank Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 35:China Portable Power Bank Revenue Market Share by Players in 2024
- Figure 36:China Portable Power Bank Sales Market Share by Type (2020-2032)
- Figure 37:China Portable Power Bank Revenue Market Share by Type (2020-2032)
- Figure 38:China Portable Power Bank Sales Market Share by Application (2020-2032)
- Figure 39:China Portable Power Bank Revenue Market Share by Application (2020-2032)
- Figure 40:APAC (excl. China) Portable Power Bank Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 41:APAC (excl. China) Portable Power Bank Revenue Market Share by Players in 2024
- Figure 42:APAC (excl. China) Portable Power Bank Sales Market Share by Type (2020-2032)
- Figure 43:APAC (excl. China) Portable Power Bank Revenue Market Share by Type (2020-2032)
- Figure 44:APAC (excl. China) Portable Power Bank Sales Market Share by Application (2020-2032)
- Figure 45:APAC (excl. China) Portable Power Bank Revenue Market Share by Application (2020-2032)
- Figure 46:Japan Portable Power Bank Revenue (2020-2032) & (US\$ Million)
- Figure 47:South Korea Portable Power Bank Revenue (2020-2032) & (US\$ Million)
- Figure 48:India Portable Power Bank Revenue (2020-2032) & (US\$ Million)
- Figure 49:Australia Portable Power Bank Revenue (2020-2032) & (US\$ Million)
- Figure 50:Southeast Asia Portable Power Bank Revenue (2020-2032) & (US\$ Million)
- Figure 51:Latin America Portable Power Bank Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 52:Latin America Portable Power Bank Revenue Market Share by Players in 2024

Figure 53:Latin America Portable Power Bank Sales Market Share by Type (2020-2032)

Figure 54:Latin America Portable Power Bank Revenue Market Share by Type (2020-2032)

Figure 55:Latin America Portable Power Bank Sales Market Share by Application (2020-2032)

Figure 56:Latin America Portable Power Bank Revenue Market Share by Application (2020-2032)

Figure 57:Mexico Portable Power Bank Revenue (2020-2032) & (US\$ Million)

Figure 58:Brazil Portable Power Bank Revenue (2020-2032) & (US\$ Million)

Figure 59:Middle East & Africa Portable Power Bank Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 60:Middle East & Africa Portable Power Bank Revenue Market Share by Players in 2024

Figure 61:Middle East & Africa Portable Power Bank Sales Market Share by Type (2020-2032)

Figure 62:Middle East & Africa Portable Power Bank Revenue Market Share by Type (2020-2032)

Figure 63:Middle East & Africa Portable Power Bank Sales Market Share by Application (2020-2032)

Figure 64:Middle East & Africa Portable Power Bank Revenue Market Share by Application (2020-2032)

Figure 65:Saudi Arabia Portable Power Bank Revenue (2020-2032) & (US\$ Million)

Figure 66:South Africa Portable Power Bank Revenue (2020-2032) & (US\$ Million)

Figure 67:Global Portable Power Bank Sales Market Share by Key Manufacturers in 2024

Figure 68:Global Portable Power Bank Revenue Market Share by Key Manufacturers in 2024

Figure 69:Global Portable Power Bank Industry Competition Landscape

Figure 70:Portable Power Bank Industry Chain Analysis

Figure 71:Bottom-Up and Top-Down Research Methods

Figure 72:Key Interview Objectives

Figure 73:Data Cross Validation

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