

# Global Power Banks Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Power Banks market size will reach 3,435.66 Million USD in 2025 and is projected to reach 3,908.73 Million USD by 2032, with a CAGR of 1.86% (2025-2032). Notably, the China Power Banks 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

Power banks are portable devices designed to store electrical energy and provide a convenient source of power for charging electronic devices like smartphones, tablets, or other USB-powered gadgets. Typically featuring rechargeable lithium-ion or lithium-polymer batteries, power banks store energy when connected to a power source and release it to charge devices via USB ports when needed. They come in various capacities, ranging from small and pocket-sized to larger models with higher power reserves. Power banks are widely used to extend the battery life of devices while on the go, making them popular for travel, outdoor activities, and situations where access to electrical outlets may be limited. The versatility and convenience of power banks have made them an essential accessory for individuals who rely heavily on their electronic devices throughout the day.

The major global manufacturers of Power Banks include Anker, Xiaomi, Sunvalley, Romoss, Samsung, Sony, Pisen, Mipow, 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 Power Banks. 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 Power Banks 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 Power Banks 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 Power Banks 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 Power Banks Include:

Anker

Xiaomi

Sunvalley

Romoss

Samsung

Sony

Pisen

Mipow

Besiter

Philips

Intex Technologies

Pineng

Yoobao

Huawei

Aigo

Baseus

Power Banks Product Segment Include:

Below 10000 mAh

10001-20000 mAh

Above 20000 mAh

Power Banks Product Application Include:

Offline Sales

Online Sales

## **Chapter Scope**

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