

Global Plug-in Power Bank Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Plug-in Power Bank market size is expected to reach \$ 1158 million by 2032, rising at a market growth of 8.5% CAGR during the forecast period (2026-2032).

In 2025, the global production of plug-in power banks was 34.2 million units, with an average price of US\$18.4 per unit and an average gross profit margin of 24.5%.

A plug-in power bank is a portable charging device that integrates an AC wall plug, foldable prongs, or interchangeable travel plug modules into a conventional power bank. It functions as both a wall charger and a rechargeable battery pack, allowing users to plug the device directly into an AC outlet for self-recharging and then use it on the go to charge smartphones, tablets, earbuds, smartwatches, and selected lightweight laptops through USB-C, USB-A, built-in cables, wireless charging, or magnetic wireless charging. The scope of this study focuses on finished plug-in power banks, including charger-and-power-bank hybrid products, 3-in-1 power banks with built-in cables and wall plugs, wall-plug wireless power banks, and travel-plug modular power banks. Key specifications include battery capacity, rated capacity, AC input range, USB-C PD output power, total output power, fast-charging protocol compatibility, plug structure, thermal management, safety protection circuits, CCC/UL/CE/CB compliance, and airline carry-on eligibility. The product category sits at the intersection of consumer charging accessories and compact portable energy storage, with its core value centered on reducing the number of separate chargers, cables, and battery packs users need to carry during travel, commuting, work, and mobile device usage.

Based on our research, plug-in power banks should be treated as a distinct subcategory within portable charging devices rather than as a simple variant of standard power banks. The key market boundary is the integration of an AC wall plug, foldable prongs,

or travel-plug module into a rechargeable battery pack. Products that only have built-in cables, magnetic wireless charging, or standard USB-C fast charging should not be included unless they also provide direct wall-plug recharging capability. The category's value proposition is clear: it reduces the need to carry a separate wall charger, cable, and power bank, while enabling users to recharge the power bank directly from a wall outlet. This makes it especially relevant for travel, commuting, campus life, business trips, and mobile work.

From a supply perspective, the market is strongly linked to the Chinese consumer electronics charging ecosystem. China-based and Hong Kong-based brands have advantages in battery pack integration, industrial design, fast-charging protocol adaptation, cable engineering, compact GaN charger modules, and cross-border e-commerce distribution. Companies such as Anker, UGREEN, Baseus, PISEN, ROMOSS, MOMAX, SHARGE, and iWALK represent the core Asian supply base. North American brands such as myCharge, mophie, Belkin, ZAGG, and related accessory companies are more visible in retail channels and brand-driven consumer markets. Japan, Taiwan, India, and Australia contribute regional players and localized product lines. Because contract manufacturing is common in this industry, brand ownership and actual manufacturing should be separated in detailed supplier due diligence.

From a demand perspective, the category is benefiting from the convergence of several trends: higher smartphone power consumption, more multi-device users, USB-C standardization, travel recovery, portable work, and consumer preference for integrated accessories. Mainstream products are moving from low-output emergency chargers toward 20W, 30W, 45W, and higher USB-C PD fast charging. Small 5000mAh products are positioned for emergency and everyday carry use, 10000mAh products form the mainstream travel and commuter segment, and 20000mAh or higher products serve tablets, handheld gaming devices, and light laptop charging. Built-in cables, retractable cables, digital displays, Qi/Qi2 wireless charging, temperature control, and interchangeable travel plugs will be important differentiation factors.

From a regulatory and risk perspective, safety compliance is becoming one of the most important competitive barriers. China's CCC requirements for mobile power supplies and airline restrictions on uncertified or recalled power banks have raised the compliance threshold for all suppliers. In the United States, the myCharge POWER HUB All-In-One recall highlighted fire and burn hazards associated with overheating portable chargers, reinforcing the importance of battery cell quality, thermal design, protection circuitry, certification, and traceability. These regulatory and safety pressures may reduce the presence of low-cost white-label products, while supporting market

share gains for established brands and certified ODM/OEM manufacturers. Over the medium term, the category is expected to continue growing, but competition will shift from pure price and capacity claims toward integrated design, safety certification, fast-charging performance, and brand trust.

This report studies the global Plug-in Power Bank production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Plug-in Power Bank and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Plug-in Power Bank that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Plug-in Power Bank total production and demand, 2021-2032, (K Units)

Global Plug-in Power Bank total production value, 2021-2032, (USD Million)

Global Plug-in Power Bank production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Plug-in Power Bank consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Plug-in Power Bank domestic production, consumption, key domestic manufacturers and share

Global Plug-in Power Bank production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Plug-in Power Bank production by Capacity, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Plug-in Power Bank production by Sales Channel, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Plug-in Power Bank market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Anker Innovations, UGREEN Group, Shenzhen Baseus Technology, Pisen Electronics, Shenzhen ROMOSS Technology, MOMAX Technology, ID MIX, SHARGE, Shenzhen iWALK Technology, AUKEY, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Plug-in Power Bank market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Capacity, and by Sales Channel. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Plug-in Power Bank Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Plug-in Power Bank Market, Segmentation by Capacity:

Below 5000mAh

5000?9999mAh

10000?14999mAh

15000?19999mAh

20000mAh and Above

Global Plug-in Power Bank Market, Segmentation by Output Power:

Below 18W

18W?22.5W

30W?35W

45W?55W

65W and Above

Global Plug-in Power Bank Market, Segmentation by Charging Interface:

USB-C Only

USB-A and USB-C

Wireless Charging

Global Plug-in Power Bank Market, Segmentation by Sales Channel:

Online Sales

Offline Sales

Companies Profiled:

Anker Innovations

UGREEN Group

Shenzhen Baseus Technology

Pisen Electronics

Shenzhen ROMOSS Technology

MOMAX Technology

IDMIX

SHARGE

Shenzhen iWALK Technology

AUKEY

RAVPower

Zendure

ZMI

Xiaomi

Joyroom

Mcdodo

LDNIO

Remax

Hoco Technology

Benks

ROCK

RFA Brands

mophie

Belkin International

ZAGG

Naztech Technologies

Raycon

Hyper

Satechi

VRURC

Xtorm

Verbatim

Elecom

CIO

Buffalo

MOZTECH

Solide

Cygnett

Portronics

Mazer

Key Questions Answered:

1. How big is the global Plug-in Power Bank market?
2. What is the demand of the global Plug-in Power Bank market?
3. What is the year over year growth of the global Plug-in Power Bank market?
4. What is the production and production value of the global Plug-in Power Bank market?
5. Who are the key producers in the global Plug-in Power Bank market?
6. What are the growth factors driving the market demand?

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