

Global Power Banks Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Power Banks market size was valued at USD 4555.2 million in 2023 and is forecast to a readjusted size of USD 6481.6 million by 2030 with a CAGR of 5.2% during review period.

Mobile power supply is a portable charger that can be carried by individuals and can reserve electric energy. It is mainly used to charge consumer electronic products such as hand-held mobile devices (such as smart phones and notebook computers), especially in occasions where there is no external power supply. The main components include: a battery for electrical energy storage, a circuit for stable output voltage (DC-DC converter), and most mobile power supplies with a charger, used as a built-in battery to charge.

Global Power Banks key players include Anker, Xiaomi, Romoss, etc. Global top 3 manufacturers hold a share over 12%.

China is the largest market, with a sales market share about 32%, followed by Europe, and North America, both have a sales market share about 39 percent.

In terms of product, 10001-20000mAh is the largest segment, with a share over 79%. And in terms of application, the largest application is Offline Sales, followed by Online Sales.

The Global Info Research report includes an overview of the development of the Power Banks industry chain, the market status of Offline Sales (Below 10000 mAh, 10001-20000 mAh), Online Sales (Below 10000 mAh, 10001-20000 mAh), and key enterprises in developed and developing market, and analysed the cutting-edge

technology, patent, hot applications and market trends of Power Banks.

Regionally, the report analyzes the Power Banks markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Power Banks market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Power Banks market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Power Banks industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Below 10000 mAh, 10001-20000 mAh).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Power Banks market.

Regional Analysis: The report involves examining the Power Banks market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Power Banks market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Power Banks:

Company Analysis: Report covers individual Power Banks manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial

performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Power Banks. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Sales Channel (Offline Sales, Online Sales).

Technology Analysis: Report covers specific technologies relevant to Power Banks. It assesses the current state, advancements, and potential future developments in Power Banks areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Power Banks market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Power Banks market is split by Type and by Sales Channel. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Sales Channel in terms of volume and value.

Market segment by Type

Below 10000 mAh

10001-20000 mAh

Above 20000 mAh

Market segment by Sales Channel

Offline Sales

Online Sales

Major players covered

Anker

Xiaomi

Romoss

Sunvalley

Samsung

Sony

Pisen

Mipow (Zagg)

Besiter

Philips

Intex Technologies

Pineng

Yoobao

Huawei

Aigo

Baseus

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Power Banks product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Power Banks, with price, sales, revenue and global market share of Power Banks from 2019 to 2024.

Chapter 3, the Power Banks competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Power Banks breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and sales channel, with sales market share and growth rate by type, sales channel, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Power Banks market forecast, by regions, type and sales channel, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Power Banks.

Chapter 14 and 15, to describe Power Banks sales channel, distributors, customers, research findings and conclusion.

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