

Australia Leisure Battery Market by Fuel Type (AGM, Lead Acid, Lithium Iron Phosphate (LFP), Lithium Nickel Cobalt Aluminium Oxide (NCA), Lithium Nickel Manganese Cobalt (LI NMC), Lithium Cobalt Oxide (LCO), Lithium Manganese Oxide (LMO), Lithium Titanate Oxide (LTO), and Others), Voltage Range (12 V, Less than 12 V, More than 12V but less than 48V, 48V and More than 48V), Distribution Channel (Brick and Mortar, E-commerce Channel), and Region 2024-2032

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Abstracts

The Australia leisure battery market size reached US\$ 283.4 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 411.4 Million by 2032, exhibiting a growth rate (CAGR) of 4.1% during 2024-2032. The market is driven by the increased adoption of renewable energy across numerous end-use sectors, considerable rise in outdoor recreational activities among the masses, and technological advancements that enhance battery performance and connectivity, and an enhanced focus on sustainable development.

Australia Leisure Battery Market Analysis:

Major Market Drivers: The primary drivers of the Australia leisure battery market include the increasing adoption of renewable energy sources like solar power, which necessitates reliable energy storage solutions.

Key Market Trends: Technological advancements are a significant trend, with companies focusing on lithium-ion batteries for their efficiency and durability, alongside innovations in smart battery technology that offer enhanced connectivity and user control.

Competitive Landscape: Some of the major market players in the Australia leisure battery industry include ACDelco Australia (General Motors), ALLion Lithium Batteries, Century Batteries (GS Yuasa Corporation), Deka Intimidator, Delkor Co. Ltd, Enerdrive, Full River Battery, Lifeline Batteries Inc, Optima Batteries, Power Sonic Corporation (The Blackbird Group), RELiON Batteries (Brunswick Corporation), Renogy, Redarc Electronics, 4WD Supacentre, SuperCharge Batteries (Ramcar Batteries Inc.), U.S. Battery, Victron Energy, Yuasa Battery (GS Yuasa Corporation), Outbax., etc, among many others.

Challenges and Opportunities: While the market faces challenges like the high initial cost of advanced battery technologies and competition from traditional energy sources, opportunities arise from the growing consumer shift towards eco-friendly products and the increasing popularity of outdoor recreational activities in Australia.

Australia Leisure Battery Market Trends:

Technological Advancements and Innovation

The market is driven by ongoing technological developments and innovations in design and battery functions. Manufacturers emphasize R&D to produce batteries with higher energy density but with fast charging as well as a long lifecycle. These innovations improve the networking of leisure batteries, appealing to tech-savvy consumers who seek high-performance, low-maintenance units. Furthermore, the increasing use of smart batteries, which allow for real-time monitoring and management of energy usage, appeals to consumers who seek increased connectivity and control, thereby resulting in a high Australia leisure battery market growth rate. Such technological solutions not only help the consumer to save their electricity but also address the issues of climate change according to the international trend of greener and more reliable energy supply. According to a Statista report, In Australia, the Battery Electric Vehicles (BEV) market is projected to reach US\$2.7 billion in revenue by 2024, with a CAGR of 18.36% from 2024-2028, leading to a market volume of US\$5.2 billion by 2028. Unit sales are expected to hit 85.11 thousand vehicles in 2028, with an average price of US\$61.7

thousand in 2024. Globally, China will lead with a revenue of US\$208,800 million in 2024. Australia's growth is fueled by government incentives and rising eco-awareness among consumers.

Increasing Adoption of Renewable Energy Sources

The leisure battery market in Australia is currently experiencing significant growth, primarily due to the extensive adoption of renewable energy, especially solar power, in both residential and business sectors. With more and more Australians utilizing solar systems to generate electricity from an inexhaustible source, the need for recreational batteries that store and manage solar energy efficiently is also rising constantly. It can also be facilitated by policy interventions of the government and due to decreasing costs of solar installations, solar power solutions have become more accessible to ordinary citizens. Besides, heightened consciousness among the Australian population about sustainable power techniques induces the market to promote greener and energy-efficient technologies, which places leisure batteries at the heart of the efforts to transform Australia into a green country.

Growth in Recreational Activities

Australia's wide diversity of landscapes makes it a perfect place for outdoor recreation and activities such as camping, fishing, and caravanning that are commonly powered independently from the electricity grid. Leisure batteries play a vital role by making sure some of the most vital equipment works on even remote localities like refrigerators, lighting, and GPS and communication devices. The rapidly growing popularity in the field of eco-tourism and the huge number of tourists seeking these types of activities are among the primary factors for the raised need for heavy-duty, durable leisure batteries which is creating a positive Australia leisure battery market outlook. Market growth also arises from the new technology in batteries including lithium-ion batteries endowed with longer life spans and better performance thus they are suitable for recreational use.

Australia Leisure Battery Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the regional and country levels for 2024-2032. Our report has categorized the market based on fuel type, voltage range, and distribution channel.

Breakup by Fuel Type:

AGM

Lead Acid

Lithium Iron Phosphate (LFP)

Lithium Nickel Cobalt Aluminium Oxide (NCA)

Lithium Nickel Manganese Cobalt (LI NMC)

Lithium Cobalt Oxide (LCO)

Lithium Manganese Oxide (LMO)

Lithium Titanate Oxide (LTO)

Others

AGM accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the fuel type. This includes AGM, lead acid, lithium iron phosphate (LFP), lithium nickel cobalt aluminium oxide (NCA), lithium nickel manganese cobalt (LI NMC), lithium cobalt oxide (LCO), lithium manganese oxide (LMO), lithium titanate oxide (LTO), and others. According to the report, AGM represented the largest segment.

According to the Australia leisure battery market forecast, AGM (Absorbent Glass Mat) accounted for the largest segment as the main highlight is their excellent features, for instance, the safety, reliability, and maintenance-free operation. AGM batteries are generally preferred for purposes such as stable and sustained power sources for their high-power efficiency and as they can function well in low temperatures. Which makes them suitable for start-stop vehicle systems, renewables storage, and backup power systems. The leak-proof design and capacity they have to strain vibrations have much to do with the passenger both in automotive and industrial applications. With the stricter environmental regulations and the rising leisure battery demand in Australia for more effective ways to solve this problem, AGM batteries are increasingly seen as the key component to sustainability strategies, thus giving them a lead position in the market.

Breakup by Voltage Range:

12 V

Less than 12 V

More than 12V but less than 48V

48V and More than 48V

12 V holds the largest share of the industry

A detailed breakup and analysis of the market based on the voltage range have also been provided in the report. This includes 12 V, less than 12V, more than 12V but less than 48V, and 48V and more than 48V. According to the report, 12 V accounted for the largest market share.

According to Australia leisure battery market share data, the 12 V segment is the largest one, and it mainly takes the leading position as it is broadly used in lots of leisure and auto applications. They are heavily employed in cars, marine vehicles, RVs, and solar power systems which are being paid much attention in Australia given its developed market of activities in outdoor areas and renewable energy solutions. The 12 V batteries offer versatility and compatibility, so they become a preferred option as they seamlessly perform the power requirements of many devices and equipment. Also, the 12 V batteries with different capacities and low-price factors substantially contribute to their leading position in the market, and they can be used by both economical buyers and those requiring a stable power source for more difficult applications.

Breakup by Distribution Channel:

Brick and Mortar

E-commerce Channel

Brick and mortar represents the leading market segment

The report has provided a detailed breakup and analysis of the market based on the

distribution channel. This includes brick and mortar and e-commerce channels. According to the report, brick and mortar represented the largest segment.

According to the Australia leisure battery market report, the largest channel segment is brick-and-mortar. Traditional brick-and-mortar stores stand out as the main retail outlet for these products, offering proof of their value, and are stimulated by the growth of online shopping. Their physical stores give the benefit of direct product interaction which is crucial for products, where quality, fit, and accessibility at the moment are critical. Besides the traditional store's functionality as places with customers to help in person, and with fulfillment of instant gratification as it is impossible to be done online, the physical stores offer an added value. Moreover, several customers still tend to favor the in-store shopping model, where trust and assurance are intrinsic to making that experience a lot more robust than its online counterpart and thrive in sectors where these elements heavily influence customer decisions.

Breakup by Region:

New South Wales

Victoria

Queensland

Western Australia

South Australia

Tasmania

Others

New South Wales leads the market, accounting for the largest market share

The report has also provided a comprehensive analysis of all the major markets in the region, which include New South Wales, Victoria, Queensland, Western Australia, South Australia, Tasmania, and others. According to the report, New South Wales was the largest market for leisure battery in Australia.

Among the regions in the leisure battery market in Australia, the largest region is New South Wales (NSW). This state of affairs is mostly a result of a highly concentrated population and a robust economy that is at the moment the main pillar of residential and commercial energy storage shipping. The state of NSW is the most coastal one with a wide variety of water-based and outdoor activities rising as the demand for stable Australia leisure batteries trends keeps rising. Besides, the area's dedication to renewable energy targets that are weightily found in the space of solar installations in houses and offices will consequently raise the demand for energy storage facilities like leisure batteries.

Competitive Landscape:

The market research report has also provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have been provided. Some of the major market players in the Australia leisure battery industry include:

ACDelco Australia (General Motors)

ALLion Lithium Batteries

Century Batteries (GS Yuasa Corporation)

Deka Intimidator

Delkor Co. Ltd

Enerdrive

Full River Battery

Lifeline Batteries Inc

Optima Batteries

Power Sonic Corporation (The Blackbird Group)

RELiON Batteries (Brunswick Corporation)

Renogy

Redarc Electronics

4WD Supacentre

SuperCharge Batteries (Ramcar Batteries Inc.)

U.S. Battery

Victron Energy

Yuasa Battery (GS Yuasa Corporation)

Outbax

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

According to Australia leisure battery market data, the key players in this market are striving to improve their products by integrating new technology in the areas of high energy density, fast charging, and increased durability. Advanced lithium-ion technology is utilized in complex integration technical solutions due to its superior performance and ecological advantages. Besides this, the top-ranked suppliers are reinforcing their wholesale networks and service ratification tenets in a bid to upscale customer loyalty. In addition, there is an obvious increase in sustainability, and hence, companies are investing in recycling programs as well as more eco-friendly manufacturing technologies to respond to the needs of the increasing number of environmental enthusiasts in Australia.

Australia Leisure Battery Market News:

On March 21, 2024, ACDelco is offering a motorsport trip to Chicago for an Aussie or Kiwi fan to see 2022 Supercars Champion Shane van Gisbergen race in the NASCAR street race.

On May 1, 2024, Australia's solar panel installations hit record highs in late 2023, with 329MW in November and 321MW in December.

On November 23, 2023, Clarios' Delkor brand won the 2023 Korean Standard Quality Excellence Index (KS-QEI) award for the 18th consecutive year and also secured the “Circular Economy Award” at the 2023 World Sustainability Awards, reinforcing its status as a leading global battery manufacturer.

Key Questions Answered in This Report:

How has the Australia leisure battery market performed so far, and how will it perform in the coming years?

What has been the impact of COVID-19 on the Australia leisure battery market?

What is the breakup of the Australia leisure battery market on the basis of fuel type?

What is the breakup of the Australia leisure battery market on the basis of voltage range?

What is the breakup of the Australia leisure battery market on the basis of distribution channel?

What is the breakup of the Australia leisure battery market on the basis of region?

What are the various stages in the value chain of the Australia leisure battery market?

What are the key driving factors and challenges in the Australia leisure battery market?

What is the structure of the Australia leisure battery market, and who are the key players?

What is the degree of competition in the Australia leisure battery market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 AUSTRALIA LEISURE BATTERY MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY FUEL TYPE

- 6.1 AGM
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Lead Acid
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Lithium Iron Phosphate (LFP)

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Lithium Nickel Cobalt Aluminium Oxide (NCA)
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
- 6.5 Lithium Nickel Manganese Cobalt (LI NMC)
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast
- 6.6 Lithium Cobalt Oxide (LCO)
 - 6.6.1 Market Trends
 - 6.6.2 Market Forecast
- 6.7 Lithium Manganese Oxide (LMO)
 - 6.7.1 Market Trends
 - 6.7.2 Market Forecast
- 6.8 Lithium Titanate Oxide (LTO)
 - 6.8.1 Market Trends
 - 6.8.2 Market Forecast
- 6.9 Others
 - 6.9.1 Market Trends
 - 6.9.2 Market Forecast

7 MARKET BREAKUP BY VOLTAGE RANGE

- 7.1 12 V
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Less than 12 V
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 More than 12V but less than 48V
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 48V and More than 48V
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast

8 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 8.1 Brick and Mortar

- 8.1.1 Market Trends
- 8.1.2 Market Forecast
- 8.2 E-commerce Channel
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast

9 MARKET BREAKUP BY REGION

- 9.1 New South Wales
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 Victoria
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
- 9.3 Queensland
 - 9.3.1 Market Trends
 - 9.3.2 Market Forecast
- 9.4 Western Australia
 - 9.4.1 Market Trends
 - 9.4.2 Market Forecast
- 9.5 South Australia
 - 9.5.1 Market Trends
 - 9.5.2 Market Forecast
- 9.6 Tasmania
 - 9.6.1 Market Trends
 - 9.6.2 Market Forecast
- 9.7 Others
 - 9.7.1 Market Trends
 - 9.7.2 Market Forecast

10 SWOT ANALYSIS

- 10.1 Overview
- 10.2 Strengths
- 10.3 Weaknesses
- 10.4 Opportunities
- 10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

- 12.1 Overview
- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

13 COMPETITIVE LANDSCAPE

- 13.1 Market Structure
- 13.2 Key Players
- 13.3 Profiles of Key Players
 - 13.3.1 ACDelco Australia (General Motors)
 - 13.3.2 ALLion Lithium Batteries
 - 13.3.3 Century Batteries (GS Yuasa Corporation)
 - 13.3.4 Deka Intimidator
 - 13.3.5 Delkor Co. Ltd
 - 13.3.6 Enerdrive
 - 13.3.7 Full River Battery
 - 13.3.8 Lifeline Batteries Inc
 - 13.3.9 Optima Batteries
 - 13.3.10 Power Sonic Corporation (The Blackbird Group)
 - 13.3.11 RELiON Batteries (Brunswick Corporation)
 - 13.3.12 Renogy
 - 13.3.13 Redarc Electronics
 - 13.3.14 4WD Supacentre
 - 13.3.15 SuperCharge Batteries (Ramcar Batteries Inc.)
 - 13.3.16 U.S. Battery
 - 13.3.17 Victron Energy
 - 13.3.18 Yuasa Battery (GS Yuasa Corporation)
 - 13.3.19 Outbax

List Of Tables

LIST OF TABLES

List Of Figures

LIST OF FIGURES

I would like to order

Product name: Australia Leisure Battery Market by Fuel Type (AGM, Lead Acid, Lithium Iron Phosphate (LFP), Lithium Nickel Cobalt Aluminium Oxide (NCA), Lithium Nickel Manganese Cobalt (LI NMC), Lithium Cobalt Oxide (LCO), Lithium Manganese Oxide (LMO), Lithium Titanate Oxide (LTO), and Others), Voltage Range (12 V, Less than 12 V, More than 12V but less than 48V, 48V and More than 48V), Distribution Channel (Brick and Mortar, E-commerce Channel), and Region 2024-2032

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