

# **Battery Case Market by Price Range (Low, Medium, Premium), Distribution Channel (Online, Offline), and Region 2023-2028**

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## **Abstracts**

The global battery case market size reached US\$ 6.71 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 12.82 Billion by 2028, exhibiting a growth rate (CAGR) of 11.0% during 2023-2028. The growing use of mobile devices, rising traction of energy-intensive activities, and easy product availability via e-commerce channels represent some of the key factors driving the market.

A battery case is a protective device that encloses a portable electronic device, such as a smartphone or tablet, to provide additional power. It has an in-built battery that can be used to charge the device. It is made using various materials, such as plastic, rubber, and metal, through injection molding. It assists in extending the battery life, protecting from physical damage, and allowing the device to be used for a longer period without access to an electrical outlet. Nowadays, product manufacturers are introducing novel variants with multiple charging ports that enable users to charge different devices simultaneously. They are also using heat dissipation technology in a battery case to prevent the device from overheating while charging.

### **Battery Case Market Trends:**

At present, there is a considerable increase in the adoption of renewable energy sources, such as solar panels. This, coupled with the surging electricity needs and generation on account of rapid urbanization, represents one of the key factors driving the demand for battery storage solutions like battery cases to minimize the impact of power outages. Moreover, the rising use of mobile devices, such as smartphones and tablets, is favoring the market growth. In addition, the growing traction of energy-intensive activities, including gaming and streaming video content, is influencing the sales of battery cases that help extend the battery life of a device. Apart from this, there

is an increase in the utilization of battery cases in outdoor and remote locations for charging devices. Furthermore, the rising sales of smartwatches, speakers, portable blenders, and coffee frothers are propelling the growth of the market. Besides this, the growing product adoption among technologically advanced users on account of their portability, durability, fast charging, cost-effectiveness, and multiple ports is creating a positive outlook for the market. Additionally, rapid urbanization, busy lifestyles, and the expanding purchasing power of consumers are driving the sales of battery cases via online retail channels, which offer easy availability and convenience. This, along with the thriving e-commerce sector and the increasing penetration of high-speed internet connectivity, is projected to strengthen the growth of the market in the future.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global battery case market, along with forecasts at the global, regional, and country level from 2023-2028. Our report has categorized the market based on price range and distribution channel.

#### Price Range Insights:

Low

Medium

Premium

The report has provided a detailed breakup and analysis of the battery case market based on the price range. This includes low, medium, and premium. According to the report, medium represented the largest segment.

#### Distribution Channel Insights:

Online

Offline

A detailed breakup and analysis of the battery case market based on the distribution channel has also been provided in the report. This includes online and offline. According to the report, online accounted for the largest market share.

#### Regional Insights:

North America

United States  
Canada  
Asia Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada), Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others), Europe (Germany, France, United Kingdom, Italy, Spain, Russia, and others), Latin America (Brazil, Mexico, and others), and the Middle East and Africa. According to the report, North America was the largest market for battery case. Some of the factors driving the North America battery case market included the increasing use of smartphones, rising adoption of renewable energy sources, the easy availability of technologically advanced product variants, etc.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global battery case market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Alpatronix, Apple Inc., Maxboost, PhoneSuit, ZeroLemon, etc. Kindly note that this only represents a partial list of

companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report:

How has the global battery case market performed so far and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global battery case market?

What are the key regional markets?

Which countries represent the most attractive battery case markets?

What is the breakup of the market based on the price range?

What is the breakup of the market based on the distribution channel?

What is the competitive structure of the global battery case market?

Who are the key players/companies in the global battery case 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 GLOBAL BATTERY CASE MARKET**

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

### **6 MARKET BREAKUP BY PRICE RANGE**

- 6.1 Low
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Medium
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Premium

6.3.1 Market Trends

6.3.2 Market Forecast

## **7 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

7.1 Online

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Offline

7.2.1 Market Trends

7.2.2 Market Forecast

## **8 MARKET BREAKUP BY REGION**

8.1 North America

8.1.1 United States

8.1.1.1 Market Trends

8.1.1.2 Market Forecast

8.1.2 Canada

8.1.2.1 Market Trends

8.1.2.2 Market Forecast

8.2 Asia-Pacific

8.2.1 China

8.2.1.1 Market Trends

8.2.1.2 Market Forecast

8.2.2 Japan

8.2.2.1 Market Trends

8.2.2.2 Market Forecast

8.2.3 India

8.2.3.1 Market Trends

8.2.3.2 Market Forecast

8.2.4 South Korea

8.2.4.1 Market Trends

8.2.4.2 Market Forecast

8.2.5 Australia

8.2.5.1 Market Trends

8.2.5.2 Market Forecast

8.2.6 Indonesia

8.2.6.1 Market Trends

- 8.2.6.2 Market Forecast
- 8.2.7 Others
  - 8.2.7.1 Market Trends
  - 8.2.7.2 Market Forecast
- 8.3 Europe
  - 8.3.1 Germany
    - 8.3.1.1 Market Trends
    - 8.3.1.2 Market Forecast
  - 8.3.2 France
    - 8.3.2.1 Market Trends
    - 8.3.2.2 Market Forecast
  - 8.3.3 United Kingdom
    - 8.3.3.1 Market Trends
    - 8.3.3.2 Market Forecast
  - 8.3.4 Italy
    - 8.3.4.1 Market Trends
    - 8.3.4.2 Market Forecast
  - 8.3.5 Spain
    - 8.3.5.1 Market Trends
    - 8.3.5.2 Market Forecast
  - 8.3.6 Russia
    - 8.3.6.1 Market Trends
    - 8.3.6.2 Market Forecast
  - 8.3.7 Others
    - 8.3.7.1 Market Trends
    - 8.3.7.2 Market Forecast
- 8.4 Latin America
  - 8.4.1 Brazil
    - 8.4.1.1 Market Trends
    - 8.4.1.2 Market Forecast
  - 8.4.2 Mexico
    - 8.4.2.1 Market Trends
    - 8.4.2.2 Market Forecast
  - 8.4.3 Others
    - 8.4.3.1 Market Trends
    - 8.4.3.2 Market Forecast
- 8.5 Middle East and Africa
  - 8.5.1 Market Trends
  - 8.5.2 Market Breakup by Country

### 8.5.3 Market Forecast

## 9 DRIVERS, RESTRAINTS, AND OPPORTUNITIES

### 9.1 Overview

### 9.2 Drivers

### 9.3 Restraints

### 9.4 Opportunities

## 10 VALUE CHAIN ANALYSIS

## 11 PORTERS FIVE FORCES ANALYSIS

### 11.1 Overview

### 11.2 Bargaining Power of Buyers

### 11.3 Bargaining Power of Suppliers

### 11.4 Degree of Competition

### 11.5 Threat of New Entrants

### 11.6 Threat of Substitutes

## 12 PRICE ANALYSIS

## 13 COMPETITIVE LANDSCAPE

### 13.1 Market Structure

### 13.2 Key Players

### 13.3 Profiles of Key Players

#### 13.3.1 Alpatronix

##### 13.3.1.1 Company Overview

##### 13.3.1.2 Product Portfolio

#### 13.3.2 Apple Inc.

##### 13.3.2.1 Company Overview

##### 13.3.2.2 Product Portfolio

##### 13.3.2.3 Financials

##### 13.3.2.4 SWOT Analysis

#### 13.3.3 Maxboost

##### 13.3.3.1 Company Overview

##### 13.3.3.2 Product Portfolio

#### 13.3.4 PhoneSuit



13.3.4.1 Company Overview

13.3.4.2 Product Portfolio

13.3.5 ZeroLemon

13.3.5.1 Company Overview

13.3.5.2 Product Portfolio

Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

## List Of Tables

### LIST OF TABLES

Table 1: Global: Battery Case Market: Key Industry Highlights, 2022 & 2028

Table 2: Global: Battery Case Market Forecast: Breakup by Price Range (in Million US\$), 2023-2028

Table 3: Global: Battery Case Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 4: Global: Battery Case Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 5: Global: Battery Case Market: Competitive Structure

Table 6: Global: Battery Case Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Battery Case Market: Major Drivers and Challenges

Figure 2: Global: Battery Case Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Battery Case Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Battery Case Market: Breakup by Price Range (in %), 2022

Figure 5: Global: Battery Case Market: Breakup by Distribution Channel (in %), 2022

Figure 6: Global: Battery Case Market: Breakup by Region (in %), 2022

Figure 7: Global: Battery Case (Low) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 8: Global: Battery Case (Low) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 9: Global: Battery Case (Medium) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 10: Global: Battery Case (Medium) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 11: Global: Battery Case (Premium) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: Battery Case (Premium) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: Battery Case (Online) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: Battery Case (Online) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Global: Battery Case (Offline) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: Global: Battery Case (Offline) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: North America: Battery Case Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: North America: Battery Case Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 19: United States: Battery Case Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: United States: Battery Case Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: Canada: Battery Case Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: Canada: Battery Case Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: Asia-Pacific: Battery Case Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: Asia-Pacific: Battery Case Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: China: Battery Case Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: China: Battery Case Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: Japan: Battery Case Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Japan: Battery Case Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: India: Battery Case Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: India: Battery Case Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: South Korea: Battery Case Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: South Korea: Battery Case Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: Australia: Battery Case Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: Australia: Battery Case Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: Indonesia: Battery Case Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: Indonesia: Battery Case Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: Others: Battery Case Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: Others: Battery Case Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: Europe: Battery Case Market: Sales Value (in Million US\$), 2017 & 2022

Figure 40: Europe: Battery Case Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: Germany: Battery Case Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: Germany: Battery Case Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: France: Battery Case Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: France: Battery Case Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: United Kingdom: Battery Case Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: United Kingdom: Battery Case Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 47: Italy: Battery Case Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: Italy: Battery Case Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: Spain: Battery Case Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: Spain: Battery Case Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 51: Russia: Battery Case Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: Russia: Battery Case Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 53: Others: Battery Case Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: Others: Battery Case Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 55: Latin America: Battery Case Market: Sales Value (in Million US\$), 2017 &  
2022

Figure 56: Latin America: Battery Case Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 57: Brazil: Battery Case Market: Sales Value (in Million US\$), 2017 & 2022

Figure 58: Brazil: Battery Case Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 59: Mexico: Battery Case Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: Mexico: Battery Case Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 61: Others: Battery Case Market: Sales Value (in Million US\$), 2017 & 2022

Figure 62: Others: Battery Case Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 63: Middle East and Africa: Battery Case Market: Sales Value (in Million US\$),  
2017 & 2022

Figure 64: Middle East and Africa: Battery Case Market: Breakup by Country (in %),  
2022

Figure 65: Middle East and Africa: Battery Case Market Forecast: Sales Value (in  
Million US\$), 2023-2028

Figure 66: Global: Battery Case Industry: Drivers, Restraints, and Opportunities

Figure 67: Global: Battery Case Industry: Value Chain Analysis

Figure 68: Global: Battery Case Industry: Porter's Five Forces Analysis

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