

# Power Bank Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global power bank market size reached US\$ 10.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 16.3 Billion by 2028, exhibiting a growth rate (CAGR) of 7.22% during 2023-2028.

Power banks are portable chargers that are designed for recharging electronic gadgets on the go. They can range from pocket-sized, slim devices to larger and higher-capacity chargers. Owing to their convenient nature, power banks are used for charging various devices, such as tablets, portable speakers, laptops, mobile phones and cameras. Depending on the budget limits and power requirement of the user, portable chargers are available in varied shapes and sizes. Generally made from Lithium-Ion (Li-Ion) and Lithium-Polymer (Li-Po) batteries, these chargers are categorized as universal/standard, and solar power bank. The standard or universal charger can be charged through conventional USB sources, whereas solar power banks can use both USB chargers and sunlight.

### Global Power Bank Market Trends:

At present, various factors are driving the growth of the industry, which include a significant shift toward 3G and 4G networks, the rising popularity of digital content, and the increasing processing power of devices. Along with this, burgeoning demand for smartphones and the declining prices of power banks are some of the other drivers that are influencing market growth. Also, the industry has been witnessing a rise in the number of new entrants as power banks are emerging as fast-moving consumer electronics and require low capital investment for the establishment of manufacturing facilities. This increase in competition has prompted manufacturers to introduce innovative solutions in the market to retain and expand their consumer base. For instance, in 2019, the Portugal-based technology company, EGG Electronics, launched

EGG Traveler, the world's first portable power strip with a built-in power bank and wireless charging.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global power bank market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product type, battery type, power rating and application.

#### Breakup by Product Type:

Portable Power Banks

Solar Power Banks

Battery Cases

Currently, portable power banks are mostly preferred by consumers.

#### Breakup by Battery Type:

Lithium-Ion

Lithium-Polymer

The majority of the power banks consist of lithium-ion batteries.

#### Breakup by Power Rating:

Below 3,000 mAh

3,001 mAh – 8,000 mAh

8,001 mAh – 20,000 mAh

Above 20,000 mAh

Presently, 8,001 mAh – 20,000 mAh is the largest segment.

#### Breakup by Application:

Smartphones

Tablets

Portable Media Devices

Others

At present, most power banks are used for charging smartphones.

#### Regional Insights:

Asia Pacific

North America

Europe

Middle East and Africa

Latin America

On a regional basis, Asia Pacific is the biggest market for power banks, accounting for the largest market share. It can be attributed to the increasing sales of smartphones and other portable devices across the region.

#### Competitive Landscape:

The competitive landscape of the market has also been examined with some of the key players being Beijing Xiaomi Technology Co. Ltd., Lenovo Group Ltd., Microsoft Corporation, Panasonic Corporation, Sony Corporation, Adata Technology Co., Ltd., Asustek Computer Inc., Ambrane India Pvt. Ltd., Anker Technology Co. Ltd., Intex Technologies (India) Ltd., OnePlus Technology (Shenzhen) Co. Ltd., UNU Electronics Inc. and Samsung SDI Co. Ltd.

#### Key Questions Answered in This Report

1. What was the size of the global power bank market in 2022?
2. What is the expected growth rate of the global power bank market during 2023-2028?
3. What are the key factors driving the global power bank market?
4. What has been the impact of COVID-19 on the global power bank market?
5. What is the breakup of the global power bank market based on the product type?
6. What is the breakup of the global power bank market based on the battery type?
7. What is the breakup of the global power bank market based on the power rating?
8. What is the breakup of the global power bank market based on the application?
9. What are the key regions in the global power bank market?
10. Who are the key players/companies in the global power bank 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 POWER BANK MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Price Analysis
  - 5.4.1 Key Price Indicators
  - 5.4.2 Price Structure
  - 5.4.3 Margin Analysis
- 5.5 Market Breakup by Product Type
- 5.6 Market Breakup by Battery Type
- 5.7 Market Breakup by Power Rating (Capacity)
- 5.8 Market Breakup by Application
- 5.9 Market Breakup by Region
- 5.10 Market Forecast
- 5.11 SWOT Analysis

- 5.11.1 Overview
- 5.11.2 Strengths
- 5.11.3 Weaknesses
- 5.11.4 Opportunities
- 5.11.5 Threats
- 5.12 Value Chain Analysis
  - 5.12.1 Overview
  - 5.12.2 Research and Development
  - 5.12.3 Raw Material Procurement
  - 5.12.4 Manufacturing
  - 5.12.5 Marketing
  - 5.12.6 Distribution
  - 5.12.7 End-Use
- 5.13 Porters Five Forces Analysis
  - 5.13.1 Overview
  - 5.13.2 Bargaining Power of Buyers
  - 5.13.3 Bargaining Power of Suppliers
  - 5.13.4 Degree of Competition
  - 5.13.5 Threat of New Entrants
  - 5.13.6 Threat of Substitutes

## **6 MARKET BREAKUP BY PRODUCT TYPE**

- 6.1 Portable Power Banks
  - 6.1.1 Market Performance
  - 6.1.2 Market Forecast
- 6.2 Solar Power Banks
  - 6.2.1 Market Performance
  - 6.2.2 Market Forecast
- 6.3 Battery Cases
  - 6.3.1 Market Performance
  - 6.3.2 Market Forecast

## **7 MARKET BREAKUP BY BATTERY TYPE**

- 7.1 Lithium-Ion
  - 7.1.1 Market Performance
  - 7.1.2 Market Forecast
- 7.2 Lithium-Polymer

7.2.1 Market Performance

7.2.2 Market Forecast

## **8 MARKET BREAKUP BY POWER RATING**

8.1 Below 3,000 mAh

8.1.1 Market Performance

8.1.2 Market Forecast

8.2 3,001 mAh – 8,000 mAh

8.2.1 Market Performance

8.2.2 Market Forecast

8.3 8,001 mAh – 20,000 mAh

8.3.1 Market Performance

8.3.2 Market Forecast

8.4 Above 20,000 mAh

8.4.1 Market Performance

8.4.2 Market Forecast

## **9 MARKET BREAKUP BY APPLICATION**

9.1 Smartphones

9.1.1 Market Performance

9.1.2 Market Forecast

9.2 Tablets

9.2.1 Market Performance

9.2.2 Market Forecast

9.3 Portable Media Devices

9.3.1 Market Performance

9.3.2 Market Forecast

9.4 Others

9.4.1 Market Performance

9.4.2 Market Forecast

## **10 MARKET BREAKUP BY REGION**

10.1 North America

10.1.1 Market Performance

10.1.2 Market Forecast

10.2 Europe

- 10.2.1 Market Performance
- 10.2.2 Market Forecast
- 10.3 Asia Pacific
  - 10.3.1 Market Performance
  - 10.3.2 Market Forecast
- 10.4 Middle East and Africa
  - 10.4.1 Market Performance
  - 10.4.2 Market Forecast
- 10.5 Latin America
  - 10.5.1 Market Performance
  - 10.5.2 Market Forecast

## **11 POWER BANK MANUFACTURING PROCESS**

- 11.1 Product Overview
- 11.2 Raw Material Requirements
- 11.3 Manufacturing Process
- 11.4 Key Success and Risk Factors

## **12 COMPETITIVE LANDSCAPE**

- 12.1 Market Structure
- 12.2 Key Players
- 12.3 Profiles of Key Players
  - 12.3.1 Beijing Xiaomi Technology Co., Ltd.
  - 12.3.2 Lenovo Group Ltd.
  - 12.3.3 Microsoft Corp.
  - 12.3.4 Panasonic Corp.
  - 12.3.5 Sony Corp.
  - 12.3.6 Adata Technology Co., Ltd.
  - 12.3.7 Asustek Computer Inc.
  - 12.3.8 Ambrane India Pvt. Ltd.
  - 12.3.9 Anker Technology Co. Ltd.
  - 12.3.10 Intex Technologies (India) Ltd.
  - 12.3.11 Oneplus Technology (Shenzhen) Co. Ltd.
  - 12.3.12 UNU Electronics Inc.
  - 12.3.13 Samsung SDI Co. Ltd.

## List Of Tables

### LIST OF TABLES

Table 1: Global: Power Bank Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Power Bank Market Forecast: Breakup by Product Type (in Million US\$), 2023-2028

Table 3: Global: Power Bank Market Forecast: Breakup by Battery Type (in Million US\$), 2023-2028

Table 4: Global: Power Bank Market Forecast: Breakup by Power Rating (in Million US\$), 2023-2028

Table 5: Global: Power Bank Market Forecast: Breakup by Application (in Million US\$), 2023-2028

Table 6: Global: Power Bank Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 7: Power Bank Manufacturing: Raw Material Requirements

Table 8: Global: Power Bank Market: Competitive Structure

Table 9: Global: Power Bank Market: Key Players



## List Of Figures

### LIST OF FIGURES

- Figure 1: Global: Power Bank Market: Major Drivers and Challenges
- Figure 2: Global: Power Bank Market: Sales Value (in Billion US\$), 2017-2022
- Figure 3: Global: Power Bank Market: Breakup by Product Type (in %), 2022
- Figure 4: Global: Power Bank Market: Breakup by Power Rating (in %), 2022
- Figure 5: Global: Power Bank Market: Breakup by Battery Type (in %), 2022
- Figure 6: Global: Power Bank Market: Breakup by Application (in %), 2022
- Figure 7: Global: Power Bank Market: Breakup by Region (in %), 2022
- Figure 8: Global: Power Bank Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 9: Global: Power Bank Industry: SWOT Analysis
- Figure 10: Global: Power Bank Industry: Value Chain Analysis
- Figure 11: Global: Power Bank Industry: Porter's Five Forces Analysis
- Figure 12: Global: Power Bank (Portable Power Banks) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 13: Global: Power Bank (Portable Power Banks) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 14: Global: Power Bank (Solar Power Banks) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 15: Global: Power Bank (Solar Power Banks) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 16: Global: Power Bank (Battery Cases) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 17: Global: Power Bank (Battery Cases) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 18: Global: Power Bank (Lithium-Ion) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 19: Global: Power Bank (Lithium-Ion) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 20: Global: Power Bank (Lithium-Polymer) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 21: Global: Power Bank (Lithium-Polymer) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 22: Global: Power Bank (Below 3,000 mAh) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 23: Global: Power Bank (Below 3,000 mAh) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: Global: Power Bank (3,001 mAh – 8,000 mAh) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Global: Power Bank (3,001 mAh – 8,000 mAh) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Global: Power Bank (8,001 mAh – 20,000 mAh) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Global: Power Bank (8,001 mAh – 20,000 mAh) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Global: Power Bank (Above 20,000 mAh) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Global: Power Bank (Above 20,000 mAh) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Global: Power Bank (Applications in Smartphones) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Global: Power Bank (Applications in Smartphones) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Global: Power Bank (Applications in Tablets) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Global: Power Bank (Applications in Tablets) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: Global: Power Bank (Applications in Portable Media Devices) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: Global: Power Bank (Applications in Portable Media Devices) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: Global: Power Bank (Other Applications) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: Global: Power Bank (Other Applications) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: North America: Power Bank Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: North America: Power Bank Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: Europe: Power Bank Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: Europe: Power Bank Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Asia Pacific: Power Bank Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Asia Pacific: Power Bank Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: Middle East and Africa: Power Bank Market: Sales Value (in Million US\$),

2017 & 2022

Figure 45: Middle East and Africa: Power Bank Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: Latin America: Power Bank Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: Latin America: Power Bank Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: Power Bank Manufacturing: Detailed Process Flow

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