

Power Bank Market Report by Product Type (Portable Power Banks, Solar Power Banks, Battery Cases), Battery Type (Lithium-Ion, Lithium-Polymer), Power Rating (Below 3,000 mAh, 3,001 mAh – 8,000 mAh, 8,001 mAh – 20,000 mAh, Above 20,000 mAh), Application (Smartphones, Tablets, Portable Media Devices, and Others), and Region 2024-2032

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Abstracts

The global power bank market size reached US\$ 11.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 20.4 Billion by 2032, exhibiting a growth rate (CAGR) of 6.4% during 2024-2032. The increasing adoption of remote working models, rising use by gaming enthusiasts, and the growing number of photographers who require extra battery power for their cameras are some of the major factors propelling the market.

A power bank is a portable device that stores electrical energy, which can be used to charge electronic gadgets like smartphones, tablets, and laptops. It is a rechargeable battery commonly utilized when access to an electrical outlet is not readily available. It is offered in various capacities, measured in milliampere-hours (mAh), which allows individuals to choose one that best fits their charging needs.

The increasing adoption of remote working model is catalyzing the demand for power banks to maintain device productivity outside the office around the world. Moreover, the rising use of power banks by gaming enthusiasts to provide the necessary power boost to continue gaming without interruption is favoring the growth of the market. In addition, the growing adoption of power banks during power outages and natural disasters that can disrupt access to electricity for maintaining communication and accessing

emergency services during such situations is influencing the market positively. Apart from this, the increasing number of photographers and videographers who require extra battery power for their cameras and equipment during shoots is contributing to the market growth. Furthermore, the rising utilization of power banks by travelers and drivers using navigation apps, which ensures they reach their destinations without worrying about device battery life, is strengthening the growth of the market.

Power Bank Market Trends/Drivers:

Increase in adoption of mobile device

The widespread adoption of smartphones, tablets, and other portable electronic devices is increasing the reliance on these gadgets for communication, work, entertainment, and navigation. As users seek uninterrupted connectivity and functionality, the demand for power banks is rising. These compact and portable devices provide a solution to the constant need for battery power, which enables users to charge their devices on the go and extend usage times beyond what built-in batteries can offer.

Rise in travel and outdoor activities

The modern lifestyle often involves travel, outdoor adventures, and activities away from traditional power sources. Whether it is a business trip, vacation, hiking expedition, or camping getaway, people are seeking reliable ways to keep their devices charged while on the move. Power banks offer a convenient solution by providing portable energy reserves that can sustain devices during extended periods away from power outlets. This demand is further driven by the need to stay connected, capture memories through photos, and access navigation tools during travels and outdoor escapades.

Growing need for devices that can perform multiple tasks

The digitization of daily life is increasing the need for devices that can perform multiple tasks. From checking emails to watching videos, from working remotely to attending virtual meetings, devices are being used more extensively than ever before. This heavy usage drains batteries quickly, creating a demand for power banks that can efficiently recharge devices and ensure uninterrupted productivity and entertainment. Moreover, the integration of advanced features like fast charging, wireless charging, and solar charging in power banks adds to their appeal, catering to a diverse range of user preferences and needs.

Power Bank Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global power bank market report, along with forecasts at the global and regional levels for 2024-2032. 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

Portable power banks dominate the market

The report has provided a detailed breakup and analysis of the market based on the product type. This includes portable power banks, solar power banks, and battery cases. According to the report, portable power banks represented the largest segment. Portable power banks are rechargeable batteries enclosed in a case. They are generally charged through an electrical outlet and can be used to charge other devices via USB ports. These are versatile and come in various capacities, usually measured in milliampere-hours (mAh). Portable power banks are ideal for daily use and travel, and they often have features like fast charging, multiple USB ports, and LED indicators to show the battery level.

Solar power banks have photovoltaic panels that can recharge the battery when exposed to sunlight. While these can also be charged through an electrical outlet, the solar feature offers an eco-friendly alternative and can be incredibly useful during outdoor adventures wherein electricity is not readily available.

Battery cases are designed to act as both a protective case and a battery extension for smartphones. These cases usually connect directly to the device, which eliminates the need for an additional charging cable. They offer the convenience of extended battery life without having to carry a separate unit.

Breakup by Battery Type:

Lithium-Ion

Lithium-Polymer

Lithium-ion holds the largest share in the market

A detailed breakup and analysis of the market based on the battery type has also been provided in the report. This includes lithium-ion and lithium-polymer. According to the report, lithium-ion accounted for the largest market share. Lithium-ion (Li-Ion) batteries are commonly used in power banks due to their high energy density and relatively low cost. These batteries can store a large amount of power without being excessively bulky, making them a popular choice for high-capacity power banks.

Lithium-polymer (Li-Po) batteries are becoming increasingly popular due to their lightweight and flexible form factor. These batteries are often found in slim or uniquely shaped power banks. Lithium-Polymer batteries are less prone to leakage and generally have a lower risk of overheating compared to 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

8,001 mAh – 20,000 mAh dominates the market

The report has provided a detailed breakup and analysis of the market based on the power rating. This includes below 3,000 mAh, 3,001 mAh – 8,000 mAh, 8,001 mAh – 20,000 mAh, and above 20,000 mAh. According to the report, 8,001 mAh – 20,000 mAh represented the largest segment. Power banks in between 8,001 mAh – 20,000 mAh range are designed for heavy users who need to charge multiple devices or require multiple charges for a single device throughout the day. These are particularly useful for long journeys, camping trips, or situations where people do not have access to an electrical outlet for an extended period.

Power banks with a rating below 3,000 mAh are lightweight and extremely portable. These are best suited for emergency uses or short outings where you just need a small power boost to keep your device running. However, they may not fully charge most modern smartphones, as these typically have battery capacities that exceed 3,000 mAh.

Breakup by Application:

Smartphones

Tablets
Portable Media Devices
Others

Smartphones dominate the market

The report has provided a detailed breakup and analysis of the market based on the application. This includes smartphones, tablets, portable media devices, and others. According to the report, smartphones represented the largest segment. Power banks are especially popular for charging smartphones. They are essential tools for communication, navigation, and entertainment. A power bank provides a convenient solution by allowing individuals to recharge their smartphone on the go, which ensures that they stay connected and productive throughout the day.

Tablets are great for browsing, reading, and watching videos, and their larger screens and higher processing power can lead to quicker battery depletion. Power banks come to the rescue, which extends the usage time of tablet during long flights, road trips, or times when a power outlet is unavailable. Whether individuals using a tablet for work or entertainment, a power bank ensures that you can continue to enjoy its features without interruption.

Breakup by Region:

North America
Europe
Asia Pacific
Middle East and Africa
Latin America

Asia Pacific exhibits a clear dominance, accounting for the largest power bank market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Asia Pacific, Middle East and Africa, and Latin America. According to the report, Asia Pacific accounted for the largest market share.

The increasing sales of smartphones, tablets, and digital watches represent one of the primary factors driving the demand for power banks in the Asia Pacific region.

Moreover, the rising awareness about the benefits of using power banks is favoring the growth of the market in the region. Besides this, the growing adoption of power banks among technologically advanced consumers is influencing the market positively in the region.

Competitive Landscape:

The leading companies are incorporating fast charging technology to enable faster charging of compatible devices, which reduces the time it takes to replenish the battery of the device. Moreover, product manufacturers are developing wireless charging power banks that allow individuals to charge compatible devices without the need for a physical cable. These power banks use induction technology to transfer power to devices with built-in wireless charging capabilities and eliminate the hassle of carrying and connecting cables, which enhances the overall user experience. They are also integrating intelligent power management systems that optimize charging efficiency and protect both the power bank and connected devices. These systems regulate the power output based on the connected requirements of the device, which prevents overcharging, overheating, and short-circuiting.

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

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.

Samsung SDI Co. Ltd.

Recent Developments:

In 2020, Adata Technology Co., Ltd. developed 5000mAh T5000C power bank with pastel colors, floral pattern, and great features, including USB Type-A and Type-C ports, which support two-way charging.

In 2023, Ambrane India Pvt. Ltd. recently launched Stylo Boost, a 65W PD fast charging powerbank with 40,000mAh capacity.

In 2020, Beijing Xiaomi Technology Co., Ltd. introduced its first 10,000 mAh wireless power bank in India, which supports up to 10W fast wireless charging.

Key Questions Answered in This Report

1. What was the size of the global power bank market in 2023?
2. What is the expected growth rate of the global power bank market during 2024-2032?
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?

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