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Global 80 Plus PC Power Supply Market Growth 2026-2032

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Abstracts

The global 80 Plus PC Power Supply market size is predicted to grow from US$ 3988 million in 2025 to US$ 5079 million in 2032; it is expected to grow at a CAGR of 3.5% from 2026 to 2032.

80 Plus PC Power Supply refers to a type of computer power supply that meets the energy efficiency certification standards established by the 80 PLUS organization. Its core defining feature is that it achieves a minimum of 80% power conversion efficiency across three key load conditions: 20% (light load), 50% (typical load), and 100% (full load) of its rated output power—far exceeding the efficiency of non-certified power supplies, which often drop below 70% at light or full load. To obtain 80 PLUS certification, power supplies must undergo rigorous testing by authorized third-party laboratories to verify efficiency, as well as compliance with basic safety and performance criteria (such as stable voltage output, low harmonic distortion, and reliable thermal management). The certification system further classifies 80 PLUS power supplies into tiered levels based on higher efficiency thresholds, including 80 PLUS Bronze (82% efficiency at 20% load, 85% at 50%, 82% at 100%), Silver (85%/88%/85%), Gold (87%/90%/87%), Platinum (90%/92%/89%), Titanium (90%/94%/91%), and the newer Platinum II (enhanced efficiency for low-power systems).

Key Findings

ATX Power Supply remains the core form factor across mainstream desktop gaming and professional workstation systems

Gaming PCs represent the most specification-sensitive application segment for high-

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wattage and high-efficiency power supplies

SFX and SFX-L products are gaining strategic importance as compact PCs adopt increasingly powerful CPUs and GPUs

Asia Pacific concentrates a substantial portion of global PC power supply manufacturing OEM and ODM capabilities

Competition combines large power electronics manufacturers with internationally established PC hardware brands

Market Trends

The 80 Plus PC Power Supply market is moving from basic wattage-based competition toward a broader combination of efficiency, transient-load capability, reliability, acoustic performance, modularity and compatibility with newer PC platforms. Rising processor and graphics-card power requirements are increasing demand for higher-capacity units with stronger 12 V output and improved handling of short-duration power excursions. At the same time, the adoption of newer ATX specifications is accelerating product refresh cycles in the upper end of the market, particularly where users require updated graphics power connectors and improved transient performance. Efficiency is also becoming more closely linked with product positioning, with Gold, Platinum and Titanium certified units increasingly used to differentiate mid-range and premium products. Fully modular cable systems, semi-passive cooling, higher-quality capacitors and longer warranty periods are becoming more common in premium segments. In compact systems, demand is shifting toward higher-power-density SFX/SFX-L designs capable of supporting performance levels that were previously associated mainly with full-size ATX platforms.

Market Dynamics

Drivers

The principal driver of the 80 Plus PC Power Supply market is the continuing increase in computing performance and associated system power requirements. High-end GPUs and multicore CPUs require greater sustained power delivery and place more demanding transient loads on the PSU, encouraging system builders and end users to select higher-rated and more robust units. Gaming PC upgrades are particularly important because graphics-card replacement frequently results in a simultaneous

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reassessment of PSU wattage, connector compatibility and efficiency. Professional workstations also support demand for higher-specification products because long-duration computational workloads require stable voltage output, reliable thermal performance and sustained operation. Energy efficiency provides an additional structural driver by reducing conversion losses and heat generation, improving operating efficiency and facilitating quieter system designs. The combination of hardware performance upgrades, efficiency requirements and evolving desktop power standards therefore supports both replacement demand and product premiumization.

Restraints

The market is constrained by the relatively long service life of quality PC power supplies and the mature installed base of mainstream desktop systems. A well-designed PSU can remain in service across multiple CPU, memory or storage upgrades if its wattage and connector configuration remain sufficient, reducing the frequency of replacement compared with other PC components. Higher-efficiency products also require more sophisticated circuit architectures and higher-grade components, including power semiconductors, transformers, capacitors and cooling systems, which increases manufacturing cost and retail pricing. Price sensitivity remains significant in Mainstream Desktop PCs, where users and system integrators often allocate more of the available budget to processors, graphics cards and memory. In addition, 80 PLUS certification primarily measures conversion efficiency rather than the full set of electrical-performance parameters, requiring suppliers to invest simultaneously in reliability, voltage regulation, transient response, acoustics and platform compatibility to establish sustainable differentiation.

Opportunities

The strongest opportunities are associated with high-performance Gaming PCs, Professional Workstations and compact performance-oriented systems. Increasing GPU power requirements create room for higher-wattage ATX Power Supply products with improved transient-load capability, enhanced connector designs and higher efficiency levels. Professional workstation users place greater value on sustained load stability, reliability and service life, supporting premium product positioning even where aesthetic features are less important. SFX/SFX-L Power Supply represents another attractive opportunity as compact desktop systems increasingly use high-performance CPUs and discrete GPUs, requiring greater power density and more advanced thermal engineering. Further opportunities exist in fully modular architectures, low-noise cooling, higher certification tiers and extended warranty programs. For manufacturers with OEM and ODM capabilities, customized high-efficiency platforms for global PC brands,

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system integrators and specialized workstation vendors provide additional growth potential beyond the retail replacement market.

Challenges

The industry faces rising technical complexity as power density and transient-load requirements increase. Higher output power within conventional ATX or compact SFX enclosures places greater pressure on thermal design, PCB layout, component lifetime and cooling acoustics. Connector reliability and cable assembly quality are also becoming more important as high-end graphics cards draw greater current. Product development must remain aligned with changing PC platform specifications and GPU power requirements, creating risks of shortened commercial life for products based on older standards. Competition is another long-term challenge because manufacturing-oriented OEM/ODM suppliers and consumer-facing brands compete simultaneously on efficiency, wattage, reliability, acoustic performance, warranty and pricing. As high-end users increasingly examine detailed electrical characteristics rather than relying only on certification labels, suppliers must maintain broader engineering capabilities while controlling material and certification costs.

Industry Chain Analysis

The upstream industry chain for 80 Plus PC Power Supply includes power semiconductors, power-management ICs, PWM and PFC controllers, transformers, inductors, electrolytic and polymer capacitors, PCBs, cooling fans, connectors, cable assemblies, metal housings and thermal-management materials. Power semiconductors and control ICs have a direct influence on conversion efficiency and switching performance, while magnetic components and capacitors affect output stability, ripple, transient response and product lifetime. Cooling components, cable assemblies and connectors become more critical as rated wattage and power density increase. Certification, electrical safety and electromagnetic compatibility testing also form part of the development and commercialization process.

The midstream covers electrical architecture development, component procurement, manufacturing, quality control, certification, branding and distribution. Delta Electronics, LITEON Technology, Channel Well Technology, Great Wall Power Supply, FSP Group, Huntkey, Seasonic and High Power Electronic have relatively strong exposure to manufacturing and power-platform development, while Corsair, Cooler Master, ASUS, GIGABYTE, Thermaltake, Antec, MSI, be quiet!, InWin, SilverStone Technology and EVGA compete more visibly through branded product portfolios and retail channels.

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Golden Field, Segotep, SAMA, ESGAMING and 1STPLAYER participate through combinations of manufacturing, brand development and export sales, while Nipron and Owltech provide differentiated exposure to the Japanese market. Downstream demand comes from DIY PC users, branded desktop manufacturers, system integrators, gaming-PC assemblers and professional workstation users. Industry value creation is increasingly shifting toward efficiency, high power density, transient performance, low acoustics, modular design and long-term reliability.

Segment Insights

ATX Power Supply remains the principal product form for Gaming PCs, Mainstream Desktop PCs and Professional Workstations because standard desktop chassis provide sufficient space for higher rated output, larger cooling fans and extensive modular connectivity. Within this segment, competitive differentiation is increasingly concentrated on higher wattage, improved efficiency, stronger transient response and compatibility with newer graphics and desktop power requirements rather than on basic power delivery alone. ATX products therefore cover the broadest performance and price spectrum and remain central to both mainstream and premium desktop configurations.

SFX/SFX-L Power Supply represents a more specialized but increasingly important segment as small-form-factor PCs seek performance levels closer to conventional gaming towers and workstations. The smaller enclosure creates higher requirements for power density, thermal management and component quality, supporting greater technical differentiation and premium pricing. TFX/Flex ATX Power Supply is more concentrated in thin desktops, compact commercial systems and space-constrained configurations, where mechanical compatibility, stable output and system integration are more important than very high peak wattage. The three form factors therefore address distinct physical and performance requirements while remaining within the established 80 Plus PC Power Supply product framework.

Downstream Market Opportunities

Gaming PCs provide the strongest premiumization opportunity because high-performance GPUs, powerful CPUs and frequent hardware upgrades increase requirements for wattage, transient capability, connector configuration and cooling performance. Professional Workstations represent another high-value application, where sustained computational loads and long operating cycles increase the importance of reliability, efficiency and voltage stability. Mainstream Desktop PCs generate broader volume demand but remain more price-sensitive, favoring products

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that balance adequate output capacity, certification level and cost. Other applications include specialized compact desktops and system-integrated computing platforms, where form-factor compatibility and stable long-term operation can create differentiated opportunities. Across downstream markets, the shift toward higher performance per system is increasing the strategic importance of power-supply quality even where overall desktop unit growth is moderate.

Regional Insights

Asia Pacific represents the most concentrated manufacturing base for the 80 Plus PC Power Supply industry, supported by established power-electronics supply chains, OEM/ODM production capabilities and a dense ecosystem of PC component manufacturers. The presence of Delta Electronics, LITEON Technology, Channel Well Technology, FSP Group, Seasonic, InWin, SilverStone Technology, Great Wall Power Supply, Huntkey, Golden Field, Segotep, SAMA, ESGAMING and 1STPLAYER reflects the region's depth in power-platform engineering, component sourcing and manufacturing. North America has strong exposure to branded enthusiast and gaming products through companies such as Corsair, Antec and EVGA, with demand concentrated around DIY upgrades, gaming systems and premium retail channels. Europe is characterized by strong demand for high-efficiency, low-noise and premium PC components, supporting differentiated positioning for brands such as be quiet!. Japan combines stringent quality expectations with specialized domestic suppliers including Nipron and Owltech. Regional competition therefore differs between manufacturing-driven markets that emphasize platform engineering and cost efficiency and mature consumer markets that place greater weight on efficiency tier, acoustics, warranty and brand reputation.

Competitive Landscape Analysis

The 80 Plus PC Power Supply market has a two-layer competitive structure consisting of power-supply manufacturers with OEM/ODM capabilities and consumer-facing PC hardware brands. Delta Electronics, LITEON Technology, Channel Well Technology, Great Wall Power Supply, FSP Group, Huntkey, Seasonic and High Power Electronic have stronger exposure to power-electronics engineering, platform development and manufacturing, providing advantages in component sourcing, production scale and customized design. At the branded-product level, Corsair, Cooler Master, ASUS, GIGABYTE, Thermaltake, Antec, MSI, be quiet!, InWin, SilverStone Technology and EVGA compete through efficiency level, rated wattage, modular architecture, acoustic performance, industrial design, warranty and gaming-channel reach. Golden Field,

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Segotep, SAMA, ESGAMING and 1STPLAYER participate through combinations of manufacturing, domestic branding and export channels, while Nipron and Owltech address differentiated Japanese requirements. Competition is gradually shifting from basic certification and wattage toward integrated product capability, including transient-load tolerance, high power density, platform compatibility, low-noise operation and long-term reliability. Because OEM manufacturing and branded retail sales can occur at different stages of the same supply chain, shipment-based manufacturer analysis and brand-based retail analysis should be treated as separate competitive dimensions.

Report Scope

LP Information, Inc. (LPI) ' newest research report, the “80 Plus PC Power Supply Industry Forecast” looks at past sales and reviews total world 80 Plus PC Power Supply sales in 2025, providing a comprehensive analysis by region and market sector of projected 80 Plus PC Power Supply sales for 2026 through 2032. With 80 Plus PC Power Supply sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world 80 Plus PC Power Supply industry.

This Insight Report provides a comprehensive analysis of the global 80 Plus PC Power Supply landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on 80 Plus PC Power Supply portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global 80 Plus PC Power Supply market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for 80 Plus PC Power Supply and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global 80 Plus PC Power Supply.

This report presents a comprehensive overview, market shares, and growth opportunities of 80 Plus PC Power Supply market by product type, application, key manufacturers and key regions and countries.

Market Segmentation

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Segmentation by Type:

ATX Power Supply

SFX/SFX-L Power Supply

TFX/Flex ATX Power Supply

Segmentation by Base Material:

Non-Modular Power Supply

Semi-Modular Power Supply

Fully Modular Power Supply

Segmentation by Rated Output Power:

Low?Power Type ?450W

Medium?Power Type 450?850W

High?Power Type ?850W

Segmentation by Application:

Gaming PCs

Mainstream Desktop PCs

Professional Workstations

Others

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This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany
  - France
  - UK
  - Italy
  - Russia
- Middle East & Africa

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Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Delta Electronics

LITEON Technology

Channel Well Technology

Great Wall Power Supply

FSP Group

Corsair

Huntkey

Seasonic

Cooler Master

ASUS

GIGABYTE

Thermaltake

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Antec

MSI

be quiet!

InWin

High Power Electronic

SilverStone Technology

EVGA

Golden Field

Segotep

SAMA

ESGAMING

1STPLAYER

Nipron

Owltech

Key Questions Addressed in this Report

What is the 10-year outlook for the global 80 Plus PC Power Supply market?

What factors are driving 80 Plus PC Power Supply market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

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How do 80 Plus PC Power Supply market opportunities vary by end market size?

How does 80 Plus PC Power Supply break out by Type, by Application?

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Contents

1 SCOPE OF THE REPORT

1.1 Market Introduction
1.2 Years Considered
1.3 Research Objectives
1.4 Market Research Methodology
1.5 Research Process and Data Source
1.6 Economic Indicators
1.7 Currency Considered
1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview
  2.1.1 Global 80 Plus PC Power Supply Annual Sales 2021-2032
  2.1.2 World Current & Future Analysis for 80 Plus PC Power Supply by Geographic Region, 2021, 2025 & 2032
  2.1.3 World Current & Future Analysis for 80 Plus PC Power Supply by Country/Region, 2021, 2025 & 2032
2.2 80 Plus PC Power Supply Segment by Type
  2.2.1 ATX Power Supply
  2.2.2 SFX/SFX-L Power Supply
  2.2.3 TFX/Flex ATX Power Supply
  2.2.4 80 Plus PC Power Supply Sales by Type
    2.2.4.1 Global 80 Plus PC Power Supply Sales Market Share by Type (2021-2026)
    2.2.4.2 Global 80 Plus PC Power Supply Revenue and Market Share by Type (2021-2026)
    2.2.4.3 Global 80 Plus PC Power Supply Sale Price by Type (2021-2026)
2.3 80 Plus PC Power Supply Segment by Base Material
  2.3.1 Non-Modular Power Supply
  2.3.2 Semi-Modular Power Supply
  2.3.3 Fully Modular Power Supply
  2.3.4 80 Plus PC Power Supply Sales by Base Material
    2.3.4.1 Global 80 Plus PC Power Supply Sales Market Share by Base Material (2021-2026)
    2.3.4.2 Global 80 Plus PC Power Supply Revenue and Market Share by Base Material (2021-2026)

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2.3.4.3 Global 80 Plus PC Power Supply Sale Price by Base Material (2021-2026)
2.4 80 Plus PC Power Supply Segment by Rated Output Power
2.4.1 Low?Power Type ?450W
2.4.2 Medium?Power Type 450?850W
2.4.3 High?Power Type ?850W
2.4.4 80 Plus PC Power Supply Sales by Rated Output Power
2.4.4.1 Global 80 Plus PC Power Supply Sales Market Share by Rated Output Power (2021-2026)
2.4.4.2 Global 80 Plus PC Power Supply Revenue and Market Share by Rated Output Power (2021-2026)
2.4.4.3 Global 80 Plus PC Power Supply Sale Price by Rated Output Power (2021-2026)
2.5 80 Plus PC Power Supply Segment by Application
2.5.1 Gaming PCs
2.5.2 Mainstream Desktop PCs
2.5.3 Professional Workstations
2.5.4 Others
2.5.5 80 Plus PC Power Supply Sales by Application
2.5.5.1 Global 80 Plus PC Power Supply Sale Market Share by Application (2021-2026)
2.5.5.2 Global 80 Plus PC Power Supply Revenue and Market Share by Application (2021-2026)
2.5.5.3 Global 80 Plus PC Power Supply Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global 80 Plus PC Power Supply Breakdown Data by Company
3.1.1 Global 80 Plus PC Power Supply Annual Sales by Company (2021-2026)
3.1.2 Global 80 Plus PC Power Supply Sales Market Share by Company (2021-2026)
3.2 Global 80 Plus PC Power Supply Annual Revenue by Company (2021-2026)
3.2.1 Global 80 Plus PC Power Supply Revenue by Company (2021-2026)
3.2.2 Global 80 Plus PC Power Supply Revenue Market Share by Company (2021-2026)
3.3 Global 80 Plus PC Power Supply Sale Price by Company
3.4 Key Manufacturers 80 Plus PC Power Supply Producing Area Distribution, Sales Area, Product Type
3.4.1 Key Manufacturers 80 Plus PC Power Supply Product Location Distribution
3.4.2 Players 80 Plus PC Power Supply Products Offered
3.5 Market Concentration Rate Analysis

+357 96 030922
info@marketpublishers.com

3.5.1 Competition Landscape Analysis
3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
3.6 New Products and Potential Entrants
3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR 80 PLUS PC POWER SUPPLY BY GEOGRAPHIC REGION

4.1 World Historic 80 Plus PC Power Supply Market Size by Geographic Region (2021-2026)
4.1.1 Global 80 Plus PC Power Supply Annual Sales by Geographic Region (2021-2026)
4.1.2 Global 80 Plus PC Power Supply Annual Revenue by Geographic Region (2021-2026)
4.2 World Historic 80 Plus PC Power Supply Market Size by Country/Region (2021-2026)
4.2.1 Global 80 Plus PC Power Supply Annual Sales by Country/Region (2021-2026)
4.2.2 Global 80 Plus PC Power Supply Annual Revenue by Country/Region (2021-2026)
4.3 Americas 80 Plus PC Power Supply Sales Growth
4.4 APAC 80 Plus PC Power Supply Sales Growth
4.5 Europe 80 Plus PC Power Supply Sales Growth
4.6 Middle East & Africa 80 Plus PC Power Supply Sales Growth

5 AMERICAS

5.1 Americas 80 Plus PC Power Supply Sales by Country
5.1.1 Americas 80 Plus PC Power Supply Sales by Country (2021-2026)
5.1.2 Americas 80 Plus PC Power Supply Revenue by Country (2021-2026)
5.2 Americas 80 Plus PC Power Supply Sales by Type (2021-2026)
5.3 Americas 80 Plus PC Power Supply Sales by Application (2021-2026)
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

6 APAC

6.1 APAC 80 Plus PC Power Supply Sales by Region

+357 96 030922
info@marketpublishers.com

6.1.1 APAC 80 Plus PC Power Supply Sales by Region (2021-2026)
6.1.2 APAC 80 Plus PC Power Supply Revenue by Region (2021-2026)
6.2 APAC 80 Plus PC Power Supply Sales by Type (2021-2026)
6.3 APAC 80 Plus PC Power Supply Sales by Application (2021-2026)
6.4 China
6.5 Japan
6.6 South Korea
6.7 Southeast Asia
6.8 India
6.9 Australia
6.10 China Taiwan

7 EUROPE

7.1 Europe 80 Plus PC Power Supply by Country
7.1.1 Europe 80 Plus PC Power Supply Sales by Country (2021-2026)
7.1.2 Europe 80 Plus PC Power Supply Revenue by Country (2021-2026)
7.2 Europe 80 Plus PC Power Supply Sales by Type (2021-2026)
7.3 Europe 80 Plus PC Power Supply Sales by Application (2021-2026)
7.4 Germany
7.5 France
7.6 UK
7.7 Italy
7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa 80 Plus PC Power Supply by Country
8.1.1 Middle East & Africa 80 Plus PC Power Supply Sales by Country (2021-2026)
8.1.2 Middle East & Africa 80 Plus PC Power Supply Revenue by Country (2021-2026)
8.2 Middle East & Africa 80 Plus PC Power Supply Sales by Type (2021-2026)
8.3 Middle East & Africa 80 Plus PC Power Supply Sales by Application (2021-2026)
8.4 Egypt
8.5 South Africa
8.6 Israel
8.7 Turkey
8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

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info@marketpublishers.com

9.1 Market Drivers & Growth Opportunities
9.2 Market Challenges & Risks
9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers
10.2 Manufacturing Cost Structure Analysis of 80 Plus PC Power Supply
10.3 Manufacturing Process Analysis of 80 Plus PC Power Supply
10.4 Industry Chain Structure of 80 Plus PC Power Supply

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel
  11.1.1 Direct Channels
  11.1.2 Indirect Channels
11.2 80 Plus PC Power Supply Distributors
11.3 80 Plus PC Power Supply Customer

12 WORLD FORECAST REVIEW FOR 80 PLUS PC POWER SUPPLY BY GEOGRAPHIC REGION

12.1 Global 80 Plus PC Power Supply Market Size Forecast by Region
  12.1.1 Global 80 Plus PC Power Supply Forecast by Region (2027-2032)
  12.1.2 Global 80 Plus PC Power Supply Annual Revenue Forecast by Region (2027-2032)
12.2 Americas Forecast by Country (2027-2032)
12.3 APAC Forecast by Region (2027-2032)
12.4 Europe Forecast by Country (2027-2032)
12.5 Middle East & Africa Forecast by Country (2027-2032)
12.6 Global 80 Plus PC Power Supply Forecast by Type (2027-2032)
12.7 Global 80 Plus PC Power Supply Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 Delta Electronics
  13.1.1 Delta Electronics Company Information
  13.1.2 Delta Electronics 80 Plus PC Power Supply Product Portfolios and

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info@marketpublishers.com

Specifications
13.1.3 Delta Electronics 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.1.4 Delta Electronics Main Business Overview
13.1.5 Delta Electronics Latest Developments
13.2 LITEON Technology
13.2.1 LITEON Technology Company Information
13.2.2 LITEON Technology 80 Plus PC Power Supply Product Portfolios and Specifications
13.2.3 LITEON Technology 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.2.4 LITEON Technology Main Business Overview
13.2.5 LITEON Technology Latest Developments
13.3 Channel Well Technology
13.3.1 Channel Well Technology Company Information
13.3.2 Channel Well Technology 80 Plus PC Power Supply Product Portfolios and Specifications
13.3.3 Channel Well Technology 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.3.4 Channel Well Technology Main Business Overview
13.3.5 Channel Well Technology Latest Developments
13.4 Great Wall Power Supply
13.4.1 Great Wall Power Supply Company Information
13.4.2 Great Wall Power Supply 80 Plus PC Power Supply Product Portfolios and Specifications
13.4.3 Great Wall Power Supply 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.4.4 Great Wall Power Supply Main Business Overview
13.4.5 Great Wall Power Supply Latest Developments
13.5 FSP Group
13.5.1 FSP Group Company Information
13.5.2 FSP Group 80 Plus PC Power Supply Product Portfolios and Specifications
13.5.3 FSP Group 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.5.4 FSP Group Main Business Overview
13.5.5 FSP Group Latest Developments
13.6 Corsair
13.6.1 Corsair Company Information
13.6.2 Corsair 80 Plus PC Power Supply Product Portfolios and Specifications

+357 96 030922
info@marketpublishers.com

13.6.3 Corsair 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.6.4 Corsair Main Business Overview
13.6.5 Corsair Latest Developments
13.7 Huntkey
13.7.1 Huntkey Company Information
13.7.2 Huntkey 80 Plus PC Power Supply Product Portfolios and Specifications
13.7.3 Huntkey 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.7.4 Huntkey Main Business Overview
13.7.5 Huntkey Latest Developments
13.8 Seasonic
13.8.1 Seasonic Company Information
13.8.2 Seasonic 80 Plus PC Power Supply Product Portfolios and Specifications
13.8.3 Seasonic 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.8.4 Seasonic Main Business Overview
13.8.5 Seasonic Latest Developments
13.9 Cooler Master
13.9.1 Cooler Master Company Information
13.9.2 Cooler Master 80 Plus PC Power Supply Product Portfolios and Specifications
13.9.3 Cooler Master 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.9.4 Cooler Master Main Business Overview
13.9.5 Cooler Master Latest Developments
13.10 ASUS
13.10.1 ASUS Company Information
13.10.2 ASUS 80 Plus PC Power Supply Product Portfolios and Specifications
13.10.3 ASUS 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.10.4 ASUS Main Business Overview
13.10.5 ASUS Latest Developments
13.11 GIGABYTE
13.11.1 GIGABYTE Company Information
13.11.2 GIGABYTE 80 Plus PC Power Supply Product Portfolios and Specifications
13.11.3 GIGABYTE 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.11.4 GIGABYTE Main Business Overview
13.11.5 GIGABYTE Latest Developments

+357 96 030922
info@marketpublishers.com

13.12 Thermaltake
13.12.1 Thermaltake Company Information
13.12.2 Thermaltake 80 Plus PC Power Supply Product Portfolios and Specifications
13.12.3 Thermaltake 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.12.4 Thermaltake Main Business Overview
13.12.5 Thermaltake Latest Developments
13.13 Antec
13.13.1 Antec Company Information
13.13.2 Antec 80 Plus PC Power Supply Product Portfolios and Specifications
13.13.3 Antec 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.13.4 Antec Main Business Overview
13.13.5 Antec Latest Developments
13.14 MSI
13.14.1 MSI Company Information
13.14.2 MSI 80 Plus PC Power Supply Product Portfolios and Specifications
13.14.3 MSI 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.14.4 MSI Main Business Overview
13.14.5 MSI Latest Developments
13.15 be quiet!
13.15.1 be quiet! Company Information
13.15.2 be quiet! 80 Plus PC Power Supply Product Portfolios and Specifications
13.15.3 be quiet! 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.15.4 be quiet! Main Business Overview
13.15.5 be quiet! Latest Developments
13.16 InWin
13.16.1 InWin Company Information
13.16.2 InWin 80 Plus PC Power Supply Product Portfolios and Specifications
13.16.3 InWin 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.16.4 InWin Main Business Overview
13.16.5 InWin Latest Developments
13.17 High Power Electronic
13.17.1 High Power Electronic Company Information
13.17.2 High Power Electronic 80 Plus PC Power Supply Product Portfolios and Specifications

+357 96 030922
info@marketpublishers.com

13.17.3 High Power Electronic 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.17.4 High Power Electronic Main Business Overview
13.17.5 High Power Electronic Latest Developments
13.18 SilverStone Technology
13.18.1 SilverStone Technology Company Information
13.18.2 SilverStone Technology 80 Plus PC Power Supply Product Portfolios and Specifications
13.18.3 SilverStone Technology 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.18.4 SilverStone Technology Main Business Overview
13.18.5 SilverStone Technology Latest Developments
13.19 EVGA
13.19.1 EVGA Company Information
13.19.2 EVGA 80 Plus PC Power Supply Product Portfolios and Specifications
13.19.3 EVGA 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.19.4 EVGA Main Business Overview
13.19.5 EVGA Latest Developments
13.20 Golden Field
13.20.1 Golden Field Company Information
13.20.2 Golden Field 80 Plus PC Power Supply Product Portfolios and Specifications
13.20.3 Golden Field 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.20.4 Golden Field Main Business Overview
13.20.5 Golden Field Latest Developments
13.21 Segotep
13.21.1 Segotep Company Information
13.21.2 Segotep 80 Plus PC Power Supply Product Portfolios and Specifications
13.21.3 Segotep 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.21.4 Segotep Main Business Overview
13.21.5 Segotep Latest Developments
13.22 SAMA
13.22.1 SAMA Company Information
13.22.2 SAMA 80 Plus PC Power Supply Product Portfolios and Specifications
13.22.3 SAMA 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.22.4 SAMA Main Business Overview

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13.22.5 SAMA Latest Developments
13.23 ESGAMING
13.23.1 ESGAMING Company Information
13.23.2 ESGAMING 80 Plus PC Power Supply Product Portfolios and Specifications
13.23.3 ESGAMING 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.23.4 ESGAMING Main Business Overview
13.23.5 ESGAMING Latest Developments
13.24 1STPLAYER
13.24.1 1STPLAYER Company Information
13.24.2 1STPLAYER 80 Plus PC Power Supply Product Portfolios and Specifications
13.24.3 1STPLAYER 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.24.4 1STPLAYER Main Business Overview
13.24.5 1STPLAYER Latest Developments
13.25 Nipron
13.25.1 Nipron Company Information
13.25.2 Nipron 80 Plus PC Power Supply Product Portfolios and Specifications
13.25.3 Nipron 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.25.4 Nipron Main Business Overview
13.25.5 Nipron Latest Developments
13.26 Owltech
13.26.1 Owltech Company Information
13.26.2 Owltech 80 Plus PC Power Supply Product Portfolios and Specifications
13.26.3 Owltech 80 Plus PC Power Supply Sales, Revenue, Price and Gross Margin (2021-2026)
13.26.4 Owltech Main Business Overview
13.26.5 Owltech Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

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List Of Tables

LIST OF TABLES

Table 1. 80 Plus PC Power Supply Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & ($ millions)
Table 2. 80 Plus PC Power Supply Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & ($ millions)
Table 3. Major Players of ATX Power Supply
Table 4. Major Players of SFX/SFX-L Power Supply
Table 5. Major Players of TFX/Flex ATX Power Supply
Table 6. Global 80 Plus PC Power Supply Sales by Type (2021-2026) & (K Units)
Table 7. Global 80 Plus PC Power Supply Sales Market Share by Type (2021-2026)
Table 8. Global 80 Plus PC Power Supply Revenue by Type (2021-2026) & ($ million)
Table 9. Global 80 Plus PC Power Supply Revenue Market Share by Type (2021-2026)
Table 10. Global 80 Plus PC Power Supply Sale Price by Type (2021-2026) & (US$/Unit)
Table 11. Major Players of Non-Modular Power Supply
Table 12. Major Players of Semi-Modular Power Supply
Table 13. Major Players of Fully Modular Power Supply
Table 14. Global 80 Plus PC Power Supply Sales by Base Material (2021-2026) & (K Units)
Table 15. Global 80 Plus PC Power Supply Sales Market Share by Base Material (2021-2026)
Table 16. Global 80 Plus PC Power Supply Revenue by Base Material (2021-2026) & ($ million)
Table 17. Global 80 Plus PC Power Supply Revenue Market Share by Base Material (2021-2026)
Table 18. Global 80 Plus PC Power Supply Sale Price by Base Material (2021-2026) & (US$/Unit)
Table 19. Major Players of Low?Power Type ?450W
Table 20. Major Players of Medium?Power Type 450?850W
Table 21. Major Players of High?Power Type ?850W
Table 22. Global 80 Plus PC Power Supply Sales by Rated Output Power (2021-2026) & (K Units)
Table 23. Global 80 Plus PC Power Supply Sales Market Share by Rated Output Power (2021-2026)
Table 24. Global 80 Plus PC Power Supply Revenue by Rated Output Power (2021-2026) & ($ million)

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Table 25. Global 80 Plus PC Power Supply Revenue Market Share by Rated Output Power (2021-2026)
Table 26. Global 80 Plus PC Power Supply Sale Price by Rated Output Power (2021-2026) & (US$/Unit)
Table 27. Global 80 Plus PC Power Supply Sale by Application (2021-2026) & (K Units)
Table 28. Global 80 Plus PC Power Supply Sale Market Share by Application (2021-2026)
Table 29. Global 80 Plus PC Power Supply Revenue by Application (2021-2026) & ($ million)
Table 30. Global 80 Plus PC Power Supply Revenue Market Share by Application (2021-2026)
Table 31. Global 80 Plus PC Power Supply Sale Price by Application (2021-2026) & (US$/Unit)
Table 32. Global 80 Plus PC Power Supply Sales by Company (2021-2026) & (K Units)
Table 33. Global 80 Plus PC Power Supply Sales Market Share by Company (2021-2026)
Table 34. Global 80 Plus PC Power Supply Revenue by Company (2021-2026) & ($ millions)
Table 35. Global 80 Plus PC Power Supply Revenue Market Share by Company (2021-2026)
Table 36. Global 80 Plus PC Power Supply Sale Price by Company (2021-2026) & (US$/Unit)
Table 37. Key Manufacturers 80 Plus PC Power Supply Producing Area Distribution and Sales Area
Table 38. Players 80 Plus PC Power Supply Products Offered
Table 39. 80 Plus PC Power Supply Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 40. New Products and Potential Entrants
Table 41. Market M&A Activity & Strategy
Table 42. Global 80 Plus PC Power Supply Sales by Geographic Region (2021-2026) & (K Units)
Table 43. Global 80 Plus PC Power Supply Sales Market Share Geographic Region (2021-2026)
Table 44. Global 80 Plus PC Power Supply Revenue by Geographic Region (2021-2026) & ($ millions)
Table 45. Global 80 Plus PC Power Supply Revenue Market Share by Geographic Region (2021-2026)
Table 46. Global 80 Plus PC Power Supply Sales by Country/Region (2021-2026) & (K Units)

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Table 47. Global 80 Plus PC Power Supply Sales Market Share by Country/Region (2021-2026)
Table 48. Global 80 Plus PC Power Supply Revenue by Country/Region (2021-2026) & ($ millions)
Table 49. Global 80 Plus PC Power Supply Revenue Market Share by Country/Region (2021-2026)
Table 50. Americas 80 Plus PC Power Supply Sales by Country (2021-2026) & (K Units)
Table 51. Americas 80 Plus PC Power Supply Sales Market Share by Country (2021-2026)
Table 52. Americas 80 Plus PC Power Supply Revenue by Country (2021-2026) & ($ millions)
Table 53. Americas 80 Plus PC Power Supply Sales by Type (2021-2026) & (K Units)
Table 54. Americas 80 Plus PC Power Supply Sales by Application (2021-2026) & (K Units)
Table 55. APAC 80 Plus PC Power Supply Sales by Region (2021-2026) & (K Units)
Table 56. APAC 80 Plus PC Power Supply Sales Market Share by Region (2021-2026)
Table 57. APAC 80 Plus PC Power Supply Revenue by Region (2021-2026) & ($ millions)
Table 58. APAC 80 Plus PC Power Supply Sales by Type (2021-2026) & (K Units)
Table 59. APAC 80 Plus PC Power Supply Sales by Application (2021-2026) & (K Units)
Table 60. Europe 80 Plus PC Power Supply Sales by Country (2021-2026) & (K Units)
Table 61. Europe 80 Plus PC Power Supply Revenue by Country (2021-2026) & ($ millions)
Table 62. Europe 80 Plus PC Power Supply Sales by Type (2021-2026) & (K Units)
Table 63. Europe 80 Plus PC Power Supply Sales by Application (2021-2026) & (K Units)
Table 64. Middle East & Africa 80 Plus PC Power Supply Sales by Country (2021-2026) & (K Units)
Table 65. Middle East & Africa 80 Plus PC Power Supply Revenue Market Share by Country (2021-2026)
Table 66. Middle East & Africa 80 Plus PC Power Supply Sales by Type (2021-2026) & (K Units)
Table 67. Middle East & Africa 80 Plus PC Power Supply Sales by Application (2021-2026) & (K Units)
Table 68. Key Market Drivers & Growth Opportunities of 80 Plus PC Power Supply
Table 69. Key Market Challenges & Risks of 80 Plus PC Power Supply
Table 70. Key Industry Trends of 80 Plus PC Power Supply

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Table 71. 80 Plus PC Power Supply Raw Material
Table 72. Key Suppliers of Raw Materials
Table 73. 80 Plus PC Power Supply Distributors List
Table 74. 80 Plus PC Power Supply Customer List
Table 75. Global 80 Plus PC Power Supply Sales Forecast by Region (2027-2032) & (K Units)
Table 76. Global 80 Plus PC Power Supply Revenue Forecast by Region (2027-2032) & ($ millions)
Table 77. Americas 80 Plus PC Power Supply Sales Forecast by Country (2027-2032) & (K Units)
Table 78. Americas 80 Plus PC Power Supply Annual Revenue Forecast by Country (2027-2032) & ($ millions)
Table 79. APAC 80 Plus PC Power Supply Sales Forecast by Region (2027-2032) & (K Units)
Table 80. APAC 80 Plus PC Power Supply Annual Revenue Forecast by Region (2027-2032) & ($ millions)
Table 81. Europe 80 Plus PC Power Supply Sales Forecast by Country (2027-2032) & (K Units)
Table 82. Europe 80 Plus PC Power Supply Revenue Forecast by Country (2027-2032) & ($ millions)
Table 83. Middle East & Africa 80 Plus PC Power Supply Sales Forecast by Country (2027-2032) & (K Units)
Table 84. Middle East & Africa 80 Plus PC Power Supply Revenue Forecast by Country (2027-2032) & ($ millions)
Table 85. Global 80 Plus PC Power Supply Sales Forecast by Type (2027-2032) & (K Units)
Table 86. Global 80 Plus PC Power Supply Revenue Forecast by Type (2027-2032) & ($ millions)
Table 87. Global 80 Plus PC Power Supply Sales Forecast by Application (2027-2032) & (K Units)
Table 88. Global 80 Plus PC Power Supply Revenue Forecast by Application (2027-2032) & ($ millions)
Table 89. Delta Electronics Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 90. Delta Electronics 80 Plus PC Power Supply Product Portfolios and Specifications
Table 91. Delta Electronics 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 92. Delta Electronics Main Business

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Table 93. Delta Electronics Latest Developments
Table 94. LITEON Technology Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 95. LITEON Technology 80 Plus PC Power Supply Product Portfolios and Specifications
Table 96. LITEON Technology 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 97. LITEON Technology Main Business
Table 98. LITEON Technology Latest Developments
Table 99. Channel Well Technology Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 100. Channel Well Technology 80 Plus PC Power Supply Product Portfolios and Specifications
Table 101. Channel Well Technology 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 102. Channel Well Technology Main Business
Table 103. Channel Well Technology Latest Developments
Table 104. Great Wall Power Supply Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 105. Great Wall Power Supply 80 Plus PC Power Supply Product Portfolios and Specifications
Table 106. Great Wall Power Supply 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 107. Great Wall Power Supply Main Business
Table 108. Great Wall Power Supply Latest Developments
Table 109. FSP Group Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 110. FSP Group 80 Plus PC Power Supply Product Portfolios and Specifications
Table 111. FSP Group 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 112. FSP Group Main Business
Table 113. FSP Group Latest Developments
Table 114. Corsair Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 115. Corsair 80 Plus PC Power Supply Product Portfolios and Specifications
Table 116. Corsair 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 117. Corsair Main Business
Table 118. Corsair Latest Developments

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Table 119. Huntkey Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 120. Huntkey 80 Plus PC Power Supply Product Portfolios and Specifications
Table 121. Huntkey 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 122. Huntkey Main Business
Table 123. Huntkey Latest Developments
Table 124. Seasonic Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 125. Seasonic 80 Plus PC Power Supply Product Portfolios and Specifications
Table 126. Seasonic 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 127. Seasonic Main Business
Table 128. Seasonic Latest Developments
Table 129. Cooler Master Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 130. Cooler Master 80 Plus PC Power Supply Product Portfolios and Specifications
Table 131. Cooler Master 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 132. Cooler Master Main Business
Table 133. Cooler Master Latest Developments
Table 134. ASUS Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 135. ASUS 80 Plus PC Power Supply Product Portfolios and Specifications
Table 136. ASUS 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 137. ASUS Main Business
Table 138. ASUS Latest Developments
Table 139. GIGABYTE Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 140. GIGABYTE 80 Plus PC Power Supply Product Portfolios and Specifications
Table 141. GIGABYTE 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 142. GIGABYTE Main Business
Table 143. GIGABYTE Latest Developments
Table 144. Thermaltake Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 145. Thermaltake 80 Plus PC Power Supply Product Portfolios and Specifications

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Table 146. Thermaltake 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 147. Thermaltake Main Business
Table 148. Thermaltake Latest Developments
Table 149. Antec Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 150. Antec 80 Plus PC Power Supply Product Portfolios and Specifications
Table 151. Antec 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 152. Antec Main Business
Table 153. Antec Latest Developments
Table 154. MSI Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 155. MSI 80 Plus PC Power Supply Product Portfolios and Specifications
Table 156. MSI 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 157. MSI Main Business
Table 158. MSI Latest Developments
Table 159. be quiet! Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 160. be quiet! 80 Plus PC Power Supply Product Portfolios and Specifications
Table 161. be quiet! 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 162. be quiet! Main Business
Table 163. be quiet! Latest Developments
Table 164. InWin Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 165. InWin 80 Plus PC Power Supply Product Portfolios and Specifications
Table 166. InWin 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 167. InWin Main Business
Table 168. InWin Latest Developments
Table 169. High Power Electronic Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 170. High Power Electronic 80 Plus PC Power Supply Product Portfolios and Specifications
Table 171. High Power Electronic 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 172. High Power Electronic Main Business

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Table 173. High Power Electronic Latest Developments
Table 174. SilverStone Technology Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 175. SilverStone Technology 80 Plus PC Power Supply Product Portfolios and Specifications
Table 176. SilverStone Technology 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 177. SilverStone Technology Main Business
Table 178. SilverStone Technology Latest Developments
Table 179. EVGA Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 180. EVGA 80 Plus PC Power Supply Product Portfolios and Specifications
Table 181. EVGA 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 182. EVGA Main Business
Table 183. EVGA Latest Developments
Table 184. Golden Field Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 185. Golden Field 80 Plus PC Power Supply Product Portfolios and Specifications
Table 186. Golden Field 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 187. Golden Field Main Business
Table 188. Golden Field Latest Developments
Table 189. Segotep Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 190. Segotep 80 Plus PC Power Supply Product Portfolios and Specifications
Table 191. Segotep 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 192. Segotep Main Business
Table 193. Segotep Latest Developments
Table 194. SAMA Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 195. SAMA 80 Plus PC Power Supply Product Portfolios and Specifications
Table 196. SAMA 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 197. SAMA Main Business
Table 198. SAMA Latest Developments
Table 199. ESGAMING Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors

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Table 200. ESGAMING 80 Plus PC Power Supply Product Portfolios and Specifications
Table 201. ESGAMING 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 202. ESGAMING Main Business
Table 203. ESGAMING Latest Developments
Table 204. 1STPLAYER Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 205. 1STPLAYER 80 Plus PC Power Supply Product Portfolios and Specifications
Table 206. 1STPLAYER 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 207. 1STPLAYER Main Business
Table 208. 1STPLAYER Latest Developments
Table 209. Nipron Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 210. Nipron 80 Plus PC Power Supply Product Portfolios and Specifications
Table 211. Nipron 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 212. Nipron Main Business
Table 213. Nipron Latest Developments
Table 214. Owltech Basic Information, 80 Plus PC Power Supply Manufacturing Base, Sales Area and Its Competitors
Table 215. Owltech 80 Plus PC Power Supply Product Portfolios and Specifications
Table 216. Owltech 80 Plus PC Power Supply Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 217. Owltech Main Business
Table 218. Owltech Latest Developments

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List Of Figures

LIST OF FIGURES

Figure 1. Picture of 80 Plus PC Power Supply
Figure 2. 80 Plus PC Power Supply Report Years Considered
Figure 3. Research Objectives
Figure 4. Research Methodology
Figure 5. Research Process and Data Source
Figure 6. Global 80 Plus PC Power Supply Sales Growth Rate 2021-2032 (K Units)
Figure 7. Global 80 Plus PC Power Supply Revenue Growth Rate 2021-2032 ($ millions)
Figure 8. 80 Plus PC Power Supply Sales by Geographic Region (2021, 2025 & 2032) & ($ millions)
Figure 9. 80 Plus PC Power Supply Sales Market Share by Country/Region (2025)
Figure 10. 80 Plus PC Power Supply Sales Market Share by Country/Region (2021, 2025 & 2032)
Figure 11. Product Picture of ATX Power Supply
Figure 12. Product Picture of SFX/SFX-L Power Supply
Figure 13. Product Picture of TFX/Flex ATX Power Supply
Figure 14. Global 80 Plus PC Power Supply Sales Market Share by Type in 2026
Figure 15. Global 80 Plus PC Power Supply Revenue Market Share by Type (2021-2026)
Figure 16. Product Picture of Non-Modular Power Supply
Figure 17. Product Picture of Semi-Modular Power Supply
Figure 18. Product Picture of Fully Modular Power Supply
Figure 19. Global 80 Plus PC Power Supply Sales Market Share by Base Material in 2026
Figure 20. Global 80 Plus PC Power Supply Revenue Market Share by Base Material (2021-2026)
Figure 21. Product Picture of Low?Power Type ?450W
Figure 22. Product Picture of Medium?Power Type 450?850W
Figure 23. Product Picture of High?Power Type ?850W
Figure 24. Global 80 Plus PC Power Supply Sales Market Share by Rated Output Power in 2026
Figure 25. Global 80 Plus PC Power Supply Revenue Market Share by Rated Output Power (2021-2026)
Figure 26. 80 Plus PC Power Supply Consumed in Gaming PCs
Figure 27. Global 80 Plus PC Power Supply Market: Gaming PCs (2021-2026) & (K

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Units)
Figure 28. 80 Plus PC Power Supply Consumed in Mainstream Desktop PCs
Figure 29. Global 80 Plus PC Power Supply Market: Mainstream Desktop PCs (2021-2026) & (K Units)
Figure 30. 80 Plus PC Power Supply Consumed in Professional Workstations
Figure 31. Global 80 Plus PC Power Supply Market: Professional Workstations (2021-2026) & (K Units)
Figure 32. 80 Plus PC Power Supply Consumed in Others
Figure 33. Global 80 Plus PC Power Supply Market: Others (2021-2026) & (K Units)
Figure 34. Global 80 Plus PC Power Supply Sale Market Share by Application (2025)
Figure 35. Global 80 Plus PC Power Supply Revenue Market Share by Application in 2025
Figure 36. 80 Plus PC Power Supply Sales by Company in 2025 (K Units)
Figure 37. Global 80 Plus PC Power Supply Sales Market Share by Company in 2025
Figure 38. 80 Plus PC Power Supply Revenue by Company in 2025 ($ millions)
Figure 39. Global 80 Plus PC Power Supply Revenue Market Share by Company in 2025
Figure 40. Global 80 Plus PC Power Supply Sales Market Share by Geographic Region (2021-2026)
Figure 41. Global 80 Plus PC Power Supply Revenue Market Share by Geographic Region in 2025
Figure 42. Americas 80 Plus PC Power Supply Sales 2021-2026 (K Units)
Figure 43. Americas 80 Plus PC Power Supply Revenue 2021-2026 ($ millions)
Figure 44. APAC 80 Plus PC Power Supply Sales 2021-2026 (K Units)
Figure 45. APAC 80 Plus PC Power Supply Revenue 2021-2026 ($ millions)
Figure 46. Europe 80 Plus PC Power Supply Sales 2021-2026 (K Units)
Figure 47. Europe 80 Plus PC Power Supply Revenue 2021-2026 ($ millions)
Figure 48. Middle East & Africa 80 Plus PC Power Supply Sales 2021-2026 (K Units)
Figure 49. Middle East & Africa 80 Plus PC Power Supply Revenue 2021-2026 ($ millions)
Figure 50. Americas 80 Plus PC Power Supply Sales Market Share by Country in 2025
Figure 51. Americas 80 Plus PC Power Supply Revenue Market Share by Country (2021-2026)
Figure 52. Americas 80 Plus PC Power Supply Sales Market Share by Type (2021-2026)
Figure 53. Americas 80 Plus PC Power Supply Sales Market Share by Application (2021-2026)
Figure 54. United States 80 Plus PC Power Supply Revenue Growth 2021-2026 ($ millions)

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Figure 55. Canada 80 Plus PC Power Supply Revenue Growth 2021-2026 ($ millions)
Figure 56. Mexico 80 Plus PC Power Supply Revenue Growth 2021-2026 ($ millions)
Figure 57. Brazil 80 Plus PC Power Supply Revenue Growth 2021-2026 ($ millions)
Figure 58. APAC 80 Plus PC Power Supply Sales Market Share by Region in 2025
Figure 59. APAC 80 Plus PC Power Supply Revenue Market Share by Region (2021-2026)
Figure 60. APAC 80 Plus PC Power Supply Sales Market Share by Type (2021-2026)
Figure 61. APAC 80 Plus PC Power Supply Sales Market Share by Application (2021-2026)
Figure 62. China 80 Plus PC Power Supply Revenue Growth 2021-2026 ($ millions)
Figure 63. Japan 80 Plus PC Power Supply Revenue Growth 2021-2026 ($ millions)
Figure 64. South Korea 80 Plus PC Power Supply Revenue Growth 2021-2026 ($ millions)
Figure 65. Southeast Asia 80 Plus PC Power Supply Revenue Growth 2021-2026 ($ millions)
Figure 66. India 80 Plus PC Power Supply Revenue Growth 2021-2026 ($ millions)
Figure 67. Australia 80 Plus PC Power Supply Revenue Growth 2021-2026 ($ millions)
Figure 68. China Taiwan 80 Plus PC Power Supply Revenue Growth 2021-2026 ($ millions)
Figure 69. Europe 80 Plus PC Power Supply Sales Market Share by Country in 2025
Figure 70. Europe 80 Plus PC Power Supply Revenue Market Share by Country (2021-2026)
Figure 71. Europe 80 Plus PC Power Supply Sales Market Share by Type (2021-2026)
Figure 72. Europe 80 Plus PC Power Supply Sales Market Share by Application (2021-2026)
Figure 73. Germany 80 Plus PC Power Supply Revenue Growth 2021-2026 ($ millions)
Figure 74. France 80 Plus PC Power Supply Revenue Growth 2021-2026 ($ millions)
Figure 75. UK 80 Plus PC Power Supply Revenue Growth 2021-2026 ($ millions)
Figure 76. Italy 80 Plus PC Power Supply Revenue Growth 2021-2026 ($ millions)
Figure 77. Russia 80 Plus PC Power Supply Revenue Growth 2021-2026 ($ millions)
Figure 78. Middle East & Africa 80 Plus PC Power Supply Sales Market Share by Country (2021-2026)
Figure 79. Middle East & Africa 80 Plus PC Power Supply Sales Market Share by Type (2021-2026)
Figure 80. Middle East & Africa 80 Plus PC Power Supply Sales Market Share by Application (2021-2026)
Figure 81. Egypt 80 Plus PC Power Supply Revenue Growth 2021-2026 ($ millions)
Figure 82. South Africa 80 Plus PC Power Supply Revenue Growth 2021-2026 ($ millions)

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Figure 83. Israel 80 Plus PC Power Supply Revenue Growth 2021-2026 ($ millions)
Figure 84. Turkey 80 Plus PC Power Supply Revenue Growth 2021-2026 ($ millions)
Figure 85. GCC Countries 80 Plus PC Power Supply Revenue Growth 2021-2026 ($ millions)
Figure 86. Manufacturing Cost Structure Analysis of 80 Plus PC Power Supply in 2026
Figure 87. Manufacturing Process Analysis of 80 Plus PC Power Supply
Figure 88. Industry Chain Structure of 80 Plus PC Power Supply
Figure 89. Channels of Distribution
Figure 90. Global 80 Plus PC Power Supply Sales Market Forecast by Region (2027-2032)
Figure 91. Global 80 Plus PC Power Supply Revenue Market Share Forecast by Region (2027-2032)
Figure 92. Global 80 Plus PC Power Supply Sales Market Share Forecast by Type (2027-2032)
Figure 93. Global 80 Plus PC Power Supply Revenue Market Share Forecast by Type (2027-2032)
Figure 94. Global 80 Plus PC Power Supply Sales Market Share Forecast by Application (2027-2032)
Figure 95. Global 80 Plus PC Power Supply Revenue Market Share Forecast by Application (2027-2032)

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