

Global Plug-in Power Bank Market Growth 2026-2032

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Abstracts

The global Plug-in Power Bank market size is predicted to grow from US\$ 616 million in 2025 to US\$ 1133 million in 2032; it is expected to grow at a CAGR of 9.0% from 2026 to 2032.

In 2025, the global production of plug-in power banks was 34.2 million units, with an average price of US\$18.4 per unit and an average gross profit margin of 24.5%.

A plug-in power bank is a portable charging device that integrates an AC wall plug, foldable prongs, or interchangeable travel plug modules into a conventional power bank. It functions as both a wall charger and a rechargeable battery pack, allowing users to plug the device directly into an AC outlet for self-recharging and then use it on the go to charge smartphones, tablets, earbuds, smartwatches, and selected lightweight laptops through USB-C, USB-A, built-in cables, wireless charging, or magnetic wireless charging. The scope of this study focuses on finished plug-in power banks, including charger-and-power-bank hybrid products, 3-in-1 power banks with built-in cables and wall plugs, wall-plug wireless power banks, and travel-plug modular power banks. Key specifications include battery capacity, rated capacity, AC input range, USB-C PD output power, total output power, fast-charging protocol compatibility, plug structure, thermal management, safety protection circuits, CCC/UL/CE/CB compliance, and airline carry-on eligibility. The product category sits at the intersection of consumer charging accessories and compact portable energy storage, with its core value centered on reducing the number of separate chargers, cables, and battery packs users need to carry during travel, commuting, work, and mobile device usage.

Based on our research, plug-in power banks should be treated as a distinct subcategory within portable charging devices rather than as a simple variant of standard power banks. The key market boundary is the integration of an AC wall plug, foldable prongs, or travel-plug module into a rechargeable battery pack. Products that only have built-in

cables, magnetic wireless charging, or standard USB-C fast charging should not be included unless they also provide direct wall-plug recharging capability. The category's value proposition is clear: it reduces the need to carry a separate wall charger, cable, and power bank, while enabling users to recharge the power bank directly from a wall outlet. This makes it especially relevant for travel, commuting, campus life, business trips, and mobile work.

From a supply perspective, the market is strongly linked to the Chinese consumer electronics charging ecosystem. China-based and Hong Kong-based brands have advantages in battery pack integration, industrial design, fast-charging protocol adaptation, cable engineering, compact GaN charger modules, and cross-border e-commerce distribution. Companies such as Anker, UGREEN, Baseus, PISEN, ROMOSS, MOMAX, SHARGE, and iWALK represent the core Asian supply base. North American brands such as myCharge, mophie, Belkin, ZAGG, and related accessory companies are more visible in retail channels and brand-driven consumer markets. Japan, Taiwan, India, and Australia contribute regional players and localized product lines. Because contract manufacturing is common in this industry, brand ownership and actual manufacturing should be separated in detailed supplier due diligence.

From a demand perspective, the category is benefiting from the convergence of several trends: higher smartphone power consumption, more multi-device users, USB-C standardization, travel recovery, portable work, and consumer preference for integrated accessories. Mainstream products are moving from low-output emergency chargers toward 20W, 30W, 45W, and higher USB-C PD fast charging. Small 5000mAh products are positioned for emergency and everyday carry use, 10000mAh products form the mainstream travel and commuter segment, and 20000mAh or higher products serve tablets, handheld gaming devices, and light laptop charging. Built-in cables, retractable cables, digital displays, Qi/Qi2 wireless charging, temperature control, and interchangeable travel plugs will be important differentiation factors.

From a regulatory and risk perspective, safety compliance is becoming one of the most important competitive barriers. China's CCC requirements for mobile power supplies and airline restrictions on uncertified or recalled power banks have raised the compliance threshold for all suppliers. In the United States, the myCharge POWER HUB All-In-One recall highlighted fire and burn hazards associated with overheating portable chargers, reinforcing the importance of battery cell quality, thermal design, protection circuitry, certification, and traceability. These regulatory and safety pressures may reduce the presence of low-cost white-label products, while supporting market share gains for established brands and certified ODM/OEM manufacturers. Over the

medium term, the category is expected to continue growing, but competition will shift from pure price and capacity claims toward integrated design, safety certification, fast-charging performance, and brand trust.

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

This Insight Report provides a comprehensive analysis of the global Plug-in Power Bank 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 Plug-in Power Bank portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Plug-in Power Bank market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Plug-in Power Bank and breaks down the forecast by Capacity, by Sales Channel, 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 Plug-in Power Bank.

This report presents a comprehensive overview, market shares, and growth opportunities of Plug-in Power Bank market by product type, application, key manufacturers and key regions and countries.

Segmentation by Capacity:

Below 5000mAh

5000-9999mAh

10000-14999mAh

15000-19999mAh

20000mAh and Above

Segmentation by Output Power:

Below 18W

18W?22.5W

30W?35W

45W?55W

65W and Above

Segmentation by Charging Interface:

USB-C Only

USB-A and USB-C

Wireless Charging

Segmentation by Sales Channel:

Online Sales

Offline Sales

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

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.

Anker Innovations

UGREEN Group

Shenzhen Baseus Technology

Pisen Electronics

Shenzhen ROMOSS Technology

MOMAX Technology

IDMIX

SHARGE

Shenzhen iWALK Technology

AUKEY

RAVPower

Zendure

ZMI

Xiaomi

Joyroom

Mcdodo

LDNIO

Remax

Hoco Technology

Benks

ROCK

RFA Brands

mophie

Belkin International

ZAGG

Naztech Technologies

Raycon

Hyper

Satechi

VRURC

Xtorm

Verbatim

Elecom

CIO

Buffalo

MOZTECH

Solide

Cygnett

Portronics

Mazer

Key Questions Addressed in this Report

What is the 10-year outlook for the global Plug-in Power Bank market?

What factors are driving Plug-in Power Bank market growth, globally and by region?

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

How do Plug-in Power Bank market opportunities vary by end market size?

How does Plug-in Power Bank break out by Capacity, by Sales Channel?

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