

The Global Battery Industry 2013-2018: Trend, Profit, and Forecast Analysis, November 2013

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Abstracts

The global battery industry witnessed good growth during the past decade and holds immense growth potential for the future. The global market size for batteries is expected to reach \$86.6 billion by 2018. The industry is boosted by growing demand of battery in consumer electronic products and automotive vehicles. Growing demand of electric, hybrid electric, and plug-in hybrid electric vehicles are creating huge growth opportunities for the battery industry. Technological development, increasing disposable income of customers, development of new application for batteries, and decreasing prices of raw materials for manufacturing latest battery products further aided the battery Industry.

Lucintel, a leading global management consulting and market research firm, has conducted a detailed analysis on the various types of batteries manufactured and presents its findings in "The Global Battery Industry 2013-2018: Trend, Profit, and Forecast Analysis." Trends are favorable for growth which should allow for participation by all players. There is a significant difference in growth potential among the application industries and regions, and should yield better returns for suppliers who are positioned well in them.

The report describes the challenges faced by the industry in disposal and recycling of both lead-acid and Ni-MH batteries as they possess certain environmental issues. Hence, stringent environmental policies are there to govern manufacturing as well as recycling of such batteries. The industry also requires significant level of capital investments and sophisticated technological capabilities to manufacture lithium-ion batteries.

The report also briefly mentions the major drivers of the industry. Use of lithium-ion

batteries in EV, HEV and PHEV are creating enough opportunities for the growth. Demand of lead-acid batteries for SLI (starting, lighting, and ignition) purpose in automobiles contributed significantly in the industry growth. Demand of batteries having more power output with low weight at competitive prices will favor the growth in consumer electronics segment.

This report discloses the emerging trends of the industry which helps the industry players to get a brief scenario prevailing in the industry. The battery manufacturers should be well aware of the unmet needs in the industry, so that they can fulfill the needs of the industry and increase market share. It also provides major drivers and challenges which will help the companies to identify their strengths, find whether they are able to cope up with the challenges, and compete in the market.

This unique report from Lucintel will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

Features of This Report:

To make business, investment, and strategic decisions, you need timely, useful information. This market report fulfills this core need and is an indispensable reference guide for multinational materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market.

Some of the features of "The Global Battery Industry 2013-2018: Trend, Profit, and Forecast Analysis" include:

- Analysis of competitive intensity of the industry based on Porter's Five Forces model which helps to understand the competitive position of industry players

- Market size by different regions and different business segments in terms of value, market size trend (2007-2012) and forecast (2013-2018) for key market segments that are useful to make major investment decisions

- Regional analysis provides breakdown of battery industry by different regions such as North America, Europe, Asia Pacific, and Rest of World in terms of value and by business segments

Competitive landscape, emerging trends, unmet needs, market drivers and growth opportunity analysis provided helps to ascertain a sound investment decision

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