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Portable Battery Pack Market by Capacity Range, Product Type (Smartphone, Tablet, Portable Devices and Others), Technology (Li-ion, Nickel Metal Hydride, Li-Polymer, and Nickel Cadmium) & Geography – Global Forecast to 2014 - 2020

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Abstracts

Portable rechargeable batteries are used routinely in portable product and stationery power applications, which include computers, smartphones, and other power applications. This revolution in the battery industry has been possible through a system approach that includes advanced batteries and smart microcontroller battery chargers. The battery technology like the portable battery packs not only affects the consumer electronics market but also the industrial and automobile industries. Hence, the portable battery pack technology is allowing the commercialization of a whole new class of batteries and is improving the market ability of the existing battery systems.

Portable battery pack report primarily deals with the different battery technologies and product types of the electronic devices. This report segments the global portable battery market into four different segments, namely the capacity range, product type, technology, and geography. The global portable battery market is expected to reach up to $10.94 billion by 2020, at an estimated CAGR of 17.53 % from 2014 to 2020. Asia-Pacific is the leading region in the overall portable battery pack market followed by the North America and Europe.

The report entails the market analysis and forecasts related to the global portable battery market by capacity range, product type, technology, and geography. The report also highlights the various battery technologies like Li-ion (Lithium-ion), Ni-MH (Nickel Metal Hydride), Li-polymer (Lithium-Polymer), and Ni-Cd (Nickel Cadmium) with an overview of their growth potential.

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This report deals with all the driving factors, restraints, and opportunities for the global portable battery pack market, which are helpful in the identifying trends and key success factors for the portable battery manufacturing industry. The report also profiles the major companies that are active in the field of developing and manufacturing the portable battery packs along with their product offerings, strategy, financial details, developments, and competitive landscape. It also highlights the winning imperatives and burning issues pertaining to the portable battery industry.

The market is segmented into five major geographical regions; namely North America, South America, Europe, Asia-Pacific, and Rest of the World. The current and future trends for each region have been analyzed in this report. The Porter's five force model analysis, market share of major players, and competitive landscaping are also included in the report.

Key Take-Away:

The global portable battery pack market is expected to grow at an estimated CAGR of 17.53% from 2014–2020.

Analysis of portable batter pack market with special focus on the high growth technologies and product types

Key drivers, restraints, and opportunities in the portable battery pack market

Portable battery pack market includes statistics on the basis of the technologies, product types, capacity ranges, and geography

Porter's five forces have been explained in detail along with the value chain analysis of the portable battery pack market

Illustrative segmentation, analysis, and forecast of the major geographical markets to give an overall view of the global portable battery pack market

Detailed competitive landscape with identification of the key players and the in-depth market share analysis with individual revenue and market shares have also been included in this report.

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About

Evolution in the power-pack battery technology and its application in tablets, smartphones, and other devices have increased tremendously since the last decade. Initially, the industry faced demand and supply gap for raw materials, which are used to make batteries. This has been overcome and the battery technology has matured slowly and steadily with its wide array of applications in the industrial and consumer sector. The majority of the batteries in the market use Li-ion, which powers almost all the portable electronic devices. It was a few decades ago since the Li-ion batteries were discovered and have now become the most preferred battery in most of the electronic devices. There are many new technologies which have been introduced recently such as lithium-ion batteries with germanium nanowire-based anode and silicon nanotube anode, which give an edge over the conventional Li-ion batteries.

The report estimates the global of portable battery packs market from 2014 to 2020. The market is highly driven by the demand of electronic products such as smartphones, laptops, tablets, and many more. These devices give the users the required portability and hence, require a power source which can withstand for a long time. The global portable battery market has been segmented into four categories: by capacity range, product type, technology, and geography. The capacity category mainly covers the different ranges, that are, 1,000 mAh to 10,000 mAh and above. The product types are segregated as smartphones, tablets, portable media players, and others. The technology is classified as Lithium ion, Nickel Metal Hydride, Lithium Polymer, and Nickel Cadmium technologies. The report also covers the major regions, which include North America, South America, Europe, Asia-Pacific (APAC), and Rest of the world (ROW). The North America is divided into the U.S., Canada, and Mexico; South America includes Brazil, Argentina, and others, while Europe is segmented into the U.K., France, Germany, and others. The APAC region is divided into China, Japan, South Korea, Taiwan, and others; and ROW into Middle East, Africa, and others.

The major players in the portable battery packs market include Sony Corp. (Japan), BYD Battery Co. Ltd. (China), China BAK Battery (China), Duracell (U.S.), Energizer Holding Inc. (U.S.), LG Chem Power Inc. (South Korea), Mophie, LLC (U.S.), Panasonic Corporation (Japan), Samsung SDI Co. Ltd. (South Korea), Simplo Technology Co. Ltd. (Taiwan).

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