

# **Power Bank Market with COVID-19 Impact Analysis by Capacity (5,001-10,000 mAh, 10,001-15,000 mAh, 15,001-20,000 mAh), Units of USB Port, Indicator, Battery Type, Price Range, Application (Smartphone, Tablet, Wearable Device), and Region - Global Forecast to 2025**

<https://marketpublishers.com/r/P49A36A2EFBEN.html>

Date: July 2020

Pages: 243

Price: US\$ 4,950.00 (Single User License)

ID: P49A36A2EFBEN

## **Abstracts**

“Growing adoption of wearable devices is propelling the growth of the power bank market”

The global power bank market size is expected to grow at a CAGR of 8.1% from 2020 to 2025, reaching USD 13.4 billion by 2025 from USD 9.0 billion in 2020. Most wearable devices are wireless and require power to operate at all times; batteries in these devices are not likely to last long with its increasing functionalities. Hence, wearable devices can be conveniently recharged on-the-go using a power bank, thereby enabling devices to last longer. Wearable devices, such as smartwatches, fitness bands, and smart glasses, are gaining rapid attention from end-users, and power banks are anticipated to have a growing demand in this application. Also, companies are launching COVID-19 wearables which would further propel the need of power banks. For instance, in May 2020, Fitbit launched its own dedicated Fitbit COVID-19 study, which users can sign up from their Fitbit mobile app. This in-app study will help to know the potential COVID-19 cases by asking the users about their recent symptom history.

“Power bank market to be driven by lithium-ion during the forecast period”

The lithium-ion battery segment is expected to hold a significant share of the power bank industry during the forecast period. Currently, lithium-ion batteries are the most

used batteries by the manufacturers. Lithium-ion batteries have a high energy density, high conversion rate, and high energy capacity, as well as are cheaper to manufacture. They are inexpensive to produce as they have lower production costs and require low maintenance.

The key lithium-ion battery manufacturers, such as CATL and BYD based in China, are witnessing a high probability of additional production delays due to coronavirus outbreak. The attempt of the country to fight against the coronavirus outbreak has led to delayed production across a number of battery manufacturing facilities located in key coronavirus-hit provinces of China, which might affect the market for li-ion battery-based power banks in the short term.

“Medium price range segment to grow at significant CAGR during the forecast period”

These power banks are equipped with fast charging technologies such as Power Delivery and are available with foldable wall chargers. These batteries have maintenance mode, which automatically optimizes charging for longer battery life. Nowadays, small manufacturers are providing power banks with a medium price range with higher capacities up to 30,000 mAh with digital displays, thereby, propelling the growth of the medium price range segment.

“Power bank market in APAC to witness the highest growth rate in the coming years”

The power bank industry in APAC is expected to grow at the highest CAGR from 2020 to 2025. The market in APAC has the presence of prominent players that offer power banks at a low price, making them affordable for customers. Increasing demand for smartphones and other portable consumer electronic devices in countries such as China, Japan, South Korea, and India is driving the market for power banks in APAC. Also, increasing per capita income in developing countries in the region as well as improving the standard of living have led to the growing demand for smartphones and the rising popularity of wearable devices.

Break-up of the profiles of primary participants:

By Company Type: Tier 1 = 35 %, Tier 2 = 45%, and Tier 3 = 20%

By Designation: C-Level Executives = 35%, Directors = 25%, and Others = 40%

By Region: North America = 45%, Europe = 20%, APAC = 30%, and RoW = 5%

The key players in the power bank market include Anker Innovations (China), AUKEY (China), Xiaomi (China), ADATA (Taiwan), RAVPower (US), GRIFFIN (US), Lenovo (China), mophie (US), AMBRANE (India), and INTEX (India).

The power bank market has been segmented into battery type, indicator, unit of USB port, capacity, price range, application, and region. Based on battery type, the market has been segmented into lithium-ion and lithium-polymer battery type. Based on indicator, the power bank market has been segmented into LED lighting and digital display. Based on unit of USB port, the market has been segmented into 1 USB port, 2 USB ports, and 3 USB port. Based on capacity, the power bank market has been segmented into 1,000–5,000 mAh, 5,001–10,000 mAh, 10,001–15,000 mAh, 15,001–20,000 mAh, and Above 20,001 mAh. Based on price range, the market has been segmented into low, medium, and premium. Applications studied in the report include smartphone, tablet, wearable device, laptop, portable media device, digital camera, and other. The power bank market has been studied for North America, Europe, Asia Pacific (APAC), and the Rest of the World (RoW).

Reasons to buy the report:

Illustrative segmentation, analysis, and forecast of the market based on battery type, indicator, unit of USB port, capacity, price range, application, and region have been conducted to give an overall view of the power bank market.

A value chain analysis has been performed to provide in-depth insights into the power bank market.

The key drivers, restraints, opportunities, and challenges pertaining to the power bank market have been detailed in this report.

Detailed information regarding the COVID-19 impact on the power bank market has been provided in the report.

The report includes a detailed competitive landscape of the market, along with key players, as well as in-depth analysis of their revenues

## Contents

### **1 INTRODUCTION**

- 1.1 STUDY OBJECTIVES
- 1.2 DEFINITION
  - 1.2.1 INCLUSIONS AND EXCLUSIONS
- 1.3 STUDY SCOPE
  - 1.3.1 MARKET COVERED
  - 1.3.2 GEOGRAPHIC SCOPE
  - 1.3.3 YEARS CONSIDERED
- 1.4 CURRENCY
- 1.5 LIMITATIONS
- 1.6 STAKEHOLDERS

### **2 RESEARCH METHODOLOGY**

- 2.1 RESEARCH DATA
  - FIGURE 1 RESEARCH DESIGN
    - 2.1.1 SECONDARY AND PRIMARY RESEARCH
    - 2.1.2 SECONDARY DATA
      - 2.1.2.1 Secondary sources
    - 2.1.3 PRIMARY DATA
      - 2.1.3.1 Primary sources
      - 2.1.3.2 Key industry insights
      - 2.1.3.3 Breakdown of primaries
  - 2.2 MARKET SIZE ESTIMATION
    - 2.2.1 BOTTOM-UP APPROACH
      - FIGURE 2 BOTTOM-UP APPROACH
    - 2.2.2 TOP-DOWN APPROACH
      - FIGURE 3 TOP-DOWN APPROACH
      - FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY FOR POWER BANK MARKET THROUGH DEMAND-SIDE ANALYSIS
  - 2.3 DATA TRIANGULATION
    - FIGURE 5 DATA TRIANGULATION
  - 2.4 RESEARCH ASSUMPTIONS

### **3 EXECUTIVE SUMMARY**

TABLE 1 POWER BANK MARKET, IN TERMS OF VALUE AND VOLUME, 2016–2019

TABLE 2 POWER BANK MARKET, IN TERMS OF VALUE AND VOLUME, 2020–2025

FIGURE 6 PORTABLE POWER BANK MARKET WITH COVID-19 UPDATE

3.1 PRE-COVID-19 SCENARIO

TABLE 3 PRE-COVID-19 SCENARIO: POWER BANK MARKET

3.2 POST-COVID-19 SCENARIO

TABLE 4 POST-COVID-19 SCENARIO: POWER BANK MARKET

3.3 OPTIMISTIC SCENARIO (POST-COVID-19)

TABLE 5 OPTIMISTIC SCENARIO (POST-COVID-19): POWER BANK MARKET

3.4 PESSIMISTIC SCENARIO (POST-COVID-19)

TABLE 6 PESSIMISTIC SCENARIO (POST-COVID-19): POWER BANK MARKET

FIGURE 7 POWER BANK WITH CAPACITY RANGING 10,001–15,000 MAH TO WITNESS THE HIGHEST CAGR

FIGURE 8 POWER BANK MARKET FOR WEARABLE DEVICES TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 9 APAC TO HOLD LARGEST SHARE OF POWER BANK MARKET IN 2020

## **4 PREMIUM INSIGHTS**

4.1 ATTRACTIVE GROWTH OPPORTUNITIES IN POWER BANK MARKET

FIGURE 10 RISE IN USAGE OF SMARTPHONES TO CREATE ATTRACTIVE GROWTH OPPORTUNITIES FOR MARKET PLAYERS

4.2 POWER BANK MARKET, BY CAPACITY

FIGURE 11 MARKET FOR POWER BANKS WITH CAPACITY RANGE OF 10,000–15,000 MAH TO WITNESS THE HIGHEST CAGR

4.3 POWER BANK MARKET, BY BATTERY TYPE

FIGURE 12 LITHIUM-POLYMER BASED POWER BANK TO WITNESS A HUGE DEMAND IN COMING YEARS

4.4 POWER BANK MARKET, BY APPLICATION

FIGURE 13 SMARTPHONE APPLICATION TO HOLD LARGEST SIZE OF POWER BANK MARKET FROM 2020 TO 2025

4.5 POWER BANK MARKET, BY PRICE RANGE

FIGURE 14 MEDIUM PRICE RANGE SEGMENT TO ACCOUNT FOR LARGEST SHARE OF POWER BANK MARKET FROM 2020 TO 2025

4.6 POWER BANK MARKET IN APAC, BY COUNTRY AND APPLICATION

FIGURE 15 CHINA TO HOLD LARGEST SHARE OF POWER BANK MARKET IN APAC BY 2025

## **5 MARKET OVERVIEW**

## 5.1 INTRODUCTION

## 5.2 MARKET DYNAMICS

### FIGURE 16 INHERENT ADVANTAGES DRIVE POWER BANK MARKET

#### 5.2.1 DRIVERS

5.2.1.1 Sudden shift to work-from-home and remote learning due to COVID-19 resulting in spike in demand for laptops

5.2.1.2 Integration of advanced technology in power banks

5.2.1.3 Increase in power consumption of smartphones

5.2.1.4 Decline in price of power banks

### FIGURE 17 IMPACT OF DRIVERS ON POWER BANK MARKET

#### 5.2.2 RESTRAINTS

5.2.2.1 Poor quality of power banks

#### 5.2.3 OPPORTUNITIES

5.2.3.1 Growth in the adoption of wearable devices

### TABLE 7 GLOBAL SHIPMENT OF WEARABLE DEVICES, 2017–2022 (MILLION UNITS)

5.2.3.2 Development of solar and hydrogen fuel cell-based power banks

### FIGURE 18 IMPACT OF RESTRAINTS AND OPPORTUNITIES ON POWER BANK MARKET

#### 5.2.4 CHALLENGES

5.2.4.1 Shutdown of power bank manufacturing plants and delay in shipment of orders owing to COVID-19

5.2.4.2 Complex design process

5.2.4.3 Highly competitive market

5.2.4.4 Li-ion batteries' recycling cost

### FIGURE 19 IMPACT OF CHALLENGES ON POWER BANK MARKET

## 5.3 IMPACT OF COVID-19 ON POWER BANK MARKET

## 5.4 DISTRIBUTION CHANNELS FOR POWER BANKS

### 5.4.1 OFFLINE DISTRIBUTION CHANNEL

### 5.4.2 ONLINE DISTRIBUTION CHANNEL

## 5.5 VALUE CHAIN ANALYSIS

### FIGURE 20 POWER BANK MARKET: MAJOR VALUE ADDED BY MANUFACTURERS AND COMPONENT PROVIDERS

## 6 ENERGY SOURCES OF POWER BANKS

## 6.1 INTRODUCTION

### FIGURE 21 POWER BANK MARKET, BY ENERGY SOURCE

## 6.2 ELECTRIC

### 6.2.1 KEY PLAYER ARE INTEGRATING NEW TECHNOLOGIES IN ELECTRIC POWER BANKS

FIGURE 22 KEY TECHNOLOGIES ADOPTED IN ELECTRIC POWER BANKS

## 6.3 SOLAR

### FIGURE 23 TYPES OF SOLAR PANELS

#### 6.3.1 SOLAR POWER BANKS: A DISASTER RECOVERY SOLUTION

## 7 POWER BANK MARKET, BY CAPACITY

### 7.1 INTRODUCTION

FIGURE 24 POWER BANK MARKET SEGMENTATION, BY CAPACITY RANGE

FIGURE 25 POWER BANK WITH CAPACITY RANGING 10,001–15,000 MAH GROW AT HIGHEST CAGR FROM 2020 TO 2025

TABLE 8 POWER BANK MARKET, BY CAPACITY, 2016–2019 (USD BILLION)

TABLE 9 POWER BANK MARKET, BY CAPACITY, 2020–2025 (USD BILLION)

### 7.2 1,000–5,000 MAH

#### 7.2.1 COMPACT POWER BANKS FOR SMARTPHONES

TABLE 10 1,000–5,000 MAH POWER BANK MARKET, BY BATTERY TYPE, 2016–2019 (USD MILLION)

TABLE 11 1,000–5,000 MAH POWER BANK MARKET, BY BATTERY TYPE, 2020–2025 (USD MILLION)

TABLE 12 1,000–5,000 MAH POWER BANK MARKET, BY UNIT OF USB PORT, 2016–2019 (USD MILLION)

FIGURE 26 POWER BANK WITH BATTERY CAPACITY RANGING FROM 1,000 TO 5,000 MAH AND WITH 1 USB PORT TO DOMINATE DURING FORECAST PERIOD

TABLE 13 1,000–5,000 MAH POWER BANK MARKET, BY UNIT OF USB PORT, 2020–2025 (USD MILLION)

TABLE 14 1,000–5,000 MAH POWER BANK MARKET, BY INDICATOR, 2016–2019 (USD MILLION)

TABLE 15 1,000–5,000 MAH POWER BANK MARKET, BY INDICATOR, 2020–2025 (USD MILLION)

TABLE 16 1,000–5,000 MAH POWER BANK MARKET, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 17 1,000–5,000 MAH POWER BANK MARKET, BY APPLICATION, 2020–2025 (USD MILLION)

### 7.3 5,001–10,000 MAH

7.3.1 POWER BANKS WITH CAPACITY RANGING 5,001–10,000 MAH HOLD HIGHEST DEMAND IN THE MARKET DURING FORECAST PERIOD

TABLE 18 5,001–10,000 MAH POWER BANK MARKET, BY BATTERY TYPE, 2016–2019 (USD BILLION)

TABLE 19 5,001–10,000 MAH POWER BANK MARKET, BY BATTERY TYPE, 2020–2025 (USD BILLION)

TABLE 20 5,001–10,000 MAH POWER BANK MARKET, BY UNIT OF USB PORT, 2016–2019 (USD BILLION)

TABLE 21 5,001–10,000 MAH POWER BANK MARKET, BY UNIT OF USB PORT, 2020–2025 (USD BILLION)

TABLE 22 5,001–10,000 MAH POWER BANK MARKET, BY INDICATOR, 2016–2019 (USD BILLION)

TABLE 23 5,001–10,000 MAH POWER BANK MARKET, BY INDICATOR, 2020–2025 (USD BILLION)

TABLE 24 5,001–10,000 MAH POWER BANK MARKET, BY APPLICATION, 2016–2019 (USD MILLION)

FIGURE 27 WEARABLE DEVICE APPLICATION FOR POWER BANKS WITH 5,001–10,000 MAH BATTERY CAPACITY TO WITNESS HIGHEST CAGR DURING FORECAST PERIOD

TABLE 25 5,001–10,000 MAH POWER BANK MARKET, BY APPLICATION, 2020–2025 (USD MILLION)

7.4 10,001–15,000 MAH

7.4.1 POWER BANKS WITH CAPACITY RANGING 10,001–15,000 MAH TO HAVE HIGH DEMAND IN COMING YEARS

TABLE 26 10,001–15,000 MAH POWER BANK MARKET, BY BATTERY TYPE, 2016–2019 (USD BILLION)

FIGURE 28 LITHIUM-ION BATTERY TYPE POWER BANKS TO HOLD LARGEST SHARE OF THE MARKET FOR 10,001–15,000 MAH BATTERY CAPACITY DURING THE FORECAST PERIOD

TABLE 27 10,001–15,000 MAH POWER BANK MARKET, BY BATTERY TYPE, 2020–2025 (USD BILLION)

TABLE 28 10,001–15,000 MAH POWER BANK MARKET, BY UNIT OF USB PORT, 2016–2019 (USD MILLION)

TABLE 29 10,001–15,000 MAH POWER BANK MARKET, BY UNIT OF USB PORT, 2020–2025 (USD MILLION)

TABLE 30 10,001–15,000 MAH POWER BANK MARKET, BY INDICATOR, 2016–2019 (USD MILLION)

TABLE 31 10,001–15,000 MAH POWER BANK MARKET, BY INDICATOR, 2020–2025 (USD MILLION)

TABLE 32 10,001–15,000 MAH POWER BANK MARKET, BY APPLICATION, 2016–2019 (USD MILLION)



TABLE 33 10,001–15,000 MAH POWER BANK MARKET, BY APPLICATION, 2020–2025 (USD MILLION)

7.5 15,001–20,000 MAH

7.5.1 POWER BANKS WITH CAPACITY RANGING 15,001–20,000 MAH HAVE ADVANCED PROTECTION TECHNOLOGY AND LONGER BATTERY LIFE

TABLE 34 15,001–20,000 MAH POWER BANK MARKET, BY BATTERY TYPE, 2016–2019 (USD BILLION)

TABLE 35 15,001–20,000 MAH POWER BANK MARKET, BY BATTERY TYPE, 2020–2025 (USD BILLION)

TABLE 36 15,001–20,000 MAH POWER BANK MARKET, BY UNIT OF USB PORT, 2016–2019 (USD MILLION)

FIGURE 29 POWER BANK WITH CAPACITY RANGING FROM 15,001 TO 20,000 MAH AND WITH MORE THAN 2 USB PORTS TO WITNESS HIGHEST CAGR

TABLE 37 15,001–20,000 MAH POWER BANK MARKET, BY UNIT OF USB PORT, 2020–2025 (USD MILLION)

TABLE 38 15,001–20,000 MAH POWER BANK MARKET, BY INDICATOR, 2016–2019 (USD BILLION)

TABLE 39 15,001–20,000 MAH POWER BANK MARKET, BY INDICATOR, 2020–2025 (USD MILLION)

TABLE 40 15,001–20,000 MAH POWER BANK MARKET, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 41 15,001–20,000 MAH POWER BANK MARKET, BY APPLICATION, 2020–2025 (USD MILLION)

7.6 ABOVE 20,001 MAH

7.6.1 SUPER-FAST CHARGING POWER BANK EQUIPPED WITH HIGH-QUALITY BATTERY CELL

TABLE 42 ABOVE 20,001 MAH POWER BANK MARKET, BY BATTERY TYPE, 2016–2019 (USD MILLION)

TABLE 43 ABOVE 20,001 MAH POWER BANK MARKET, BY BATTERY TYPE, 2020–2025 (USD MILLION)

TABLE 44 ABOVE 20,001 MAH POWER BANK MARKET, BY UNIT OF USB PORT, 2016–2019 (USD MILLION)

TABLE 45 ABOVE 20,001 MAH POWER BANK MARKET, BY UNIT OF USB PORT, 2020–2025 (USD MILLION)

TABLE 46 ABOVE 20,001 MAH POWER BANK MARKET, BY INDICATOR, 2016–2019 (USD MILLION)

TABLE 47 ABOVE 20,001 MAH POWER BANK MARKET, BY INDICATOR, 2020–2025 (USD MILLION)

TABLE 48 ABOVE 20,001 MAH POWER BANK MARKET, BY APPLICATION,

2016–2019 (USD MILLION)

FIGURE 30 SMARTPHONE APPLICATION TO ACCOUNT FOR LARGEST SHARE OF THE MARKET FOR POWER BANKS WITH CAPACITY ABOVE 20,001 MAH

TABLE 49 ABOVE 20,001 MAH POWER BANK MARKET, BY APPLICATION, 2020–2025 (USD MILLION)

## **8 POWER BANK MARKET, BY BATTERY TYPE**

### **8.1 INTRODUCTION**

FIGURE 31 POWER BANK MARKET, BY BATTERY TYPE

FIGURE 32 MARKET FOR LITHIUM-POLYMER BATTERY-BASED POWER BANK TO GROW AT HIGHER CAGR FROM 2020 TO 2025

TABLE 50 POWER BANK MARKET, BY BATTERY TYPE, 2016–2019 (USD BILLION)

TABLE 51 POWER BANK MARKET, BY BATTERY TYPE, 2020–2025 (USD BILLION)

### **8.2 LITHIUM-ION BATTERY**

8.2.1 HIGH ENERGY DENSITY KEY ADVANTAGE OF LITHIUM-ION BATTERY

TABLE 52 POWER BANK MARKET FOR LITHIUM-ION BATTERY TYPE, BY CAPACITY, 2016–2019 (USD BILLION)

TABLE 53 POWER BANK MARKET FOR LITHIUM-ION BATTERY TYPE, BY CAPACITY, 2020–2025 (USD BILLION)

TABLE 54 POWER BANK MARKET FOR LITHIUM-ION BATTERY TYPE, BY REGION, 2016–2019 (USD BILLION)

TABLE 55 POWER BANK MARKET FOR LITHIUM-ION BATTERY TYPE, BY REGION, 2020–2025 (USD BILLION)

### **8.3 LITHIUM-POLYMER BATTERY**

8.3.1 GROWING DEMAND FOR LIGHTWEIGHT POWER BANKS INCREASES DEMAND FOR LI-POLYMER BATTERIES

TABLE 56 POWER BANK MARKET FOR LITHIUM-POLYMER BATTERY TYPE, BY CAPACITY, 2016–2019 (USD MILLION)

TABLE 57 POWER BANK MARKET FOR LITHIUM-POLYMER BATTERY TYPE, BY CAPACITY, 2020–2025 (USD MILLION)

TABLE 58 POWER BANK MARKET FOR LITHIUM-POLYMER BATTERY TYPE, BY REGION, 2016–2019 (USD MILLION)

TABLE 59 POWER BANK MARKET FOR LITHIUM-POLYMER BATTERY TYPE, BY REGION, 2020–2025 (USD MILLION)

## **9 POWER BANK MARKET, BY INDICATOR**

### **9.1 INTRODUCTION**

FIGURE 33 POWER BANK MARKET, BY INDICATOR

FIGURE 34 POWER BANK WITH DIGITAL DISPLAY TO GROW AT HIGHER CAGR FROM 2020 TO 2025

TABLE 60 POWER BANK MARKET, BY INDICATOR, 2016–2019 (USD BILLION)

TABLE 61 POWER BANK MARKET, BY INDICATOR, 2020–2025 (USD BILLION)

9.2 LED LIGHTING

9.2.1 LED INDICATOR MOST ADOPTED TYPE BY MANUFACTURERS

FIGURE 35 BENEFITS OF LED LIGHTING IN POWER BANK

TABLE 62 POWER BANK MARKET WITH LED INDICATOR, BY CAPACITY, 2016–2019 (USD BILLION)

TABLE 63 POWER BANK MARKET WITH LED INDICATOR, BY CAPACITY, 2020–2025 (USD BILLION)

9.3 DIGITAL DISPLAY

9.3.1 POWER BANKS WITH DIGITAL DISPLAY WITNESS HIGH GROWTH OPPORTUNITY

TABLE 64 POWER BANK MARKET WITH DIGITAL DISPLAY, BY CAPACITY, 2016–2019 (USD MILLION)

TABLE 65 POWER BANK MARKET WITH DIGITAL DISPLAY, BY CAPACITY, 2020–2025 (USD MILLION)

## **10 POWER BANK MARKET, BY UNIT OF USB PORT**

10.1 INTRODUCTION

FIGURE 36 TYPES OF USB PORTS

FIGURE 37 POWER BANK MARKET, BY UNIT OF USB PORT

FIGURE 38 MARKET FOR POWER BANKS WITH 2 USB PORTS TO GROW AT HIGHEST CAGR FROM 2020 TO 2025

TABLE 66 POWER BANK MARKET, BY UNIT OF USB PORT, 2016–2019 (USD BILLION)

TABLE 67 POWER BANK MARKET, BY UNIT OF USB PORT, 2020–2025 (USD BILLION)

10.2 1 USB PORT

10.2.1 POWER BANKS WITH 1 USB PORT MOSTLY FEATURE LOW BATTERY CAPACITY

TABLE 68 MARKET FOR POWER BANKS WITH 1 USB PORT, BY CAPACITY, 2016–2019 (USD MILLION)

TABLE 69 MARKET FOR POWER BANKS WITH 1 USB PORT, BY CAPACITY, 2020–2025 (USD MILLION)

10.3 2 USB PORTS

10.3.1 POWER BANKS WITH DUAL USB PORTS ARE PREFERED  
TABLE 70 MARKET FOR POWER BANKS WITH 2 USB PORTS, BY CAPACITY,  
2016–2019 (USD MILLION)

TABLE 71 MARKET FOR POWER BANKS WITH 2 USB PORTS, BY CAPACITY,  
2020–2025 (USD MILLION)

#### 10.4 MORE THAN 2 USB PORTS

10.4.1 USAGE OF USB HUB MODE FOR MULTI-PORT POWER BANKS  
TABLE 72 MARKET FOR POWER BANKS WITH MORE THAN 2 USB PORTS, BY  
CAPACITY, 2016-2019 (USD MILLION)

TABLE 73 MARKET FOR POWER BANKS WITH MORE THAN 2 USB PORTS, BY  
CAPACITY, 2020-2025 (USD MILLION)

### **11 POWER BANK MARKET, BY PRICE RANGE**

#### 11.1 INTRODUCTION

FIGURE 39 PRICE RANGE OF POWER BANKS

TABLE 74 POWER BANK MARKET, BY PRICE RANGE, 2016–2019 (USD BILLION)

TABLE 75 POWER BANK MARKET, BY PRICE RANGE, 2020–2025 (USD BILLION)

#### 11.2 LOW

11.2.1 LOW-PRICED POWER BANKS ARE GENERALLY COMPACT AND PALM-  
SIZED

#### 11.3 MEDIUM

11.3.1 MEDIUM-PRICED POWER BANKS OFFER HIGH CAPACITY WITH SEVERAL  
INPUT & OUTPUT OPTIONS

#### 11.4 PREMIUM

11.4.1 PREMIUM-PRICED POWER BANKS ARE EXTREMELY DURABLE AND  
INTEGRATED WITH MULTI-PROTECTION SAFETY SYSTEM

### **12 POWER BANK MARKET, BY APPLICATION**

#### 12.1 INTRODUCTION

FIGURE 40 POWER BANK MARKET, BY APPLICATION

TABLE 76 POWER BANK MARKET, BY APPLICATION, 2016–2019 (USD MILLION)

FIGURE 41 POWER BANK MARKET FOR WEARABLE DEVICES TO REGISTER AT  
HIGHEST CAGR FROM 2020 TO 2025

TABLE 77 POWER BANK MARKET, BY APPLICATION, 2020–2025 (USD MILLION)

#### 12.2 IMPACT OF COVID-19 ON APPLICATIONS OF POWER BANK

12.2.1 MOST IMPACTED APPLICATION

12.2.2 LEAST IMPACTED APPLICATION

## 12.3 SMARTPHONE

### 12.3.1 SMARTPHONE APPLICATION HOLDS LARGEST SHARE OF POWER BANK MARKET

TABLE 78 POWER BANK MARKET FOR SMARTPHONE APPLICATION, BY CAPACITY, 2016–2019 (USD MILLION)

TABLE 79 POWER BANK MARKET FOR SMARTPHONE APPLICATION, BY CAPACITY, 2020–2025 (USD MILLION)

TABLE 80 POWER BANK MARKET FOR SMARTPHONE APPLICATION, BY REGION, 2016–2019 (USD MILLION)

TABLE 81 POWER BANK MARKET FOR SMARTPHONE APPLICATION, BY REGION, 2020–2025 (USD MILLION)

TABLE 82 POWER BANK MARKET FOR SMARTPHONE APPLICATION IN NORTH AMERICA, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 83 POWER BANK MARKET FOR SMARTPHONE APPLICATION IN NORTH AMERICA, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 84 POWER BANK MARKET FOR SMARTPHONE APPLICATION IN EUROPE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 85 POWER BANK MARKET FOR SMARTPHONE APPLICATION IN EUROPE, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 86 POWER BANK MARKET FOR SMARTPHONE APPLICATION IN APAC, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 87 POWER BANK MARKET FOR SMARTPHONE APPLICATION IN APAC, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 88 POWER BANK MARKET FOR SMARTPHONE APPLICATION IN ROW, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 89 POWER BANK MARKET FOR SMARTPHONE APPLICATION IN ROW, BY COUNTRY, 2020–2025 (USD MILLION)

## 12.4 TABLET

### 12.4.1 POWER BANKS ARE USED TO PROVIDE UNINTERRUPTABLE POWER SUPPLY FOR TABLETS

TABLE 90 POWER BANK MARKET FOR TABLET APPLICATION, BY CAPACITY, 2016–2019 (USD MILLION)

TABLE 91 POWER BANK MARKET FOR TABLET APPLICATION, BY CAPACITY, 2020–2025 (USD MILLION)

TABLE 92 POWER BANK MARKET FOR TABLET APPLICATION, BY REGION, 2016–2019 (USD MILLION)

TABLE 93 POWER BANK MARKET FOR TABLET APPLICATION, BY REGION, 2020–2025 (USD MILLION)

TABLE 94 POWER BANK MARKET FOR TABLET APPLICATION IN NORTH

AMERICA, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 95 POWER BANK MARKET FOR TABLET APPLICATION IN NORTH AMERICA, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 96 POWER BANK MARKET FOR TABLET APPLICATION IN EUROPE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 97 POWER BANK MARKET FOR TABLET APPLICATION IN EUROPE, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 98 POWER BANK MARKET FOR TABLET APPLICATION IN APAC, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 99 POWER BANK MARKET FOR TABLET APPLICATION IN APAC, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 100 POWER BANK MARKET FOR TABLET APPLICATION IN ROW, BY REGION, 2016–2019 (USD MILLION)

TABLE 101 POWER BANK MARKET FOR TABLET APPLICATION IN ROW, BY REGION, 2020–2025 (USD MILLION)

## 12.5 LAPTOP

12.5.1 POWER BANKS ENSURE LONG USAGE WITHOUT INTERRUPTION IN LAPTOPS

TABLE 102 POWER BANK MARKET FOR LAPTOP APPLICATION, BY CAPACITY, 2016–2019 (USD MILLION)

TABLE 103 POWER BANK MARKET FOR LAPTOP APPLICATION, BY CAPACITY, 2020–2025 (USD MILLION)

TABLE 104 POWER BANK MARKET FOR LAPTOP APPLICATION, BY REGION, 2016–2019 (USD MILLION)

TABLE 105 POWER BANK MARKET FOR LAPTOP APPLICATION, BY REGION, 2020–2025 (USD MILLION)

TABLE 106 POWER BANK MARKET FOR LAPTOP APPLICATION IN NORTH AMERICA, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 107 POWER BANK MARKET FOR LAPTOP APPLICATION IN NORTH AMERICA, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 108 POWER BANK MARKET FOR LAPTOP APPLICATION IN EUROPE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 109 POWER BANK MARKET FOR LAPTOP APPLICATION IN EUROPE, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 110 POWER BANK MARKET FOR LAPTOP APPLICATION IN APAC, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 111 POWER BANK MARKET FOR LAPTOP APPLICATION IN APAC, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 112 POWER BANK MARKET FOR LAPTOP APPLICATION IN ROW, BY

REGION, 2016–2019 (USD MILLION)

TABLE 113 POWER BANK MARKET FOR LAPTOP APPLICATION IN ROW, BY REGION, 2020–2025 (USD MILLION)

## 12.6 WEARABLE DEVICE

12.6.1 MOST WEARABLE DEVICES ARE WIRELESS AND PORTABLE, REQUIRING CONTINUOUS SUPPLY OF POWER

TABLE 114 POWER BANK MARKET FOR WEARABLE DEVICE APPLICATION, BY CAPACITY, 2016–2019 (USD MILLION)

TABLE 115 POWER BANK MARKET FOR WEARABLE DEVICE APPLICATION, BY CAPACITY, 2020–2025 (USD MILLION)

TABLE 116 POWER BANK MARKET FOR WEARABLE DEVICE APPLICATION, BY REGION, 2016–2019 (USD MILLION)

TABLE 117 POWER BANK MARKET FOR WEARABLE DEVICE APPLICATION, BY REGION, 2020–2025 (USD MILLION)

TABLE 118 POWER BANK MARKET FOR WEARABLE DEVICE APPLICATION IN NORTH AMERICA, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 119 POWER BANK MARKET FOR WEARABLE DEVICE APPLICATION IN NORTH AMERICA, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 120 POWER BANK MARKET FOR WEARABLE DEVICE APPLICATION IN EUROPE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 121 POWER BANK MARKET FOR WEARABLE DEVICE APPLICATION IN EUROPE, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 122 POWER BANK MARKET FOR WEARABLE DEVICE APPLICATION IN APAC, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 123 POWER BANK MARKET FOR WEARABLE DEVICE APPLICATION IN APAC, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 124 POWER BANK MARKET FOR WEARABLE DEVICE APPLICATION IN ROW, BY REGION, 2016–2019 (USD MILLION)

TABLE 125 POWER BANK MARKET FOR WEARABLE DEVICE APPLICATION IN ROW, BY REGION, 2020–2025 (USD MILLION)

## 12.7 DIGITAL CAMERA

12.7.1 DIGITAL CAMERAS USE POWER BANKS AS EXTERNAL POWER SOURCE

TABLE 126 POWER BANK MARKET FOR DIGITAL CAMERA APPLICATION, BY CAPACITY, 2016–2019 (USD MILLION)

TABLE 127 POWER BANK MARKET FOR DIGITAL CAMERA APPLICATION, BY CAPACITY, 2020–2025 (USD MILLION)

TABLE 128 POWER BANK MARKET FOR DIGITAL CAMERA APPLICATION, BY REGION, 2016–2019 (USD MILLION)

TABLE 129 POWER BANK MARKET FOR DIGITAL CAMERA APPLICATION, BY

REGION, 2020–2025 (USD MILLION)

TABLE 130 POWER BANK MARKET FOR DIGITAL CAMERA APPLICATION IN NORTH AMERICA, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 131 POWER BANK MARKET FOR DIGITAL CAMERA APPLICATION IN NORTH AMERICA, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 132 POWER BANK MARKET FOR DIGITAL CAMERA APPLICATION IN EUROPE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 133 POWER BANK MARKET FOR DIGITAL CAMERA APPLICATION IN EUROPE, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 134 POWER BANK MARKET FOR DIGITAL CAMERA APPLICATION IN APAC, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 135 POWER BANK MARKET FOR DIGITAL CAMERA APPLICATION IN APAC, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 136 POWER BANK MARKET FOR DIGITAL CAMERA APPLICATION IN ROW, BY REGION, 2016–2019 (USD MILLION)

TABLE 137 POWER BANK MARKET FOR DIGITAL CAMERA APPLICATION IN ROW, BY REGION, 2020–2025 (USD MILLION)

12.8 PORTABLE MEDIA DEVICE

12.8.1 PORTABLE MEDIA PLAYERS REQUIRE MORE BATTERY LIFE DUE TO FASTER DATA CONNECTIVITY AND SUBSEQUENT INCREASE IN DIGITAL CONTENT

TABLE 138 POWER BANK MARKET FOR PORTABLE MEDIA DEVICE APPLICATION, BY CAPACITY, 2016–2019 (USD MILLION)

TABLE 139 POWER BANK MARKET FOR PORTABLE MEDIA DEVICE APPLICATION, BY CAPACITY, 2020–2025 (USD MILLION)

TABLE 140 POWER BANK MARKET FOR PORTABLE MEDIA DEVICE APPLICATION, BY REGION, 2016–2019 (USD MILLION)

TABLE 141 POWER BANK MARKET FOR PORTABLE MEDIA DEVICE APPLICATION, BY REGION, 2020–2025 (USD MILLION)

TABLE 142 POWER BANK MARKET FOR PORTABLE MEDIA DEVICE APPLICATION IN NORTH AMERICA, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 143 POWER BANK MARKET FOR PORTABLE MEDIA DEVICE APPLICATION IN NORTH AMERICA, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 144 POWER BANK MARKET FOR PORTABLE MEDIA DEVICE APPLICATION IN EUROPE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 145 POWER BANK MARKET FOR PORTABLE MEDIA DEVICE APPLICATION IN EUROPE, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 146 POWER BANK MARKET FOR PORTABLE MEDIA DEVICE APPLICATION IN APAC, BY COUNTRY, 2016–2019 (USD MILLION)



TABLE 147 POWER BANK MARKET FOR PORTABLE MEDIA DEVICE APPLICATION IN APAC, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 148 POWER BANK MARKET FOR PORTABLE MEDIA DEVICE APPLICATION IN ROW, BY REGION, 2016–2019 (USD MILLION)

TABLE 149 POWER BANK MARKET FOR PORTABLE MEDIA DEVICE APPLICATION IN ROW, BY REGION, 2020–2025 (USD MILLION)

## 12.9 OTHERS

12.9.1 GAMING DEVICES, GPS NAVIGATORS, AND E-READERS REQUIRE POWER BANKS TO REDUCE DEPENDENCY ON FIXED ELECTRICAL OUTLET

TABLE 150 POWER BANK MARKET FOR OTHER APPLICATIONS, BY CAPACITY, 2016–2019 (USD MILLION)

TABLE 151 POWER BANK MARKET FOR OTHER APPLICATIONS, BY CAPACITY, 2020–2025 (USD MILLION)

TABLE 152 POWER BANK MARKET FOR OTHER APPLICATIONS, BY REGION, 2016–2019 (USD MILLION)

TABLE 153 POWER BANK MARKET FOR OTHER APPLICATIONS, BY REGION, 2020–2025 (USD MILLION)

TABLE 154 POWER BANK MARKET FOR OTHER APPLICATIONS IN NORTH AMERICA, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 155 POWER BANK MARKET FOR OTHER APPLICATIONS IN NORTH AMERICA, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 156 POWER BANK MARKET FOR OTHER APPLICATIONS IN EUROPE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 157 POWER BANK MARKET FOR OTHER APPLICATIONS IN EUROPE, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 158 POWER BANK MARKET FOR OTHER APPLICATIONS IN APAC, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 159 POWER BANK MARKET FOR OTHER APPLICATIONS IN APAC, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 160 POWER BANK MARKET FOR OTHER APPLICATIONS IN ROW, BY REGION, 2016–2019 (USD MILLION)

TABLE 161 POWER BANK MARKET FOR OTHER APPLICATIONS IN ROW, BY REGION, 2020–2025 (USD MILLION)

## 13 GEOGRAPHIC ANALYSIS

### 13.1 INTRODUCTION

FIGURE 42 GEOGRAPHIC SNAPSHOT: INDIA TO WITNESS SIGNIFICANT GROWTH DURING FORECAST PERIOD

TABLE 162 POWER BANK MARKET, BY REGION, 2016–2019 (USD BILLION)

TABLE 163 POWER BANK MARKET, BY REGION, 2020–2025 (USD BILLION)

FIGURE 43 APAC HELD LARGEST SHARE OF POWER BANK MARKET IN 2019

13.2 NORTH AMERICA

FIGURE 44 NORTH AMERICA: SNAPSHOT OF POWER BANK MARKET

FIGURE 45 POWER BANK MARKET IN PRE COVID-19 AND POST COVID-19

SCENARIO IN NORTH AMERICA

TABLE 164 POWER BANK MARKET IN NORTH AMERICA, BY PRE COVID-19 AND POST COVID-19, 2016–2025 (USD MILLION)

TABLE 165 POWER BANK MARKET IN NORTH AMERICA, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 166 POWER BANK MARKET IN NORTH AMERICA, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 167 POWER BANK MARKET IN NORTH AMERICA, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 168 POWER BANK MARKET IN NORTH AMERICA, BY APPLICATION, 2020–2025 (USD MILLION)

13.2.1 US

13.2.1.1 US accounted for the largest share of power bank market in North America

TABLE 169 POWER BANK MARKET IN US, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 170 POWER BANK MARKET IN US, BY APPLICATION, 2020–2025 (USD MILLION)

13.2.2 CANADA

13.2.2.1 Major applications such as smartphones and tablets driving growth of this market

TABLE 171 POWER BANK MARKET IN CANADA, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 172 POWER BANK MARKET IN CANADA, BY APPLICATION, 2020–2025 (USD MILLION)

13.2.3 MEXICO

13.2.3.1 Mexico expected to be lucrative market for power banks

TABLE 173 POWER BANK MARKET IN MEXICO, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 174 POWER BANK MARKET IN MEXICO, BY APPLICATION, 2020–2025 (USD MILLION)

13.3 EUROPE

FIGURE 46 EUROPE: SNAPSHOT OF POWER BANK MARKET

TABLE 175 POWER BANK MARKET IN EUROPE, BY COUNTRY, 2016–2019 (USD

MILLION)

TABLE 176 POWER BANK MARKET IN EUROPE, BY APPLICATION, 2016–2019  
(USD MILLION)

TABLE 177 POWER BANK MARKET IN EUROPE, BY APPLICATION, 2020–2025  
(USD MILLION)

#### 13.3.1 GERMANY

13.3.1.1 Germany invests extensively in R&D of battery production due to which it holds strong market value

TABLE 178 POWER BANK MARKET IN GERMANY, BY APPLICATION, 2016–2019  
(USD MILLION)

TABLE 179 POWER BANK MARKET IN GERMANY, BY APPLICATION, 2020–2025  
(USD MILLION)

#### 13.3.2 UK

13.3.2.1 Increasing demand for smart wearable electronics and smartphones in this country.

TABLE 180 POWER BANK MARKET IN UK, BY APPLICATION, 2016–2019 (USD  
MILLION)

TABLE 181 POWER BANK MARKET IN UK, BY APPLICATION, 2020–2025 (USD  
MILLION)

#### 13.3.3 FRANCE

13.3.3.1 France depicts significant growth in smartphone, internet use, and internet-connected mobile devices

TABLE 182 POWER BANK MARKET IN FRANCE, BY APPLICATION, 2016–2019  
(USD MILLION)

TABLE 183 POWER BANK MARKET IN FRANCE, BY APPLICATION, 2020–2025  
(USD MILLION)

#### 13.3.4 REST OF EUROPE

TABLE 184 POWER BANK MARKET IN REST OF EUROPE, BY APPLICATION,  
2016–2019 (USD MILLION)

TABLE 185 POWER BANK MARKET IN REST OF EUROPE, BY APPLICATION,  
2020–2025 (USD MILLION)

#### 13.4 APAC

FIGURE 47 APAC: SNAPSHOT OF POWER BANK MARKET

FIGURE 48 POWER BANK MARKET FOR PRE COVID-19 AND POST COVID-19  
SCENARIO IN APAC

TABLE 186 POWER BANK MARKET IN APAC, BY PRE COVID-19 AND POST  
COVID-19, 2016–2025 (USD MILLION)

TABLE 187 POWER BANK MARKET IN APAC, BY COUNTRY, 2016–2019 (USD  
MILLION)

TABLE 188 POWER BANK MARKET IN APAC, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 189 POWER BANK MARKET IN APAC, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 190 POWER BANK MARKET IN APAC, BY APPLICATION, 2020–2025 (USD MILLION)

#### 13.4.1 CHINA

13.4.1.1 China has major presence of power bank manufacturers

TABLE 191 POWER BANK MARKET IN CHINA, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 192 POWER BANK MARKET IN CHINA, BY APPLICATION, 2020–2025 (USD MILLION)

#### 13.4.2 JAPAN

13.4.2.1 Players based in Japan focus on differentiating their products from other manufacturers

TABLE 193 POWER BANK MARKET IN JAPAN, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 194 POWER BANK MARKET IN JAPAN, BY APPLICATION, 2020–2025 (USD MILLION)

#### 13.4.3 SOUTH KOREA

13.4.3.1 South Korea has presence of major battery manufacturers designing lithium batteries for power banks

TABLE 195 POWER BANK MARKET IN SOUTH KOREA, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 196 POWER BANK MARKET IN SOUTH KOREA, BY APPLICATION, 2020–2025 (USD MILLION)

#### 13.4.4 INDIA

13.4.4.1 India presents huge opportunity for power bank market

TABLE 197 POWER BANK MARKET IN INDIA, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 198 POWER BANK MARKET IN INDIA, BY APPLICATION, 2020–2025 (USD MILLION)

#### 13.4.5 REST OF APAC

TABLE 199 POWER BANK MARKET IN REST OF APAC, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 200 POWER BANK MARKET IN REST OF APAC, BY APPLICATION, 2020–2025 (USD MILLION)

#### 13.5 ROW

TABLE 201 POWER BANK MARKET IN ROW, BY REGION, 2016–2019 (USD

MILLION)

TABLE 202 POWER BANK MARKET IN ROW, BY REGION, 2020–2025 (USD MILLION)

TABLE 203 POWER BANK MARKET IN ROW, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 204 POWER BANK MARKET IN ROW, BY APPLICATION, 2020–2025 (USD MILLION)

#### 13.5.1 MIDDLE EAST & AFRICA

13.5.1.1 Increasing demand for wearables and growing penetration of smartphones and tablets

TABLE 205 POWER BANK MARKET IN MIDDLE EAST & AFRICA, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 206 POWER BANK MARKET IN MIDDLE EAST & AFRICA, BY APPLICATION, 2020–2025 (USD MILLION)

#### 13.5.2 SOUTH AMERICA

13.5.2.1 South America is among developing markets for power banks

TABLE 207 POWER BANK MARKET IN SOUTH AMERICA, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 208 POWER BANK MARKET IN SOUTH AMERICA, BY APPLICATION, 2020–2025 (USD MILLION)

## 14 COMPETITIVE LANDSCAPE

### 14.1 OVERVIEW

### 14.2 RANKING ANALYSIS, 2019

FIGURE 49 POWER BANK MARKET: RANKING ANALYSIS (2019)

### 14.3 COMPETITIVE LEADERSHIP MAPPING

#### 14.3.1 VISIONARY LEADERS

#### 14.3.2 INNOVATORS

#### 14.3.3 DYNAMIC DIFFERENTIATORS

#### 14.3.4 EMERGING COMPANIES

FIGURE 50 POWER BANK MARKET (GLOBAL) COMPETITIVE LEADERSHIP MAPPING, 2019

### 14.4 COMPETITIVE SITUATIONS AND TRENDS

#### 14.4.1 PRODUCT LAUNCHES AND DEVELOPMENTS

#### 14.4.2 OTHERS

## 15 COMPANY PROFILES

(Business Overview, Products Offered, Recent Developments, SWOT Analysis, MnM View)\*

## 15.1 INTRODUCTION

### 15.1.1 IMPACT OF COVID-19 ON PLAYERS OF POWER BANK MARKET

## 15.2 KEY PLAYERS

### 15.2.1 ADATA

#### FIGURE 51 ADATA: COMPANY SNAPSHOT

### 15.2.2 ANKER INNOVATIONS

### 15.2.3 AUKEY

### 15.2.4 XIAOMI

#### FIGURE 52 XIAOMI: COMPANY SNAPSHOT

### 15.2.5 RAVPOWER

### 15.2.6 GRIFFIN

### 15.2.7 LENOVO

#### FIGURE 53 LENOVO: COMPANY SNAPSHOT

### 15.2.8 MOPHIE

### 15.2.9 AMBRANE

### 15.2.10 INTEX

## 15.3 RIGHT TO WIN

## 15.4 OTHER COMPANIES

### 15.4.1 MYCHARGE

### 15.4.2 OMNICHARGE

### 15.4.3 IWALK

### 15.4.4 EASYACC

### 15.4.5 DURACELL

### 15.4.6 SONY

### 15.4.7 SYSKA

### 15.4.8 TP-LINK TECHNOLOGIES

### 15.4.9 UIMI

### 15.4.10 UNU

### 15.4.11 VOLTAIC SYSTEMS

### 15.4.12 PNY

### 15.4.13 ZENDURE

### 15.4.14 PHILIPS

### 15.4.15 ROMOSS

\*Details on Business Overview, Products Offered, Recent Developments, SWOT Analysis, MnM View might not be captured in case of unlisted companies.

## 16 ADJACENT MARKET REPORT: LITHIUM-ION BATTERY MARKET

**FIGURE 54 LITHIUM-ION BATTERY MARKET, BY INDUSTRY****TABLE 209 LITHIUM-ION BATTERY MARKET, BY INDUSTRY, 2017–2025 (USD MILLION)****16.1 CONSUMER ELECTRONICS****TABLE 210 LITHIUM-ION BATTERY MARKET FOR CONSUMER ELECTRONICS, BY POWER CAPACITY, 2017–2025 (USD MILLION)****TABLE 211 LITHIUM-ION BATTERY MARKET FOR CONSUMER ELECTRONICS, BY REGION, 2017–2025 (USD MILLION)****16.1.1 SMARTPHONES****16.1.2 UPS****16.1.3 LAPTOPS****16.1.4 OTHERS (GAMES, GARDENING TOOLS, AND DRILLING)****16.2 AUTOMOTIVE****TABLE 212 LITHIUM-ION BATTERY MARKET FOR AUTOMOTIVE, BY POWER CAPACITY, 2017–2025 (USD MILLION)****TABLE 213 LITHIUM-ION BATTERY MARKET FOR AUTOMOTIVE, BY REGION, 2017–2025 (USD MILLION)****16.2.1 BATTERY ELECTRIC VEHICLES****16.2.2 PLUG-IN HYBRID ELECTRIC VEHICLES****16.3 AEROSPACE & DEFENSE****TABLE 214 LITHIUM-ION BATTERY MARKET FOR AEROSPACE & DEFENSE, BY POWER CAPACITY, 2017–2025 (USD MILLION)****TABLE 215 LITHIUM-ION BATTERY MARKET FOR AEROSPACE & DEFENSE, BY REGION, 2017–2025 (USD MILLION)****16.3.1 COMMERCIAL AIRCRAFT****16.3.2 DEFENSE****16.4 MARINE****TABLE 216 LITHIUM-ION BATTERY MARKET FOR MARINE, BY POWER CAPACITY, 2017–2025 (USD MILLION)****TABLE 217 LITHIUM-ION BATTERY MARKET FOR MARINE, BY REGION, 2017–2025 (USD MILLION)****16.4.1 COMMERCIAL****16.4.2 TOURISM****16.4.3 DEFENSE****16.5 MEDICAL****TABLE 218 LITHIUM-ION BATTERY MARKET FOR MEDICAL, BY POWER CAPACITY, 2017–2025 (USD MILLION)****TABLE 219 LITHIUM-ION BATTERY MARKET FOR MEDICAL, BY REGION,**

2017–2025 (USD MILLION)

## 16.6 INDUSTRIAL

TABLE 220 LITHIUM-ION BATTERY MARKET FOR INDUSTRIAL, BY POWER CAPACITY, 2017–2025 (USD MILLION)

TABLE 221 LITHIUM-ION BATTERY MARKET FOR INDUSTRIAL, BY REGION, 2017–2025 (USD MILLION)

16.6.1 MINING EQUIPMENT

16.6.2 CONSTRUCTION EQUIPMENT

16.6.3 FORKLIFTS, AUTOMATED GUIDED VEHICLES (AGV), AND AUTOMATED MOBILE ROBOTS (AMR)

## 16.7 POWER

TABLE 222 LITHIUM-ION BATTERY MARKET FOR POWER, BY POWER CAPACITY, 2017–2025 (USD MILLION)

TABLE 223 LITHIUM-ION BATTERY MARKET FOR POWER, BY REGION, 2017–2025 (USD MILLION)

## 16.8 TELECOMMUNICATION

TABLE 224 LITHIUM-ION BATTERY MARKET FOR TELECOM, BY POWER CAPACITY, 2017–2025 (USD MILLION)

TABLE 225 LITHIUM-ION BATTERY MARKET FOR TELECOM, BY REGION, 2017–2025 (USD MILLION)

## 17 APPENDIX

17.1 INSIGHTS OF INDUSTRY EXPERTS

17.2 DISCUSSION GUIDE

17.3 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

17.4 AVAILABLE CUSTOMIZATIONS

17.5 RELATED REPORTS

17.6 AUTHOR DETAILS



## I would like to order

Product name: Power Bank Market with COVID-19 Impact Analysis by Capacity (5,001-10,000 mAh, 10,001-15,000 mAh, 15,001-20,000 mAh), Units of USB Port, Indicator, Battery Type, Price Range, Application (Smartphone, Tablet, Wearable Device), and Region - Global Forecast to 2025

Product link: <https://marketpublishers.com/r/P49A36A2EFBEN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P49A36A2EFBEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970