

# Global Ni-MH Battery Sales Market Report 2018

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## Abstracts

This report studies the global Ni-MH Battery market status and forecast, categorizes the global Ni-MH Battery market size (value & volume) by key players, type, application, and region.

This report focuses on the top players in North America, Europe, China, Japan, Southeast Asia India and Other regions (Middle East & Africa, Central & South America).

The active components of a rechargeable NiMH battery in the charged state consist of nickel hydroxide (NiOOH) in the positive electrode and a hydrogen storing metal alloy (MH) in the negative electrode as well as an alkaline electrolyte.

The world Nickel Metal Hydride (NiMH) batteries market is currently at a mature stage and its technology offers limited scope for innovation. However, relative to the newer alternative chemistries, NiMH provides a price-efficient solution for many applications, given its lower price per kWh and performance characteristics. Growth opportunities arise mainly from two end-user segments, namely the consumer electronics and industrial segments. On one hand, NiMH batteries are well suited to supply the growing demand for rechargeable batteries employed in toys, cordless phones, vacuum cleaners, and other cordless appliances. On the other hand, the industrial segment is poised to demand NiMH batteries for powering appliances that require rugged batteries such as automotive applications where it is the technology of choice for powering HEVs and where it has accumulated over 10 years of trouble free service and can thus last for the lifetime of the car. NiMH can handle the high power levels typical in EV applications, the active chemicals are inherently safer than Lithium based cells and NiMH batteries don't need the complex battery management systems (BMS) essential with Lithium batteries.

At present, in developed countries, the Ni-MH Battery industry is generally at a more advanced level. The world's large enterprises are mainly concentrated in Japan and China. Meanwhile, foreign companies have more advanced equipment, strong R & D capability, and leading technical level. However, foreign companies' manufacturing cost

is relatively higher, compared with Chinese companies. With the development of Chinese Ni-MH Battery production technology, their share in the international market is increasing, and competitiveness in the international market gradually increases. China's Ni-MH Battery industry has developed into a national wide status with certain research and production capacity, industry product mix has gradually improved, currently. China has become a large international production country of Ni-MH Battery, but the production technology is relatively laggard to produce some low-end product. The key product of China Ni-MH Battery market is Small-Sized battery for Consumer Electronics. The Ni-MH Battery for HEV are monopolized by Primearth EV Energy. The future of Ni-MH Battery is dark for the substituted by lithium battery in both consumer electronics application and HEV.

The global Ni-MH Battery market is valued at 2120 million US\$ in 2017 and will reach 1710 million US\$ by the end of 2025, growing at a CAGR of -2.7% during 2018-2025. The major players covered in this report

Primearth EV Energy

FDK

GP Batteries International

Highpower International Inc

Corun

Panasonic

Huanyu battery

GS Yuasa

Spectrum Brands (Rayovac)

Lexel Battery (Coslight)

EPT Battery Co., Ltd

Energizer Holdings

Great Power Energy

Suppo

Geographically, this report studies the key regions, focuses on product sales, value, market share and growth opportunity in these regions, covering

United States

Europe

China

Japan

Southeast Asia

India

We can also provide the customized separate regional or country-level reports, for the following regions:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Indonesia

Singapore

Rest of Asia-Pacific

Europe

Germany

France

UK

Italy

Spain

Russia

Rest of Europe

Central & South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Saudi Arabia

Turkey

Rest of Middle East & Africa

On the basis of product, this report displays the production, revenue, price, market share and growth rate of each type, primarily split into

Small-Sized Ni-MH Battery for Consumer Electronics

Large-Sized Ni-MH Battery for HEV

On the basis on the end users/applications, this report focuses on the status and outlook for major applications/end users, sales volume, market share and growth rate for each application, including

HEV

Retail market

Cordless phone

Dust collector

Personal care

Lighting tools

Electric tool

Others

The study objectives of this report are:

To analyze and study the global Ni-MH Battery sales, value, status (2013-2017) and forecast (2018-2025);

To analyze the top players in North America, Europe, China, Japan, Southeast Asia and India, to study the sales, value and market share of top players in these regions.

Focuses on the key Ni-MH Battery players, to study the sales, value, market share and development plans in future.

Focuses on the global key manufacturers, to define, describe and analyze the market competition landscape, SWOT analysis.

To define, describe and forecast the market by type, application and region.

To analyze the global and key regions market potential and advantage, opportunity and challenge, restraints and risks.

To identify significant trends and factors driving or inhibiting the market growth.

To analyze the opportunities in the market for stakeholders by identifying the high growth segments.

To strategically analyze each submarket with respect to individual growth trend and their contribution to the market

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market

To strategically profile the key players and comprehensively analyze their growth strategies.

In this study, the years considered to estimate the market size of Ni-MH Battery are as follows:

History Year: 2013-2017

Base Year: 2017

Estimated Year: 2018

## Forecast Year 2018 to 2025

For the data information by region, company, type and application, 2017 is considered as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.

Key Stakeholders

Ni-MH Battery Manufacturers

Ni-MH Battery Distributors/Traders/Wholesalers

Ni-MH Battery Subcomponent Manufacturers

Industry Association

Downstream Vendors

Available Customizations

With the given market data, QYResearch offers customizations according to the company's specific needs. The following customization options are available for the report:

Regional and country-level analysis of the Ni-MH Battery market, by end-use.

Detailed analysis and profiles of additional market players.

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