

# Power Bank - Global Market Outlook (2017-2026)

<https://marketpublishers.com/r/P1D095BB339EN.html>

Date: November 2018

Pages: 201

Price: US\$ 4,150.00 (Single User License)

ID: P1D095BB339EN

## Abstracts

According to Statistics MRC, the Global Power Bank market is accounted for \$6.81 million in 2017 and is expected to reach \$32.23 million by 2026 growing at a CAGR of 18.9% during the forecast period. The factors driving the market growth are increasing adoption of smart phones & electronic devices and price drop in power banks etc. However, increasing preferences for wireless charging technologies and improved batteries are restraining the market.

Power banks are charging devices that are type of portable batteries to control any power in and power out using circuitry. The power banks store energy by charging them a USB charger when power is available. The power banks are then further used for charging various electronic devices such as phones and tablets irrespective of the power connection, and can also be carried at remote locations.

By product, solar power bank is powered by the energy harnessed from sunlight. They are useful during camping trips, where electricity sockets are unavailable and charging equipment for emergencies is essential. Most of them can be charged alternatively using a USB. The demand for these devices is projected to increase in the coming years owing to the growing popularity of solar energy as an environmentally-friendly alternative.

Asia Pacific in the global scenario has a positive impact on due to growing number of users of electronic devices, large-scale digitization, availability of affordable power banks and penetration of e-commerce in the electronics industry are driving the product demand in this region.

Some of the key players in the Power Bank market are Xiaomi Inc., Sony Corporation, Samsung Electronics Co. Ltd., RavPower, Mophie, Inc., Microsoft Corporation, GP Batteries International Ltd, Apacer Technology Inc., Anker Technology Co. Limited,

Ambrane India Private Limited, Asus, Intex Technologies, Lenovo Group, Ltd.,  
Oppo Electronics Corp, Syska, The Targus Corporation and UNU Electronics.

**Batteries Covered:**

Lithium Polymer (LI-Polymer) Battery

Lithium Ion (LI-Ion) Battery

**Products Covered:**

Battery Case

Portable Power Banks

Solar Power Banks

Other Products

**Port Types Covered:**

Two USB Ports

One USB Port

More Than Two USB Ports

**Capacity Ranges Covered:**

Above 15500mAh

12500–15499mAh

9500–12499mAh

6500–9499mAh

3500–6499mAh

Distribution Channels Covered:

Offline Distribution Channel

Online Distribution Channel

Prices Covered:

Above \$300

Between \$200 and \$300

Between \$100 and \$200

Between \$70 and \$100

Between \$50 and \$70

Between \$20 and \$50

Less than \$20

Applications Covered:

Tablet

Portable Media Device

Smartphone

Laptops

Digital Camera

Other Applications

End Users Covered:

Consumer Electronics

Industrial/B2B

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

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