+357 96 030922
info@marketpublishers.com

Power Cord Assembly Market Forecasts to 2032 – Global Analysis By Type (AC Power Cords, DC Power Cords, Extension Power Cords, Custom Power Cords, IEC Cords and NEMA Cords), Jacket Material, Plug, Voltage, Application, End User and By Geography

https://marketpublishers.com/r/P84C815355CDEN.html
Date: April 2025
Pages: 150
Price: US$ 4,150.00 (Single User License)
ID: P84C815355CDEN

Abstracts

According to Stratistics MRC, the Global Power Cord Assembly Market is accounted for $15.6 billion in 2025 and is expected to reach $20.6 billion by 2032 growing at a CAGR of 4.0% during the forecast period. Power cord assembly is a structured arrangement of components that facilitates the transfer of electricity from a power source to a device with efficiency and safety. It includes a flexible cable, connectors, plugs, and terminations, all tailored to ensure compatibility with specific devices or applications. Designed to meet industry standards, these assemblies offer durability, reliability, and flexibility for varied environments. Widely employed in homes, businesses, and industrial operations, power cord assemblies are essential for securely powering electronics, appliances, and equipment. Their design prioritizes effective energy transmission while adhering to safety and regulatory guidelines.

According to the Consumer Technology Association projection, retail revenues for the U.S. consumer technology industry might grow by around 2.8% in 2024 to USD 512 billion.

Market Dynamics:

Driver:

Rising demand for reliable electrical connections

+357 96 030922
info@marketpublishers.com

Industries such as consumer electronics, automotive, and telecommunications rely on high-quality power cords to ensure efficient and uninterrupted energy transmission. With the increasing adoption of advanced technologies like smart home devices and IoT-enabled systems, the demand for robust and durable cord assemblies is growing. The expansion of industrial automation further boosts the market, as power cords are essential for maintaining operational efficiency and safety.

Restraint:

Complexity in construction

Designing cords to meet diverse specifications for industries such as healthcare, automotive, and consumer electronics often results in higher production costs. Fault detection and maintenance in intricately constructed cords also pose operational difficulties, particularly for small-scale manufacturers. Furthermore, the demand for customization to suit specific applications delays production timelines, affecting market scalability.

Opportunity:

Development of eco-friendly and recyclable materials for cord assemblies

As sustainability initiatives gain traction globally, manufacturers are exploring innovative solutions such as bio-based and reusable materials to minimize environmental impact. Governments and regulatory bodies are encouraging the use of green materials, offering incentives for environmentally friendly production practices. Technological advancements in recyclable components are also paving the way for lightweight and energy-efficient cords, catering to the needs of industries like renewable energy and electric vehicles.

Threat:

Fluctuations in raw material costs

Price volatility for essential materials like copper, aluminum, and plastic leads to increased production costs, impacting profit margins for manufacturers. Geopolitical tensions and supply chain disruptions further exacerbate these challenges, delaying procurement processes and affecting product availability. The presence of low-cost alternatives from competitors, especially in emerging markets, intensifies competition

+357 96 030922
info@marketpublishers.com

and adds pressure to maintain profitability.

Covid-19 Impact:

The COVID-19 pandemic created widespread disruptions in the power cord assembly market by halting manufacturing operations and delaying raw material supply chains. Production delays significantly impacted the availability of power cords, particularly for industries with urgent needs such as healthcare and telecommunications. However, the pandemic also highlighted the critical role of power cords in supporting remote work setups and home electronics, leading to a surge in demand for specific applications.

The AC power cords segment is expected to be the largest during the forecast period

The AC power cords segment is expected to account for the largest market share during the forecast period due to their widespread application across residential, commercial, and industrial sectors. These cords provide efficient and reliable energy transmission for appliances, electronics, and heavy-duty machinery. Their durability and compatibility with various devices make them a preferred choice for manufacturers and end-users. The segment's dominance is further supported by technological advancements in AC power cord designs, which enhance thermal resistance and extend lifespan.

The TPE (thermoplastic elastomer) segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the TPE (thermoplastic elastomer) segment is predicted to witness the highest growth rate driven by its superior properties such as flexibility, durability, and resistance to extreme temperatures. TPE is increasingly being adopted for power cord assemblies in industries like automotive, healthcare, and consumer electronics. Its eco-friendly and recyclable nature aligns with global sustainability trends, boosting its demand among environmentally conscious manufacturers further expanding its use across diverse sectors.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share supported by its strong industrial base and rapid adoption of advanced technologies. The region’s growing reliance on electric vehicles, smart devices, and energy-efficient appliances drives demand for power cord assemblies. Favorable

+357 96 030922
info@marketpublishers.com

government policies, coupled with a focus on sustainability, encourage investments in innovative cord designs and materials. Furthermore the presence of key manufacturers and robust R&D infrastructure further positions North America as a leader in the power cord assembly market.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR riven by rapid urbanization, industrialization, and expanding manufacturing capabilities in countries like China, India, and Japan. The region’s booming consumer electronics and automotive sectors are key contributors to the rising demand for power cord assemblies. Additionally, favorable government policies and collaborations between local manufacturers and global players strengthen the region’s competitive edge. Asia Pacific’s increasing focus on energy-efficient and sustainable technologies further accelerates its growth in the market.

Key players in the market

Some of the key players in Power Cord Assembly Market include ABB Ltd, Amphenol Corporation, Bel Fuse Inc., CUI Inc, Encore Wire Corporation, Grote Industries, Johanson Technology Inc, KEMET Electronics Corporation, Kyocera AVX Components Corporation, Molex LLC, Murata Manufacturing Co., Ltd., Nexans S.A., TDK Corporation, TE Connectivity Ltd, Webasto Charging Solutions and Yageo Corporation.

Key Developments:

In November 2024, Bel Fuse Inc. completed the acquisition of an 80% stake in Enercon Technologies, a supplier of engineered power conversion and networking solutions for military and aerospace markets. The deal, valued at $400 million, includes an option to acquire the remaining 20% by early 2027.

In November 2024, Nexans signed a €1 billion contract with France's electricity transmission system operator, RTE. The agreement involves the supply and installation of approximately 5,200 km of underground cables to support projects through 2028.

In June 2024, Grote Industries introduced the PLUG-AND-GO™ 3-in-1 Power Cord and Air Assemblies. These products are designed to offer a cost-effective solution for truck and trailer connections, emphasizing quality, safety, and compliance with legal standards.

+357 96 030922
info@marketpublishers.com

Types Covered:

- AC Power Cords
- DC Power Cords
- Extension Power Cords
- Custom Power Cords
- IEC Cords
- NEMA Cords

Jacket Materials Covered:

- PVC (Polyvinyl Chloride)
- Rubber
- TPE (Thermoplastic Elastomer)
- Silicone
- Other Jacket Materials

Plugs Covered:

- 2-prong
- 3-prong
- Twist Lock Plug
- Angled Plug

+357 96 030922
info@marketpublishers.com

- Custom Plugs

Voltages Covered:

- Low Voltage
- Medium Voltage
- High Voltage

Applications Covered:

- Consumer Electronics
- Computers & Peripherals
- Medical Devices
- Automotive & EV Charging
- Industrial Equipment
- Power Tools
- HVAC Systems
- Other Applications

End Users Covered:

- Residential
- Commercial
- IT & Telecom

+357 96 030922
info@marketpublishers.com

- Energy & Utilities
- Healthcare
- Other End Users

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - UK
  - Italy
  - France
  - Spain
  - Rest of Europe
- Asia Pacific
  - Japan
  - China
  - India

+357 96 030922
info@marketpublishers.com

- Australia
- New Zealand
- South Korea
- Rest of Asia Pacific

South America

- Argentina
- Brazil
- Chile
- Rest of South America

Middle East & Africa

- Saudi Arabia
- UAE
- Qatar
- South Africa
- Rest of Middle East & Africa

What our report offers:
- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations

+357 96 030922
info@marketpublishers.com

- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

+357 96 030922
info@marketpublishers.com

Contents

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

12 KEY DEVELOPMENTS

13 COMPANY PROFILING

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

+357 96 030922
info@marketpublishers.com

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: Power Cord Assembly Market Forecasts to 2032 – Global Analysis By Type (AC Power Cords, DC Power Cords, Extension Power Cords, Custom Power Cords, IEC Cords and NEMA Cords), Jacket Material, Plug, Voltage, Application, End User and By Geography

Product link: https://marketpublishers.com/r/P84C815355CDEN.html

Price: US$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/P84C815355CDEN.html