

Mobile Accessories Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Headphone, Charger, Power Bank, Protective Case, Others), By Distribution Channel (Online, Offline), By Region & Competition, 2021-2031F

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Abstracts

The Global Mobile Accessories Market is projected to expand from USD 97.89 Billion in 2025 to USD 154.65 Billion by 2031, registering a CAGR of 7.92%. This market sector encompasses supplementary hardware intended to enhance the utility, protection, and aesthetics of smartphones and tablets, including products such as protective cases, chargers, power banks, and audio peripherals. The primary growth drivers include the increasing global reliance on mobile devices for professional and personal media, which fuels demand for improved power and audio solutions. Additionally, frequent handset model updates trigger a recurring need for compatible peripherals to ensure device functionality and safety. Data from the Global mobile Suppliers Association indicates that announced 5G devices increased by over 35% in 2025 compared to early 2024, highlighting the rapid hardware proliferation that supports the accessory ecosystem.

Despite this positive growth trajectory, the industry faces significant challenges due to the widespread availability of counterfeit goods. These unauthorized and often inferior replicas fragment the market and undermine consumer confidence in established brands. Consequently, legitimate manufacturers encounter difficulties in maintaining pricing integrity and defending their revenue streams against the influx of unregulated, low-cost alternatives.

Market Driver

The rollout of 5G networks is acting as a catalyst for device upgrades, compelling consumers to purchase compatible peripherals. As users switch to high-speed handsets, there is a rising demand for protective cases and high-capacity power banks capable of supporting increased energy consumption. This hardware renewal cycle is substantiated by the rapid uptake of next-generation connectivity. For instance, the Ericsson Mobility Report from June 2024 notes that approximately 160 million 5G subscriptions were added globally in the first quarter of 2024. This surge in advanced device ownership directly broadens the addressable market for supplementary hardware, while the sheer scale of the ecosystem ensures ongoing sales volume; GSMA's 'The Mobile Economy 2024' report states that 5.6 billion people held mobile service subscriptions by the end of 2023, creating a massive user base for accessory manufacturers.

Simultaneously, the increasing demand for wireless audio and smart wearables is generating a critical revenue stream, driven by the removal of headphone jacks and the integration of health-tracking features. Consumers increasingly regard these items as essential smartphone extensions, fostering a profitable market for smartwatches and True Wireless Stereo (TWS) earbuds. This trend reflects significant penetration among first-time users rather than just replacement sales. During Apple's Fiscal Year 2024 Third Quarter Earnings Conference Call in August 2024, executives highlighted that two-thirds of customers purchasing an Apple Watch were new to the product. This continuous influx of new adopters encourages brands to diversify their portfolios, combining fashion with functionality to capture health-conscious and digitally connected consumers.

Market Challenge

The widespread presence of counterfeit products poses a formidable barrier to the sustained expansion of the Global Mobile Accessories Market. This issue causes severe market fragmentation, as unauthorized manufacturers flood the supply chain with low-quality replicas that undercut the pricing strategies of legitimate brands. When consumers unknowingly purchase these inferior goods, the result is often poor device performance, hardware failure, or safety risks, which unfairly damages the reputation of established manufacturers. Consequently, premium brands are forced to divert essential resources from research and development toward brand protection and legal enforcement, thereby stifling innovation and delaying the release of new accessory technologies.

The economic consequences of this illicit trade are substantial and directly reduce the capital available for market growth. The U.S. Chamber of Commerce estimated in 2024 that the global cost of counterfeiting exceeded \$500 billion annually, with consumer electronics and mobile peripherals accounting for a significant volume of this activity. This massive diversion of revenue not only erodes the profit margins of authorized suppliers but also deters potential investors, ultimately slowing the overall maturity and financial stability of the mobile accessories sector.

Market Trends

The widespread adoption of Gallium Nitride (GaN) charger technology is revolutionizing the power delivery segment by replacing traditional silicon-based components with high-efficiency wide-bandgap semiconductors. This technological shift allows manufacturers to produce chargers that are significantly smaller, lighter, and more thermally efficient, supporting rapid charging protocols without sacrificing safety or portability. Consequently, major smartphone OEMs are increasingly integrating this architecture into their ecosystems to meet the energy demands of power-hungry foldables and high-performance handsets. Navitas Semiconductor's Second Quarter 2024 Financial Results project that GaN adoption rates at leading manufacturers like Xiaomi and OPPO will reach 30% in 2024, underscoring the rapid replacement of legacy charging hardware in the global market.

Concurrently, the shift toward biodegradable and recycled accessory materials is fundamentally reshaping manufacturing standards as brands align product lifecycles with corporate net-zero sustainability goals. Accessory makers are aggressively replacing virgin plastics with post-consumer recycled (PCR) resins and bio-based alternatives for protective cases, cables, and packaging to appeal to environmentally conscious consumers and comply with tightening global waste regulations. This material evolution has matured from a niche offering into a core competitive differentiator, driving substantial volume changes within the supply chain. Samsung Electronics reported in its 2024 Sustainability Report that recycled resin was incorporated into 25% of the total plastic parts procured by the company's supply chain in 2023, reflecting the industrial scale of this transition towards circular economy principles.

Key Market Players

Anker Innovations Limited

Belkin International, Inc.

Logitech International S.A.

Samsung Electronics Co., Ltd.

Sony Corporation

Apple Inc.

Mophie, Inc.

Xiaomi Corporation

Otter Products, LLC

Razer Inc.

Report Scope

In this report, the Global Mobile Accessories Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Mobile Accessories Market, By Product

Headphone

Charger

Power Bank

Protective Case

Others

Mobile Accessories Market, By Distribution Channel

Online

Offline

Mobile Accessories Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Mobile Accessories Market.

Available Customizations:

Global Mobile Accessories Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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