

Africa Mobile Phone Accessories Market By Product Type (Headphone, Charger, Power Bank, Protective Case, Others), By Distribution Channel (Offline, Online), By Country, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/A65B1504227BEN.html>

Date: May 2025

Pages: 131

Price: US\$ 4,000.00 (Single User License)

ID: A65B1504227BEN

Abstracts

Market Overview

The Africa Mobile Phone Accessories Market was valued at USD 3.30 billion in 2024 and is projected to reach USD 4.80 billion by 2030, growing at a CAGR of 6.50% during the forecast period. Growth in this market is driven by increasing smartphone adoption, wider internet access, and a young, tech-savvy population. High demand exists for products like chargers, power banks, protective cases, earphones, and wireless accessories—especially among urban consumers who prioritize convenience and durability. E-commerce platforms are enhancing access and affordability, while social media marketing is improving product visibility and consumer interaction. Despite challenges such as counterfeit products, high import taxes, and a lack of standardization, opportunities remain strong in the expansion of wireless and sustainable accessories, as well as in reaching underpenetrated rural regions. Leading markets include Nigeria, Kenya, and South Africa, with Central Africa showing promising growth potential. Major players such as Samsung, Apple, and Transsion continue to strengthen their presence, capitalizing on the continent's expanding digital ecosystem.

Market Drivers

Rising Smartphone Penetration

A primary driver of Africa's mobile phone accessories market is the growing adoption of smartphones. Affordable devices from brands like Transsion Holdings (Tecno, Infinix, Itel), Xiaomi, and Samsung have significantly expanded smartphone ownership among younger users and the emerging middle class. As smartphones become more common, it does the need for accessories such as chargers, screen protectors, cases, and audio devices. Consumers are eager to protect their devices and enhance their usability, which sustains high accessory demand. The popularity of dual-SIM phones and extended phone usage cycles also contribute to consumers investing more in maintaining and upgrading their phones through quality accessories.

Key Market Challenges

Prevalence of Counterfeit and Low-Quality Products

A major challenge in the Africa mobile phone accessories market is the widespread availability of counterfeit and low-quality products. Weak regulatory enforcement and porous borders have allowed fake accessories to flood the market. These items are typically cheaper but often lack safety, performance, and compatibility standards. Products such as chargers, headphones, and batteries are frequently counterfeited, posing risks to device integrity and user safety. This erodes consumer confidence and tarnishes the reputation of legitimate brands. Limited consumer awareness and packaging similarities make it difficult to distinguish authentic products, leading to poor user experiences and frequent replacements.

Key Market Trends

Strong Demand for Affordable and Durable Accessories

Affordability remains a critical factor in Africa's mobile accessory market. Consumers favor products that offer both cost-effectiveness and durability, prompting the rise of budget brands delivering functional, reliable accessories at reasonable prices. Durability is especially important in regions with harsh environmental conditions like dust, humidity, and heat. Accessories such as rugged phone cases, reinforced chargers, and water-resistant Bluetooth speakers are highly valued. Manufacturers are tailoring products for African markets, incorporating features such as dust-proofing, long battery life, and multi-port charging. Brands that combine practical features with affordability continue to build strong consumer loyalty and gain competitive traction.

Key Market Players

Samsung Electronics Co., Ltd

Apple Inc.

Microsoft Corporation

Moz%li%Accessories

iLuv Creative Technology

Energizer Brands, LLC

Tecn%li%Mobile Limited

Ascende%li%France SAS (Muvit)

Safaricom Plc

G-Mobile Devices Pvt. Ltd. (Infinix)

Report Scope:

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

· Africa Mobile Phone Accessories Market, By Product Type:

Headphone

Charger

Power Bank

Protective Case

Others

· Africa Mobile Phone Accessories Market, By Distribution Channel:

Offline

Online

· Africa Mobile Phone Accessories Market, By Country:

South Africa

Morocco

Algeria

Egypt

Nigeria

Ghana

Kenya

Rest of Africa

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Africa Mobile Phone Accessories Market.

Available Customizations:

The Africa Mobile Phone 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:

Africa Mobile Phone Accessories Market By Product Type (Headphone, Charger, Power Bank, Protective Case, Other...

Company Information

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

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