

Global Power Bank Market, By Battery Type (Lithium-Ion (Li-Ion) Battery, Lithium Polymer (Li-Polymer) Battery), By Capacity (Up to 3,000 mAh, 3,0001 mAh-8000 mAh, 8,001 mAh-20,000 mAh, Above 20,000 mAh), By Application (Smart Phone, Tablet, Laptop, Portable Media Device, Digital Camera), By Region, Competition Forecast & Opportunities, 2016–2026

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Abstracts

The Global Power Bank market is anticipated to grow at an impressive CAGR of over 7.45% during the forecast period, due to the rising demand for quick and fast recharge during traveling and office work. Moreover, the advent of new technology and increasing market penetration of internet services are escalating the growth of the Global Power Bank Market.

Based on the energy source, the Global Power Bank Market has been segmented into electric and solar. Electric energy source segment acquired a major share in the market in 2018 due to the availability and rise in the adoption of electronic devices with the convenience of charging multiple devices.

Based on the power capacity, the Global Power Bank Market is categorized into up to 3,000 mAh, 3,0001 mAh-8000 mAh, 8,001 mAh-20,000 mAh above 20,000 mAh.

8,001 mAh-20,000 mAh acquired the major share of 40.09% in 2020 due to the increasing preference for convenient charging solutions at an affordable pricing range.

Based on the battery type, the market has been bifurcated into Lithium Ion and Lithium Polymer batteries. In 2020, Lithium Ion led the market with a share of 59.39% due to its

easy availability at affordable prices. Geographically, the market has been segmented into Asia-Pacific, North America, South America, Middle East & Africa and Europe. Asia-Pacific accounted for the largest share of 35.44% in 2020 and is anticipated to continue its dominance in the forecast period due to continuous innovation among manufacturers and increasing usage of electronic devices.

Years Considered for this Report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2022-2026

Objective of the Study:

To analyze the historical growth in the market size of the Global Power Bank Market from 2016 to 2020.

To estimate and forecast the market size of the Global Power Bank Market from 2021 to 2026 and growth rate until 2026.

To classify and forecast the Global Power Bank Market based on Battery Type, By Capacity, By Application, By Region, Competition Forecast & Opportunities.

To identify drivers and challenges for the Global Power Bank Market.

To examine competitive developments such as expansions, new product launches, mergers and acquisitions, etc., in the Global Power Bank Market.

To conduct the pricing analysis for the Global Power Bank Market.

To identify and analyze the profile of leading players involved in the manufacturing of the Global Power Bank Market.

Some of the leading players in the Global Power Bank Market are Anker Innovations, Xiaomi Corporation, AsusTek Computer Inc, Samsung Electronics Co., Ltd, AUKEY, MOPHIE (ZAGG), POWERadd, China BAK Battery Inc., RAVpower, BELKIN Sony Corporation, Panasonic Corporation.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the globe. Subsequently, TechSci Research also conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analysed the service offerings, distribution channels and presence of all major collaboration solution providers across the globe.

TechSci Research calculated the market size of Global Power Bank Market using a Top-Down approach, where data for various application across various technology were recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analysing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company website, news articles, press releases, company annual reports, investor presentations and financial reports were also used by TechSci Research.

Key Target Audience:

Power Bank Manufacturers

Suppliers and Distributors

End Users

Market Research Firms

Government Institutions

Industry associations and experts

Research organizations and consulting companies

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as collaboration manufacturer and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, the Global Power Bank Market has been segmented into the following categories in addition to the industry trends which have also been listed below:

Global Power Bank Market, By Power Rating:

Up to 3,000 mAh

3,0001 mAh-8000 mAh

8,001 mAh-20,000 mAh

Above 20,000 mAh

Global Power Bank Market, By Battery Type:

Lithium Ion

Lithium Polymer

Global Power Bank Market, By Application:

Smartphones

Tablets

Portable Media Devices

Digital Cameras

Laptops

Global Power Bank Market, By Region:

Asia-Pacific

China

Japan

South Korea

India

Europe

Germany

UK

Italy

France

Spain

North America

United States

Canada

Mexico

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

South Africa

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Power Bank Market.

Voice of Customer: Brand Awareness, Brand Satisfaction, Price, Reliability & Performance, Customer Satisfaction Level and Product Life are the major factors affecting decisions related to power bank for various users, globally.

Available Customizations:

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).

Contents

1. PRODUCT OVERVIEW

2. RESEARCH METHODOLOGY

3. IMPACT OF COVID-19 ON GLOBAL POWER BANK MARKET

4. EXECUTIVE SUMMARY

5. VOICE OF CUSTOMER

6. GLOBAL POWER BANK MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value,

6.2. Market Share & Forecast

6.2.1. By Battery Type (Lithium-Ion (Li-Ion) Battery, Lithium Polymer (Li-Polymer)

6.2.2. By Capacity (Up to 3,000 mAh, 3,0001 mAh-8000 mAh, 8,001 mAh-20,000 mAh, Above 20,000 mAh)

6.2.3. By Application (Smart Phone, Tablet, Laptop, Portable Media Device, Digital Camera)

6.2.4. By Region (APAC, Europe, North America, MEA and South America)

6.2.5. By Company

6.3. Product Map

7. ASIA-PACIFIC POWER BANK MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Battery Type

7.2.2. By Capacity

7.2.3. By Application

7.2.4. By Country

7.3. Product Map

7.4. Asia-Pacific Power Bank Market Country Analysis

7.4.1. China Power Bank Market Outlook

7.4.1.1. Market Size & Forecast

- 7.4.1.1.1. By Value,
- 7.4.1.2. Market Share & Forecast
 - 7.4.1.2.1. By Battery Type
 - 7.4.1.2.2. By Capacity
 - 7.4.1.2.3. By Application
- 7.4.2. Japan Power Bank Market Outlook
 - 7.4.2.1. Market Size & Forecast
 - 7.4.2.1.1. By Value,
 - 7.4.2.2. Market Share & Forecast
 - 7.4.2.2.1. By Battery Type
 - 7.4.2.2.2. By Capacity
 - 7.4.2.2.3. By Application
 - 7.4.3. South Korea Power Bank Market Outlook
 - 7.4.3.1. Market Size & Forecast
 - 7.4.3.1.1. By Value
 - 7.4.3.2. Market Share & Forecast
 - 7.4.3.2.1. By Battery Type
 - 7.4.3.2.2. By Capacity
 - 7.4.3.2.3. By Application
 - 7.4.4. India Power Bank Market Outlook
 - 7.4.4.1. Market Size & Forecast
 - 7.4.4.1.1. By Value
 - 7.4.4.2. Market Share & Forecast
 - 7.4.4.2.1. By Battery Type
 - 7.4.4.2.2. By Capacity
 - 7.4.4.2.3. By Application

8. EUROPE POWER BANK MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Battery Type
 - 8.2.2. By Capacity
 - 8.2.3. By Application
 - 8.2.4. By Country
- 8.3. Product Map
- 8.4. Europe Power Bank Market Country Analysis
 - 8.4.1. Germany Power Bank Market Outlook

- 8.4.1.1. Market Size & Forecast
 - 8.4.1.1.1. By Value
- 8.4.1.2. Market Share & Forecast
 - 8.4.1.2.1. By Battery Type
 - 8.4.1.2.2. By Capacity
 - 8.4.1.2.3. By Application
- 8.4.2. United Kingdom Power Bank Market Outlook
 - 8.4.2.1. Market Size & Forecast
 - 8.4.2.1.1. By Value
 - 8.4.2.2. Market Share & Forecast
 - 8.4.2.2.1. By Battery Type
 - 8.4.2.2.2. By Capacity
 - 8.4.2.2.3. By Application
- 8.4.3. France Power Bank Market Outlook
 - 8.4.3.1. Market Size & Forecast
 - 8.4.3.1.1. By Value
 - 8.4.3.2. Market Share & Forecast
 - 8.4.3.2.1. By Battery Type
 - 8.4.3.2.2. By Capacity
 - 8.4.3.2.3. By Application
- 8.4.4. Spain Power Bank Market Outlook
 - 8.4.4.1. Market Size & Forecast
 - 8.4.4.1.1. By Value
 - 8.4.4.2. Market Share & Forecast
 - 8.4.4.2.1. By Battery Type
 - 8.4.4.2.2. By Capacity
 - 8.4.4.2.3. By Application
- 8.4.5. Italy Power Bank Market Outlook
 - 8.4.5.1. Market Size & Forecast
 - 8.4.5.1.1. By Value
 - 8.4.5.2. Market Share & Forecast
 - 8.4.5.2.1. By Battery Type
 - 8.4.5.2.2. By Capacity
 - 8.4.5.2.3. By Application

9. NORTH AMERICA POWER BANK MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Battery Type

9.2.2. By Capacity

9.2.3. By Application

9.2.4. By Country

9.3. Product Map

9.4. North America Power Bank Market Country Analysis

9.4.1. United States Power Bank Market Outlook

9.4.1.1. Market Size & Forecast

9.4.1.1.1. By Value

9.4.1.2. Market Share & Forecast

9.4.1.2.1. By Battery Type

9.4.1.2.2. By Capacity

9.4.1.2.3. By Application

9.4.2. Canada Power Bank Market Outlook

9.4.2.1. Market Size & Forecast

9.4.2.1.1. By Value

9.4.2.2. Market Share & Forecast

9.4.2.2.1. By Battery Type

9.4.2.2.2. By Capacity

9.4.2.2.3. By Application

9.4.3. Mexico Power Bank Market Outlook

9.4.3.1. Market Size & Forecast

9.4.3.1.1. By Value

9.4.3.2. Market Share & Forecast

9.4.3.2.1. By Battery Type

9.4.3.2.2. By Capacity

9.4.3.2.3. By Application

10. MIDDLE EAST & AFRICA POWER BANK MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1 By Value

10.2. Market Share & Forecast

10.2.1. By Battery Type

10.2.2. By Capacity

10.2.3. By Application

10.2.4. By Country

10.3. Product Map

10.4. Middle East & Africa Power Bank Market Country Analysis

10.4.1. Saudi Arabia Power Bank Market Outlook

10.4.1.1. Market Size & Forecast

10.4.1.1.1. By Value

10.4.1.2. Market Share & Forecast

10.4.1.2.1. By Battery Type

10.4.1.2.2. By Capacity

10.4.1.2.3. By Application

10.4.2. South Africa Power Bank Market Outlook

10.4.2.1. Market Size & Forecast

10.4.2.1.1. By Value

10.4.2.2. Market Share & Forecast

10.4.2.2.1. By Battery Type

10.4.2.2.2. By Capacity

10.4.2.2.3. By Application

10.4.3. UAE Power Bank Market Outlook

10.4.3.1. Market Size & Forecast

10.4.3.1.1. By Value

10.4.3.2. Market Share & Forecast

10.4.3.2.1. By Battery Type

10.4.3.2.2. By Capacity

10.4.3.2.3. By Application

11. SOUTH AMERICA POWER BANK MARKET OUTLOOK

11.1. Market Size & Forecast

11.1.1. By Value

11.2. Market Share & Forecast

11.2.1. By Battery Type

11.2.2. By Capacity

11.2.3. By Application

11.2.4. By Country

11.3. Product Map

11.4. South America Power Bank Market Country Analysis

11.4.1. Brazil Power Bank Market Outlook

11.4.1.1. Market Size & Forecast

11.4.1.1.1. By Value

11.4.1.2. Market Share & Forecast

11.4.1.2.1. By Battery Type

- 11.4.1.2.2. By Capacity
- 11.4.1.2.3. By Application
- 11.4.2. Argentina Power Bank Market Outlook
 - 11.4.2.1. Market Size & Forecast
 - 11.4.2.1.1. By Value
 - 11.4.2.2. Market Share & Forecast,
 - 11.4.2.2.1. By Battery Type
 - 11.4.2.2.2. By Capacity
 - 11.4.2.2.3. By Application
- 11.4.3. Colombia Power Bank Market Outlook
 - 11.4.3.1. Market Size & Forecast
 - 11.4.3.1.1. By Value
 - 11.4.3.2. Market Share & Forecast
 - 11.4.3.2.1. By Battery Type
 - 11.4.3.2.2. By Capacity
 - 11.4.3.2.3. By Application

12. MARKET DYNAMICS

- 12.1. Drivers
- 12.2. Challenges

13. MARKET TRENDS & DEVELOPMENTS

14. COMPETITIVE LANDSCAPE

- 14.1. Company Profiles
 - 14.1.1. Anker Innovations Ltd
 - 14.1.2. RAVPower (Sunvalley Group)
 - 14.1.3. Samsung Electronics Co., Ltd
 - 14.1.4. Aukey International Ltd
 - 14.1.5. Xiaomi Corporation Co., Ltd.
 - 14.1.6. ASUSTeK Computer Inc
 - 14.1.7. Belkin International Inc.
 - 14.1.8. ZAGG Inc (NASDAQ: ZAGG)
 - 14.1.9. Poweradd Electronic Co., Ltd
 - 14.1.10. China BAK Battery, Inc.

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US & DISCLAIMER

List Of Figures

LIST OF FIGURES

Figure 1: Global Power Bank Market Size, By Value, 2016-2026F (USD Billion)

Figure 2: Global Power Bank Market Share, By Battery Type, By Value 2016-2026F

Figure 3: Global Power Bank Market Share, By Application, By Value 2016-2026F

Figure 4: Global Power Bank Market Share, By Capacity, By Value 2016-2026F

Figure 5: Global Power Bank Market Share, By Region, By Value 2016-2026F

Figure 6: Global Power Bank Market Share, By Company, By Value 2020

Figure 7: Global Power Bank Market, Product Map, By Battery Type

Figure 8: Global Power Bank Market, Product Map, By Application

Figure 9: Global Power Bank Market, Product Map, By Capacity

Figure 10: Global Power Bank Market, Product Map, By Region

Figure 11: Asia-Pacific Power Bank Market Size, By Value, 2016-2026F (USD Billion)

Figure 12: Asia-Pacific Power Bank Market Share, By Battery Type, By Value 2016-2026F

Figure 13: Asia-Pacific Power Bank Market Share, By Application, By Value 2016-2026F

Figure 14: Asia-Pacific Power Bank Market Share, By Capacity, By Value 2016-2026F

Figure 15: Asia-Pacific Power Bank Market Share, By Country, By Value 2016-2026F

Figure 16: Asia-Pacific Power Bank Market, Product Map, By Battery Type

Figure 17: Asia-Pacific Power Bank Market, Product Map, By Application

Figure 18: Asia-Pacific Power Bank Market, Product Map, By Capacity

Figure 19: Asia-Pacific Power Bank Market, Product Map, By Country

Figure 20: China Power Bank Market Size, By Value, 2016-2026F (USD Billion)

Figure 21: China Power Bank Market Share, By Battery Type, By Value 2016-2026F

Figure 22: China Power Bank Market Share, By Application, By Value 2016-2026F

Figure 23: China Power Bank Market Share, By Capacity, By Value 2016-2026F

Figure 24: India Power Bank Market Size, By Value, 2016-2026F (USD Billion)

Figure 25: India Power Bank Market Share, By Battery Type, By Value 2016-2026F

Figure 26: India Power Bank Market Share, By Application, By Value 2016-2026F

Figure 27: India Power Bank Market Share, By Capacity, By Value 2016-2026F

Figure 28: Japan Power Bank Market Size, By Value, 2016-2026F (USD Billion)

Figure 29: Japan Power Bank Market Share, By Battery Type, By Value 2016-2026F

Figure 30: Japan Power Bank Market Share, By Application, By Value 2016-2026F

Figure 31: Japan Power Bank Market Share, By Capacity, By Value 2016-2026F

Figure 32: South Korea Power Bank Market Size, By Value, 2016-2026F (USD Billion)

Figure 33: South Korea Power Bank Market Share, By Battery Type, By Value

2016-2026F

Figure 34: South Korea Power Bank Market Share, By Application, By Value

2016-2026F

Figure 35: South Korea Power Bank Market Share, By Capacity, By Value 2016-2026F

Figure 36: North America Power Bank Market Size, By Value, 2016-2026F (USD Billion)

Figure 37: North America Power Bank Market Share, By Battery Type, By Value

2016-2026F

Figure 38: North America Power Bank Market Share, By Application, By Value

2016-2026F

Figure 39: North America Power Bank Market Share, By Capacity, By Value

2016-2026F

Figure 40: North America Power Bank Market Share, By Country, By Value 2016-2026F

Figure 41: North America Power Bank Market, Product Map, By Battery Type

Figure 42: North America Power Bank Market, Product Map, By Application

Figure 43: North America Power Bank Market, Product Map, By Capacity

Figure 44: North America Power Bank Market, Product Map, By Country

Figure 45: United States Power Bank Market Size, By Value, 2016-2026F (USD Billion)

Figure 46: United States Power Bank Market Share, By Battery Type, By Value

2016-2026F

Figure 47: United States Power Bank Market Share, By Application, By Value

2016-2026F

Figure 48: United States Power Bank Market Share, By Capacity, By Value 2016-2026F

Figure 49: Canada Power Bank Market Size, By Value, 2016-2026F (USD Billion)

Figure 50: Canada Power Bank Market Share, By Battery Type, By Value 2016-2026F

Figure 51: Canada Power Bank Market Share, By Application, By Value 2016-2026F

Figure 52: Canada Power Bank Market Share, By Capacity, By Value 2016-2026F

Figure 53: Mexico Power Bank Market Size, By Value, 2016-2026F (USD Billion)

Figure 54: Mexico Power Bank Market Share, By Battery Type, By Value 2016-2026F

Figure 55: Mexico Power Bank Market Share, By Application, By Value 2016-2026F

Figure 56: Mexico Power Bank Market Share, By Capacity, By Value 2016-2026F

Figure 57: Europe Power Bank Market Size, By Value, 2016-2026F (USD Billion)

Figure 58: Europe Power Bank Market Share, By Battery Type, By Value 2016-2026F

Figure 59: Europe Power Bank Market Share, By Application, By Value 2016-2026F

Figure 60: Europe Power Bank Market Share, By Capacity, By Value 2016-2026F

Figure 61: Europe Power Bank Market Share, By Country, By Value 2016-2026F

Figure 62: Europe Power Bank Market, Product Map, By Battery Type

Figure 63: Europe Power Bank Market, Product Map, By Application

Figure 64: Europe Power Bank Market, Product Map, By Capacity

Figure 65: Europe Power Bank Market, Product Map, By Country

- Figure 66: Germany Power Bank Market Size, By Value, 2016-2026F (USD Billion)
- Figure 67: Germany Power Bank Market Share, By Battery Type, By Value 2016-2026F
- Figure 68: Germany Power Bank Market Share, By Application, By Value 2016-2026F
- Figure 69: Germany Power Bank Market Share, By Capacity, By Value 2016-2026F
- Figure 70: UK Power Bank Market Size, By Value, 2016-2026F (USD Billion)
- Figure 71: UK Power Bank Market Share, By Battery Type, By Value 2016-2026F
- Figure 72: UK Power Bank Market Share, By Application, By Value 2016-2026F
- Figure 73: UK Power Bank Market Share, By Capacity, By Value 2016-2026F
- Figure 74: France Power Bank Market Size, By Value, 2016-2026F (USD Billion)
- Figure 75: France Power Bank Market Share, By Battery Type, By Value 2016-2026F
- Figure 76: France Power Bank Market Share, By Application, By Value 2016-2026F
- Figure 77: France Power Bank Market Share, By Capacity, By Value 2016-2026F
- Figure 78: Italy Power Bank Market Size, By Value, 2016-2026F (USD Billion)
- Figure 79: Italy Power Bank Market Share, By Battery Type, By Value 2016-2026F
- Figure 80: Italy Power Bank Market Share, By Application, By Value 2016-2026F
- Figure 81: Italy Power Bank Market Share, By Capacity, By Value 2016-2026F
- Figure 82: Spain Power Bank Market Size, By Value, 2016-2026F (USD Billion)
- Figure 83: Spain Power Bank Market Share, By Battery Type, By Value 2016-2026F
- Figure 84: Spain Power Bank Market Share, By Application, By Value 2016-2026F
- Figure 85: Spain Power Bank Market Share, By Capacity, By Value 2016-2026F
- Figure 86: South America Power Bank Market Size, By Value, 2016-2026F (USD Billion)
- Figure 87: South America Power Bank Market Share, By Battery Type, By Value 2016-2026F
- Figure 88: South America Power Bank Market Share, By Application, By Value 2016-2026F
- Figure 89: South America Power Bank Market Share, By Capacity, By Value 2016-2026F
- Figure 90: South America Power Bank Market Share, By Country, By Value 2016-2026F
- Figure 91: South America Power Bank Market, Product Map, By Battery Type
- Figure 92: South America Power Bank Market, Product Map, By Application
- Figure 93: South America Power Bank Market, Product Map, By Capacity
- Figure 94: South America Power Bank Market, Product Map, By Country
- Figure 95: Brazil Power Bank Market Size, By Value, 2016-2026F (USD Billion)
- Figure 96: Brazil Power Bank Market Share, By Battery Type, By Value 2016-2026F
- Figure 97: Brazil Power Bank Market Share, By Application, By Value 2016-2026F
- Figure 98: Brazil Power Bank Market Share, By Capacity, By Value 2016-2026F
- Figure 99: Argentina Power Bank Market Size, By Value, 2016-2026F (USD Billion)

- Figure 100: Argentina Power Bank Market Share, By Battery Type, By Value 2016-2026F
- Figure 101: Argentina Power Bank Market Share, By Application, By Value 2016-2026F
- Figure 102: Argentina Power Bank Market Share, By Capacity, By Value 2016-2026F
- Figure 103: Colombia Power Bank Market Size, By Value, 2016-2026F (USD Billion)
- Figure 104: Colombia Power Bank Market Share, By Battery Type, By Value 2016-2026F
- Figure 105: Colombia Power Bank Market Share, By Application, By Value 2016-2026F
- Figure 106: Colombia Power Bank Market Share, By Capacity, By Value 2016-2026F
- Figure 107: Middle East & Africa Power Bank Market Size, By Value, 2016-2026F (USD Billion)
- Figure 108: Middle East & Africa Power Bank Market Share, By Battery Type, By Value 2016-2026F
- Figure 109: Middle East & Africa Power Bank Market Share, By Application, By Value 2016-2026F
- Figure 110: Middle East & Africa Power Bank Market Share, By Capacity, By Value 2016-2026F
- Figure 111: Middle East & Africa Power Bank Market Share, By Country, By Value 2016-2026F
- Figure 112: Middle East & Africa Power Bank Market, Product Map, By Battery Type
- Figure 113: Middle East & Africa Power Bank Market, Product Map, By Application
- Figure 114: Middle East & Africa Power Bank Market, Product Map, By Capacity
- Figure 115: Middle East & Africa Power Bank Market, Product Map, By Country
- Figure 116: Saudi Arabia Power Bank Market Size, By Value, 2016-2026F (USD Billion)
- Figure 117: Saudi Arabia Power Bank Market Share, By Battery Type, By Value 2016-2026F
- Figure 118: Saudi Arabia Power Bank Market Share, By Application, By Value 2016-2026F
- Figure 119: Saudi Arabia Power Bank Market Share, By Capacity, By Value 2016-2026F
- Figure 120: South Africa Power Bank Market Size, By Value, 2016-2026F (USD Billion)
- Figure 121: South Africa Power Bank Market Share, By Battery Type, By Value 2016-2026F
- Figure 122: South Africa Power Bank Market Share, By Application, By Value 2016-2026F
- Figure 123: South Africa Power Bank Market Share, By Capacity, By Value 2016-2026F
- Figure 124: UAE Power Bank Market Size, By Value, 2016-2026F (USD Billion)
- Figure 125: UAE Power Bank Market Share, By Battery Type, By Value 2016-2026F
- Figure 126: UAE Power Bank Market Share, By Application, By Value 2016-2026F

Figure 127: UAE Power Bank Market Share, By Capacity, By Value 2016-2026F

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