

# **India Button Cell Market By Letter Code Type (L, S, P, C, B, G, Z), By Package Size (4, 5, 6, 7, 9, 10, 11, 12, 16, 20, 23, 24, 44), By Application (Timekeeping, Electric Meters, Lighting & Others), Competition, Forecast & Opportunities, 2014 – 2024**

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## **Abstracts**

India button cell market was valued at more than \$ 59 million in 2018 and is projected to cross \$ 88 million by 2024, exhibiting a CAGR of over 7% during 2019-2024, owing to growing government initiatives and increasing demand from Tier-II and Tier-III cities. Starting from April 2019, Government of India is targeting to replace all conventional meters with smart prepaid meters, which would increase the demand for button cells in the country. Moreover, technological advancements such as phasing out of mercury usage in button cells and miniaturization of electronic devices and button cells are boosting the competition among button cell manufacturers. In order to cope up with the increasing cost, manufacturers of button cells, electronics, and button cell holder/retainer are focusing on producing low-cost products. For instance, in 2014, Memory Protection Devices Inc. (MPD), a coin cell/battery cell holder and retainer provider, introduced new cell battery strap, which requires less raw materials.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020-2024

Objective of the Study:

To analyze and forecast India button cell market size.

To define, classify and forecast India button cell market on the basis of letter code type, package size, application, and region.

To scrutinize the detailed market segmentation and forecast the market size by segmenting India button cell market based on four regions, namely, North, West, South, and East.

To identify drivers and challenges for India button cell market.

To examine competitive developments such as technological advancements, new product developments, supply contracts, and mergers & acquisitions in India button cell market.

To evaluate product pricing and import/export trends in India button cell market.

To strategically profile leading players operating in India button cell market.

Some of the major players operating in India button cell market are Murata Manufacturing Co., Ltd., Panasonic Corporation, Maxell Holdings, Ltd., Energizer Holdings, Inc., Toshiba Corporation, Berkshire Hathaway Inc. (Duracell International Inc.), Seiko Instruments Inc., Renata AG SA, Camelion Battery Company Limited, East (Shenzhen) Technology Co., Ltd., etc.

TechSci Research performed primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of button cell manufacturers and suppliers in India. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include manufacturers that could not be identified due to the limitations of secondary research. TechSci Research analyzed product offerings, end users, and regional presence of all major button cell manufacturing companies and suppliers across the country.

TechSci Research calculated India button cell market size using a bottom-up and top-down approach, where value and volume for button cells in India was recorded as well as forecast for the future years was made. TechSci Research sourced these values

from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company annual reports, industry magazines, industry reports, news dailies, credible paid databases, Ministry of Commerce and Industry, Central Statistics Office, Ministry of Power and International Monetary Fund were also studied by TechSci Research.

#### Key Target Audience:

Button cell manufacturers, suppliers and end users

Research organizations and consulting companies

Associations, organizations and alliances related to button cells

Government bodies such as regulating authorities and policymakers

The study is useful in providing answers to several critical questions that are important for industry stakeholders, such as button cell manufacturers, suppliers, distributors, and policymakers. The study would also help them in identifying which market segments should be targeted over the coming years in order to strategize investments and capitalize on growth of the market.

#### Report Scope:

In this report, India button cell market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

#### Market, by Letter Code Type:

L - Alkaline

S - Silver

P - Zinc-air

C - Lithium

B - Lithium (i)

G - Lithium (ii)

Z - Nickel

#### Market, by Package Size:

4 (4.8 mm)

5 (5.8 mm)

6 (6.8 mm)

7 (7.9 mm)

9 (9.5 mm)

10 (10 mm)

11 (11.6 mm)

12 (12.5 mm)

16 (16 mm)

20 (20 mm)

23 (23 mm)

24 (24.5 mm)

44 (5.4 mm)

#### Market, by Application:

Timekeeping

General Memory Backup including SRAM

Lighting

Electric Meters

Others

Market, by Region:

North

West

South

East

Competitive Landscape

Competition Matrix: Benchmarking of leading 10 players on the basis of letter code type offered.

Voice of Customer: Customer Analysis by considering below mentioned parameters- Brand Awareness, Brand Recall, and Brand Satisfaction. In addition, customer analysis has been provided on the basis of factors influencing purchase decision, challenges/issues faced post purchase, and unmet needs.

Company Profiles: Detailed analysis of the major companies operating in India button cell market.

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).

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