

North America Camping Power Banks Market By Product Type (Lithium-Ion, Lithium Polymer, Lead Acid, Flow Battery, Others), By End Use (Camping, Hiking, Fishing, Hunting, Surfing, Others), By Distribution Channel (Online, Offline), By Country, By Competition, Forecast and Opportunities 2020-2030F

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Abstracts

The North America Camping Power Banks Market was valued at USD 224.45 Million in 2024 and is expected to reach USD 429.35 Million by 2030 with a CAGR of 11.42% during the forecast period. The North America Camping Power Banks Market refers to the growing demand for portable energy storage devices specifically designed for outdoor activities such as camping, hiking, and other recreational pursuits. These power banks are used to charge electronic devices like smartphones, cameras, GPS units, and portable lights while camping, providing a reliable power source when away from traditional electrical outlets. With the increasing reliance on mobile devices for navigation, communication, and entertainment in outdoor settings, the need for portable charging solutions has grown significantly. The market is poised to rise due to several key factors.

The growing trend of outdoor recreation and adventure tourism in North America, particularly post-pandemic, is driving up demand for camping-related products, including power banks. As more people engage in outdoor activities, there is a rising need for ensuring continuous access to power in remote areas. Second, advancements in battery technology, such as lighter, more efficient, and longer-lasting lithium-ion and lithium-polymer batteries, are making camping power banks more reliable and user-friendly. The increasing popularity of eco-friendly solutions, such as solar-powered and portable charging options, aligns well with the rising environmental consciousness

among consumers. The expansion of e-commerce platforms and the availability of camping power banks at outdoor retailers have also made these products more accessible to a wider audience.

Key Market Drivers

Increasing Popularity of Outdoor Activities and Camping

The North America Camping Power Banks Market is being significantly driven by the growing popularity of outdoor activities such as camping, hiking, and backpacking. With an increasing number of individuals seeking to escape the stress of urban life and reconnect with nature, outdoor recreation has gained widespread traction, particularly post-pandemic. This trend is fueling the demand for products that enhance the outdoor experience, including portable power banks for charging essential electronic devices like smartphones, cameras, and GPS units.

As outdoor activities evolve, consumers are seeking ways to maintain connectivity and access to essential tools during their adventures. Whether for emergency purposes or for entertainment, having a reliable power source while in remote areas has become crucial. This surge in outdoor participation is expected to increase the market demand for camping power banks. According to data, the number of Americans participating in camping activities rose by 6% in 2020, further accelerating the need for reliable power sources during camping trips. A 6% rise in camping participation in the United States from 2019 to 2020 indicates the increased demand for portable power solutions in outdoor environments.

Key Market Challenges

High Manufacturing Costs and Pricing Pressure

One of the significant challenges facing the North America Camping Power Banks Market is the high manufacturing costs associated with producing high-quality and technologically advanced products. Power banks designed for camping purposes often require robust components such as lithium-ion or lithium-polymer batteries, durable casings, and advanced features like solar charging capabilities, waterproofing, and fast-charging ports. These components, along with research and development costs for innovation, contribute to the overall high manufacturing expenses. Consumers increasingly expect high-performance products at competitive prices, creating significant pricing pressure on manufacturers. As the demand for more advanced camping power

banks rises, manufacturers are forced to balance the cost of incorporating advanced features with the need to offer affordable products.

Key Market Trends

Growing Demand for Solar-Powered Camping Power Banks

A prominent trend in the North America Camping Power Banks Market is the increasing demand for solar-powered power banks. With rising environmental awareness and a shift towards sustainability, consumers are seeking eco-friendly solutions for their outdoor needs. Solar-powered camping power banks are gaining popularity due to their ability to harness renewable energy, offering campers a way to charge their devices without relying on conventional electrical outlets or fossil fuels. These products feature integrated solar panels that allow for charging via sunlight, making them ideal for long camping trips or outdoor adventures where access to electricity is limited. The growing emphasis on reducing carbon footprints and reliance on disposable batteries aligns perfectly with the appeal of solar-powered solutions.

Advancements in solar panel technology have improved the efficiency and charging capabilities of these devices, making them more viable for everyday outdoor use. As the demand for renewable energy solutions continues to rise, the popularity of solar-powered camping power banks is expected to expand. Manufacturers are increasingly focusing on enhancing the solar charging capacity of their products, incorporating larger and more efficient solar panels to meet the needs of outdoor enthusiasts who require a reliable and sustainable power source in remote locations. This trend reflects the broader consumer shift toward sustainability and renewable energy, driving the growth of solar-powered camping power banks in the market.

Key Market Players

Samsung Electronics Co., Ltd.

GOAL ZERO LLC

Anker Innovations Technology Co., Ltd.

Jackery Inc.

ZAGG Inc. (mophie)

The Duracell Company

BioLite, Inc.

EcoFlow Inc.

Report Scope:

In this report, the North America Camping Power Banks Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

North America Camping Power Banks Market, By Product Type:

Lithium-Ion

Lithium Polymer

Lead Acid

Flow Battery

Others

North America Camping Power Banks Market, By End Use:

Camping

Hiking

Fishing

Hunting

Surfing

Others

North America Camping Power Banks Market, By Distribution Channel:

Online

Offline

North America Camping Power Banks Market, By Country:

United States

Canada

Mexico

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the North America Camping Power Banks Market.

Available Customizations:

North America Camping Power Banks Market report with the given market data, Tech Sci 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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