

Europe Power Bank Market Forecast to 2028 - Regional Analysis - by Capacity (1000-5000 mAh, 5001-10000 mAh, 10001-15000 mAh, 15001-20000 mAh, and Above 20001 mAh), Battery Type (Lithium-Ion Battery and Lithium-Polymer Battery), Indicator (LED Lighting and Digital Display), and Application (Smartphone, Tablet, Laptop, Wearable Device, Digital Camera, and Others)

<https://marketpublishers.com/r/E48E689515F3EN.html>

Date: October 2023

Pages: 132

Price: US\$ 3,000.00 (Single User License)

ID: E48E689515F3EN

Abstracts

The Europe Power Bank Market is expected to grow from US\$ 2,599.04 million in 2023 to US\$ 5,711.34 million by 2030. It is estimated to grow at a CAGR of 11.9% from 2023 to 2030.

Increasing penetration of smartphones and other electronic devices and rising power outage problems fuel Europe power bank market

Mobile devices have become an integral part of today's life. Portable devices such as tablets, laptops, and smartphones and wearable technologies, including smartwatches, offer many communication features, such as voice/video calls and texts. In addition, smartphone applications are now common on mobile devices, supporting various activities such as tracking health and fitness-related information, obtaining directions, shopping, and banking. However, with all this use comes one major problem: battery life. To keep these devices charged on the go, consumers need a reliable and convenient charging solution, i.e., power banks. The demand for power banks is increasing due to the rise in the adoption of smartphones.

Nowadays, Android smartphones have much bigger batteries than devices from six or seven years ago, with 5,000 mAh batteries. Bigger batteries do not necessarily mean that power banks and portable chargers are not important anymore. Power banks are portable charging devices that can charge smartphones or other devices with a USB port. Power banks can also charge Bluetooth speakers, headphones, etc. In today's world, power banks are becoming necessary with the increasing penetration of smartphones and other electronics. The main reason for increased power bank sales is the fast and rapid charging it provides. A power bank is a must for everyone who needs to travel constantly and to a normal household where you may not get a free plug point every time to charge smartphones or other electronics. With the increasing penetration of smartphones and other electronics, various companies are launching power banks with different capacities. For instance, in August 2021, the mobile accessories brand "Ambrane" expanded its power bank lineup by launching three devices: Stylo 10K, Stylo 20K, and Stylo Pro. These power banks come with a USB Type-C port and come equipped with quick charge 3.0. Therefore, the increasing penetration of smartphones and other electronic devices such as tablets, laptops, and wearables is driving the Europe Power Bank Market.

Europe Power Bank Market Overview

Europe has a high penetration rate of electronic devices, such as laptops, smartphones, and other wearable devices; a significant portion of the population in European countries owns and uses these devices. Smartphones and laptops have become essential tools for work, education, entertainment, and personal use for many individuals across Europe.

Many schools and universities integrate laptops into their curriculum, and numerous employers provide laptops and smartphones to employees to facilitate remote work or enhance productivity. Laptops and smartphones offer the advantage of portability and versatility, allowing users to work, study, and access information from anywhere. This flexibility aligns with the dynamic lifestyle of many Europeans.

The demand for smartphones and laptops continues to grow as people increasingly rely on technology for various tasks. Laptops offer a convenient and efficient way to access the internet, engage in online activities, and perform day-to-day tasks. Several players in Europe are increasing the production of these devices. In January 2023, Acer launched a new Aspire laptop, the new Acer Aspire 5 laptop, powered by a 13th-generation Intel Core processor, which is paired with Nvidia GeForce RTX 2050 graphics to boost workloads such as video editing or other tasks that can benefit from

the extra GPU power. In February 2022, Nokia launched the G11 and G21 smartphones in Europe.

With the increasing penetration of laptops and smartphones in Europe, the demand for power banks has experienced significant growth. Power banks have become essential accessories for laptop users, offering a portable and convenient solution to charge their devices. These portable charging solutions have become indispensable for laptop users, offering flexibility, extended battery life, and reliable power sources in various situations, both for work and personal use. Therefore, the increasing demand for smartphones and laptops will simultaneously create the need for power banks in Europe.

Europe Power Bank Market Revenue and Forecast to 2030 (US\$ Million)

Europe Power Bank Market Segmentation

The Europe power bank market is segmented into capacity, battery, indicator, application, and country.

Based on capacity, the Europe power bank market is segmented into 10001-15000 mAh, 15001-20000 mAh, above 20001 mAh, 5001-10000 mAh, and 1000-5000 mAh. 10001-15000 mAh segment held the largest share of the Europe power bank market in 2023.

Based on battery type, the Europe power bank market is segmented into lithium-ion battery and lithium-polymer battery. The lithium-ion battery segment held a larger share of the Europe power bank market in 2023.

Based on indicator, the Europe power bank market is segmented into LED Lighting and digital display. The LED Lighting segment held a larger share of the Europe power bank market in 2023.

Based on application, the Europe power bank market is segmented into smartphone, wearable devices, laptop, tablet, digital camera, and others. The smartphone segment held the largest share of the Europe power bank market in 2023.

Based on country, the Europe power bank market is segmented into Germany, France, Italy, Russia, the UK, and the Rest of Europe. Germany dominated the Europe power bank market in 2023.

AADATA Technology Co., Ltd, Anker Innovation Technology Co Ltd, Vinci Brands LLC, ZAGG Inc, Lenovo Group Ltd, and Xiaomi Corp are some of the leading companies operating in the Europe power bank market.

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