

Middle East & Africa Power Bank Market Forecast to 2030 - 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)

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Abstracts

The Middle East & Africa Power Bank Market is expected to grow from US\$ 931.77 million in 2023 to US\$ 1,948.72 million by 2030. It is estimated to grow at a CAGR of 11.1% from 2023 to 2030.

Increasing Penetration of Smartphones and Other Electronic Devices and Rising Power Outrage Problems Fuel Middle East & Africa Power Bank Market

The growing global focus on environmental sustainability has led to the emergence of eco-friendly power banks. One of the essential benefits of using solar power banks is that they are environmentally friendly and can help reduce and greenify power consumption when charging electronic devices. As a result, people can save some money on their monthly electrical bills. Solar power banks are also safe to bring anywhere people want to carry. Another benefit of using solar power banks is that they are compatible with almost all types of phones and other electronic devices.

The rising popularity of electronic devices, such as smartphones, tablets, laptops, and wearable gadgets, has created a need for portable charging options. Eco-conscious

consumers who prefer using energy-efficient and sustainable devices are likely to invest in power banks that align with their environmental values. Power banks enable users to charge their devices on the go, reducing the reliance on traditional power outlets and minimizing energy waste. Power banks are particularly valuable in off-grid or remote areas where access to electricity infrastructure is limited or unreliable. In such regions, eco-friendly power solutions, such as solar-powered or hand-cranked power banks, are becoming increasingly popular. These devices can harness renewable energy sources to charge and store energy, providing sustainable power options for users in rural or underserved communities.

With the growing environmental concerns, consumers actively seek products and brands demonstrating a sustainability commitment. Power banks that are marketed as eco-friendly or made from recycled materials can attract environmentally conscious buyers. Manufacturers and retailers recognize the importance of incorporating sustainability into their offerings to enhance their brand reputation and appeal to a broader customer base. Various market players are launching new eco-friendly power banks.

Middle East & Africa Power Bank Market Overview

The semiconductor industry in the Middle East & Africa (MEA) has grown steadily and gained traction in recent years. Several countries in the Middle East, such as the UAE, Saudi Arabia, and Israel, have been focusing on semiconductor design and development. They invest in R&D centers, innovation hubs, and technology parks to foster local talent and drive semiconductor-related innovation. The MEA has seen the emergence of startups and entrepreneurial ventures in the semiconductor field. These startups are engaged in various aspects of the semiconductor industry, including chip design, embedded systems, and IoT (Internet of Things) solutions. To boost the semiconductor industry, countries in the Middle East have been forming strategic partnerships with international technology companies and attracting foreign investments. The UAE partnered with global semiconductor giant Advanced Micro Devices (AMD) in 2020. Also, in February 2023, Oman opened the door to the chip industry in the MEA to increase semiconductor production.

The demand for power banks is closely linked to the growing semiconductor industry. As the semiconductor industry advances and introduces new technologies, it directly impacts the demand for power banks. The growing semiconductor industry drives the demand for power banks by introducing power-seeking devices, promoting the use of portable electronics, addressing energy efficiency concerns, catering to a tech-savvy

consumer base, and enabling connectivity in emerging markets. As the semiconductor industry continues to evolve in the MEA, it will likely impact the Middle East & Africa Power Bank Market, driving innovation and increasing demand for portable charging solutions.

Middle East & Africa Power Bank Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Power Bank Market Segmentation

The Middle East & Africa Power Bank Market is segmented into Capacity, Battery, Indicator, Application, and Country.

Based on capacity, the Middle East & Africa 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 Middle East & Africa power bank market in 2023.

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

Based on indicator, the Middle East & Africa Power Bank Market is segmented into LED lighting and digital display. The LED lighting segment held a larger share of the Middle East & Africa power bank market in 2023.

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

Based on country, the Middle East & Africa power bank market is segmented into Saudi Arabia, South Africa, the UAE, and the Rest of Middle East & Africa. The UAE dominated the share of the Middle East & Africa power bank market in 2023.

ADATA Technology Co., Ltd; Anker Innovation Technology Co Ltd, Lenovo Group Ltd, and Xiaomi Corp are some of the leading companies operating in the Middle East & Africa power bank market.

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