

North America Portable Integrated Photovoltaic Market Size and Forecast (2021 - 2031)

<https://marketpublishers.com/r/NBFE6DA9B077EN.html>

Date: April 2026

Pages: 96

Price: US\$ 3,450.00 (Single User License)

ID: NBFE6DA9B077EN

Abstracts

The North America Portable Integrated Photovoltaic Market is projected to grow significantly, reaching an estimated US\$ 1,151.7 million by 2031, up from US\$ 437.8 million in 2024. This growth represents a compound annual growth rate (CAGR) of 15.0% from 2025 to 2031.

Executive Summary and Market Analysis

The North American portable integrated photovoltaic market is primarily divided into two segments: the United States and the Rest of North America. A notable trend driving this market is the increasing demand for outdoor recreational activities. According to the Outdoor Industry Association, participation in outdoor recreation surged by 4.1% in 2023, reaching a record 175.8 million participants, which constitutes 57.3% of the American population aged six and older. This growth is attributed to a diverse demographic, including a significant influx of new participants engaging in activities such as hiking, biking, camping, jogging, and fishing. In 2023 alone, 7.7 million Americans tried outdoor activities for the first time, indicating a shift towards more casual and varied participation, particularly among women and seniors. This rising interest in outdoor recreation is expected to boost the demand for portable integrated photovoltaic systems, which provide essential power for devices in remote locations.

In addition to recreational use, there is a growing need for emergency power backup solutions in North America. The U.S. Energy Information Administration (EIA) projected that power consumption would reach record levels in 2024 and 2025, estimating a rise to 4,125 billion kWh by 2025. This increasing demand for electricity necessitates robust emergency power systems to ensure reliable power during peak usage and unexpected outages. Consequently, the demand for portable integrated photovoltaic systems is

expected to rise as consumers seek dependable power solutions.

The combination of increased outdoor activities and the need for emergency power is prompting market players to innovate and develop advanced portable photovoltaic solutions. For instance, in July 2022, New Use Energy Solutions introduced the SunTarp, a line of portable frameless solar panels designed for off-grid and residential applications. These panels utilize flexible solar modules with outputs of 70 and 80 watts. The SunTarp product line includes various models, such as the TriFold SunTarp array, which combines three solar modules, weighs 6.8 kg, and produces 210 watts; the FourFold SunTarp model, which integrates four panels and weighs 10.8 kg with a power output of 320 watts; and the HexFold SunTarp, which consists of six modules, weighs 20.4 kg, and generates 410 watts.

Strategic Insights

Market Segmentation

The North America Portable Integrated Photovoltaic Market is categorized by application into two main segments: Emergency Power Backup and Leisure and Recreational Activities. As of 2024, the Leisure and Recreational Activities segment holds the largest market share.

Market Outlook

According to Trading Economics, disposable personal income in the U.S. rose from US\$ 21,798.30 billion in August 2024 to US\$ 21,855.80 billion in September 2024. This increase in disposable income, particularly among middle and high-income consumers, enables individuals to afford the initial costs associated with recreational activities and the necessary maintenance, registration, insurance, and product purchases. This financial flexibility encourages consumers to invest in high-quality leisure and emergency products, including solar-powered devices and portable chargers. As a result, the demand for innovative, portable, and efficient products is expected to grow steadily, driven by rising disposable incomes.

The increase in disposable income has led to a higher adoption of portable integrated photovoltaic equipment for both leisure and emergency power applications. More consumers are inclined to invest in high-quality solar-powered products that offer superior performance and portability, particularly for use in remote areas where reliable power sources are essential.

Country Insights

The North America Portable Integrated Photovoltaic Market is further segmented by country into the U.S., Canada, and Mexico, with the U.S. holding the largest market share in 2024. The U.S. is experiencing a notable rise in recreational activities, as evidenced by the Outdoor Industry Association's report that outdoor recreation participation increased by 4.1% in 2023. This growth translates to 22.2 million more participants compared to 2019, with significant increases in participation among women and older adults. For the first time, female participation reached 51.9%, while male participation also hit a record high of 62.9%. The participation rates among older adults have also seen substantial growth, indicating a broadening demographic engagement in outdoor activities.

The outdoor recreation economy in states like New Mexico has also shown positive growth, contributing significantly to the state's GDP and job creation. This increase in outdoor activities is expected to further drive the demand for portable integrated photovoltaics, as these systems provide a reliable and eco-friendly power source for outdoor enthusiasts.

Company Profiles

Key players in the North America Portable Integrated Photovoltaic Market include Duracell Inc, ALLPOWERS Industrial International Co., Ltd., EcoFlow Inc, Jackery Inc., Bluetti Power Inc, RICH Solar, Renogy International, BioLite, PowerFilm Solar, Inc., and ACOPower. These companies are employing various strategies, including expansion, product innovation, and mergers and acquisitions, to enhance their product offerings and increase market share.

Contents

1. INTRODUCTION

- 1.1 Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macroeconomic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country-level data:

4. PORTABLE INTEGRATED PHOTOVOLTAIC MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 PEST Analysis
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Suppliers
 - 4.3.2 Manufacturers
 - 4.3.3 Distributors or Suppliers
 - 4.3.4 End-Use Industry
 - 4.3.5 List of Vendors in the Value Chain

5. NORTH AMERICA PORTABLE INTEGRATED PHOTOVOLTAIC MARKET - KEY MARKET DYNAMICS

- 5.1 Market Drivers
- 5.2 Market Restraints
- 5.3 Market Opportunities

5.4 Future Trends

5.5 Impact of Drivers and Restraints:

6. PORTABLE INTEGRATED PHOTOVOLTAIC MARKET - NORTH AMERICA MARKET ANALYSIS

6.1 North America Portable Integrated Photovoltaic Market Revenue (US\$ Million), 2024 - 2031

6.2 North America Portable Integrated Photovoltaic Market Forecast and Analysis

7. NORTH AMERICA PORTABLE INTEGRATED PHOTOVOLTAIC MARKET REVENUE ANALYSIS - BY APPLICATION

7.1 Emergency Power Backup

7.1.1 Overview

7.1.2 Emergency Power Backup: North America Portable Integrated Photovoltaic Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

7.2 Leisure and Recreational Activities

7.2.1 Overview

7.2.2 Leisure and Recreational Activities: North America Portable Integrated Photovoltaic Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8. NORTH AMERICA PORTABLE INTEGRATED PHOTOVOLTAIC MARKET - COUNTRY ANALYSIS

8.1 North America

8.1.1 North America Portable Integrated Photovoltaic Market Revenue and Forecast and Analysis - by Country

8.1.1.1 North America Portable Integrated Photovoltaic Market Revenue and Forecast and Analysis - by Country

8.1.2.2 US: North America Portable Integrated Photovoltaic Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.1.2.2.1 US: North America Portable Integrated Photovoltaic Market Share - by Application

8.2.3.3 Canada: North America Portable Integrated Photovoltaic Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.2.3.3.1 Canada: North America Portable Integrated Photovoltaic Market Share - by Application

8.3.4.4 Mexico: North America Portable Integrated Photovoltaic Market - Revenue

and Forecast, 2021 - 2031 (US\$ Million)

8.3.4.4.1 Mexico: North America Portable Integrated Photovoltaic Market Share - by Application

9 COMPETITIVE LANDSCAPE

9.1 Heat Map Analysis by Key Players

9.2 Company Positioning & Concentration

10 INDUSTRY LANDSCAPE

10.1 Overview

10.2 New Product Development

10.3 Merger and Acquisition

10.4 Other Strategic Developments

11 COMPANY PROFILES

11.1 Duracell Inc

11.1.1 Key Facts

11.1.2 Business Description

11.1.3 Products and Services

11.1.4 Financial Overview

11.1.5 SWOT Analysis

11.1.6 Key Developments

11.2 ALLPOWERS Industrial International Co., Ltd.

11.2.1 Key Facts

11.2.2 Business Description

11.2.3 Products and Services

11.2.4 Financial Overview

11.2.5 SWOT Analysis

11.2.6 Key Developments

11.3 EcoFlow Inc

11.3.1 Key Facts

11.3.2 Business Description

11.3.3 Products and Services

11.3.4 Financial Overview

11.3.5 SWOT Analysis

11.3.6 Key Developments

11.4 Jackery Inc.

11.4.1 Key Facts

11.4.2 Business Description

11.4.3 Products and Services

11.4.4 Financial Overview

11.4.5 SWOT Analysis

11.4.6 Key Developments

11.5 Bluetti Power Inc

11.5.1 Key Facts

11.5.2 Business Description

11.5.3 Products and Services

11.5.4 Financial Overview

11.5.5 SWOT Analysis

11.5.6 Key Developments

11.6 RICH Solar

11.6.1 Key Facts

11.6.2 Business Description

11.6.3 Products and Services

11.6.4 Financial Overview

11.6.5 SWOT Analysis

11.6.6 Key Developments

11.7 Renogy International

11.7.1 Key Facts

11.7.2 Business Description

11.7.3 Products and Services

11.7.4 Financial Overview

11.7.5 SWOT Analysis

11.7.6 Key Developments

11.8 BioLite

11.8.1 Key Facts

11.8.2 Business Description

11.8.3 Products and Services

11.8.4 Financial Overview

11.8.5 SWOT Analysis

11.8.6 Key Developments

11.9 PowerFilm Solar, Inc.

11.9.1 Key Facts

11.9.2 Business Description

11.9.3 Products and Services

- 11.9.4 Financial Overview
- 11.9.5 SWOT Analysis
- 11.9.6 Key Developments
- 11.10 ACOPower
 - 11.10.1 Key Facts
 - 11.10.2 Business Description
 - 11.10.3 Products and Services
 - 11.10.4 Financial Overview
 - 11.10.5 SWOT Analysis
 - 11.10.6 Key Developments

12. APPENDIX

- 12.1 About The Insight Partners

List Of Tables

LIST OF TABLES

Table 1. North America Portable Integrated Photovoltaic Market Segmentation

Table 2. List of Vendors

Table 3. North America Portable Integrated Photovoltaic Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Table 4. North America Portable Integrated Photovoltaic Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 5. North America Portable Integrated Photovoltaic Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Country

Table 6. US: North America Portable Integrated Photovoltaic Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 7. Canada: North America Portable Integrated Photovoltaic Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 8. Mexico: North America Portable Integrated Photovoltaic Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 9. Heat Map Analysis by Key Players

List Of Figures

LIST OF FIGURES

Figure 1. North America Portable Integrated Photovoltaic Market Segmentation - Country

Figure 2. PEST Analysis

Figure 3. Ecosystem: Portable Integrated Photovoltaic Market

Figure 4. North America Portable Integrated Photovoltaic Market - Key Market Dynamics

Figure 5. Impact Analysis of Drivers and Restraints

Figure 6. North America Portable Integrated Photovoltaic Market Revenue (US\$ Million), 2024 - 2031

Figure 7. North America Portable Integrated Photovoltaic Market Share (%) - by Application, 2024 and 2031

Figure 8. Emergency Power Backup: North America Portable Integrated Photovoltaic Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 9. Leisure and Recreational Activities: North America Portable Integrated Photovoltaic Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 10. North America Portable Integrated Photovoltaic Market Breakdown by Key Countries, 2024 and 2031 (%)

Figure 11. US: North America Portable Integrated Photovoltaic Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 12. Canada: North America Portable Integrated Photovoltaic Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 13. Mexico: North America Portable Integrated Photovoltaic Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 14. Company Positioning & Concentration

I would like to order

Product name: North America Portable Integrated Photovoltaic Market Size and Forecast (2021 - 2031)

Product link: <https://marketpublishers.com/r/NBFE6DA9B077EN.html>

Price: US\$ 3,450.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/NBFE6DA9B077EN.html>