

# **South & Central America 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)**

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## **Abstracts**

The South & Central America power bank market is expected to grow from US\$ 535.56 million in 2023 to US\$ 1,065.64 million by 2030. It is estimated to grow at a CAGR of 10.3% from 2023 to 2030.

Increasing Penetration of Smartphones and Other Electronic Devices and Rising Power Outrage Problems Fuel South & Central America power bank market

People are highly dependent on electricity for powering consumer electronics. Therefore, there is a need for constant and uninterrupted power supply. However, there is a surge in power outages worldwide due to changing weather conditions, storms, and aging power infrastructure. For instance, Individuals and businesses seek alternative power sources to keep their smartphones, laptops, tablets, and other electronic devices functioning during blackouts. People want to ensure they have reliable power sources in case of unexpected power failures or during natural disasters. Therefore, the rising power outage issues are fueling the demand for power banks.

South & Central America Power Bank Market Overview

The demand for power banks in South America (SAM) has also increased recently as the country has witnessed a significant increase in mobile device adoption, including laptops, smartphones, and tablets. As more people rely on these devices for work, communication, entertainment, and productivity, the need for power banks to keep them charged also rises. Access to reliable electricity and power outlets may be limited in certain areas of SAM, especially in rural or remote regions. Power banks provide a portable solution for charging mobile devices, allowing users to stay connected even when traditional power sources are scarce.

Power bank manufacturers have recognized the rising demand in SAM and have expanded their product offerings to cater to the specific needs of the region. They have introduced power banks with features such as multiple charging ports, high capacity, faster charging speeds, and compact designs, targeting SAM consumers who seek reliable and convenient power solutions for their mobile devices. In June 2023, Baseus launched its ultra-slim battery pack, incorporating more advanced battery cells for higher efficiency and redesigning the entire circuit layout. It supports PD 100W fast charging and houses a 20,000 mAh capacity, just like its predecessor, making it an ideal backup power source for a laptop whether a person travels frequently or is on a business trip. Therefore, the increasing demand for power banks in SAM is boosting the market.

South & Central America power Bank Market Revenue and Forecast to 2030 (US\$ Million)

South & Central America Power Bank Market Segmentation

The South & Central America power bank market is segmented into capacity, battery, indicator, application, and country.

Based on capacity, the South & Central America 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 South & Central America power bank market in 2023.

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

Based on indicator, the South & Central America power bank market is segmented into LED Lighting, digital display. The LED Lighting segment held a larger of the South & Central America power bank market in 2023.

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

Based on country, the South & Central America power bank market is segmented into Argentina, Brazil, and the Rest of South & Central America. Brazil dominated the South & Central America power bank market in 2023.

ADATA Technology Co., Ltd, Anker Innovations Technology Co Ltd, Lenovo Group Ltd, and Xiaomi Corp are some of the leading companies operating in the South & Central America power bank market.

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