

Power Bank Market Forecast to 2030 - Global 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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Report description:

The Power Bank market size is expected to reach US\$ 27.52 billion by 2030 from 10.94 billion in 2022, with an estimated CAGR of 12.6% during the forecast period.

Power banks come in various types, including universal power banks, solar-powered power banks, wireless charging power banks, and rugged power banks. Universal power banks are the most common and support charging for a wide range of devices. Solar-powered power banks harness solar energy to charge their internal batteries, making them suitable for outdoor and eco-friendly applications. Wireless charging power banks allow devices to charge without cables, providing added convenience. Further, The rise of remote work and an increasingly mobile workforce have fueled the demand for power banks. Professionals who work outside traditional office environments or frequently travel rely on power banks to ensure their devices remain powered throughout the day. Power banks offer a portable and reliable charging solution, allowing users to work, communicate, and entertain themselves while on the move.

Based on indicator, the power bank market is bifurcated into LED lighting and digital display. In 2022, LED lighting held a larger market share. The power bank market for the LED lighting indicator segment has gained popularity due to its convenience and functionality. The increasing need to monitor the remaining battery level of their power banks is driving the adoption of power banks with LED lighting indicators. LED indicators visually represent the power bank's charge, allowing users to determine when it

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needs to be recharged. These power banks are widely used across various devices, including smartphones, tablets, laptops, and portable electronics. The benefits of LED lighting indicators include enhanced user experience, enabling users to manage their charging needs and avoid unexpected power depletion effectively. Among the power banks with LED lighting indicators, models with multiple LED lights are widely preferred as they offer more precise battery level information

Based on application, the power bank market is segmented into smartphones, tablets, laptops, wearable devices, digital cameras, and others. In 2022, smartphone held the largest market share and was the fastest-growing segment. The increasing dependence on smartphones for communication, entertainment, and productivity has surged the demand for portable power solutions. The driving factor for power banks in this segment is the need for extended battery life, especially when smartphone users may not have immediate access to charging outlets. Power banks allow users to recharge their smartphones multiple times, providing uninterrupted daily usage. The benefits of power banks for smartphones include convenience, portability, and the ability to charge devices without being tethered to a wall socket. With the versatility to charge various smartphone models, power banks have become a crucial accessory for smartphone users

The power bank market is segmented based on capacity, battery type, indicator, and application. Based on capacity, the power bank market is segmented into 1000-5000 mAh, 5001-10000 mAh, 10001-15000 mAh, 15001-20000 mAh, and above 20001 mAh. Based on battery type, the power bank market is bifurcated into lithium-ion battery, and lithium-polymer battery. Based on indicator, the power bank market is bifurcated into led lighting, and digital display. Based on application, the power bank market is bifurcated into smartphone, tablet, laptop, wearable device, digital camera, and others. By region, the power bank market is segmented into North America, Europe, Asia Pacific, the Middle East & Africa, and South America.

Lenovo; Xiaomi; Anker Innovations Technology Co., Ltd; ADATA Technology Co., Ltd.; AUKEY Online, Ambrane India Pvt Ltd.; Vinci Brands LLC; Intex Technologies.; RAVPower; and ZAGG Inc are among the key power bank market players that are profiled in this market study.

The overall power bank market size has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the power bank market. The process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders, specializing in the power bank market.

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