

India USB Charger Market Report and Forecast 2024-2032

Market Report | 2023-12-26 | 126 pages | EMR Inc.

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Report description:

India USB Charger Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the India USB charger market is projected to grow at a CAGR of 8.9% between 2024 and 2032. Aided by the surging demand for electronic devices and the growing need for efficient charging solutions, the market is expected to grow significantly by 2032.

The USB charger, an integral accessory in the digital age, has become a necessity for consumers in India. Its significance is underscored by the widespread usage of smartphones, tablets, laptops, and other USB-powered devices. The ubiquity of these gadgets has cemented the position of USB chargers as essential components in the lives of Indian consumers.

India's rapidly expanding digital landscape has been a pivotal factor driving the India USB charger market growth. The country's burgeoning population, coupled with increasing internet penetration and the affordability of smartphones, has led to a surge in demand for USB chargers. Moreover, the government's initiatives to boost digitalization, such as Digital India, have further amplified this demand.

The Indian consumer's evolving preference for fast and efficient charging solutions has also posed a positive impact on the India USB charger market outlook. With the advent of fast-charging technology, there has been a shift towards high-quality, durable USB chargers that offer quick charging capabilities. This trend is particularly pronounced among the urban population, who prioritize convenience and time efficiency.

The proliferation of e-commerce platforms has also significantly impacted the India USB charger market. Online retail channels have made it easier for consumers to access a wide array of USB charging solutions, ranging from basic models to advanced, multi-port chargers. This ease of access, combined with competitive pricing and the convenience of home delivery, has fuelled the India USB charger market demand.

In addition to consumer electronics, the automotive sector in India presents a lucrative avenue for USB chargers. With the increasing adoption of in-car entertainment systems and the need for on-the-go charging solutions for devices, the demand for car USB chargers has witnessed a notable rise. This trend is further bolstered by the growing sales of automobiles in the country.

Market Segmentation

The market can be divided based on USB type, charger type, port, power, application, distribution channel.

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Market Breakup by USB Type

- USB Type A
- USB Type B
- USB Type C
- Lightning Connector

Market Breakup by Charger Type

- Wall Charger
- Car Chargers
- Others

Market Breakup by Port

- Single
- Multiple

Market Breakup by Power

- Less than 30W
- 30W - 75W
- Above 75W

Market Breakup by Application

- Smartphone
- Tablet
- Laptop
- Desktop
- Others

Market Breakup by Distribution Channel

- Online
- Offline

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the India USB charger market. Some of the major players explored in the report by Expert Market Research are as follows:

- Imagine Marketing Private Limited (Boat)
- Palred Technologies Ltd (Ptron)
- Seminole Electronics Private Limited (MIVI)
- Xiaomi Group
- Zebronics India Pvt. Ltd
- Others

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