

**Southeast Asia Battery Market Research Report Information By Type ( Single Use (Non-Rechargeable) Batteries (AA Batteries, AAA Batteries, C & D batteries, 9V Batteries), Rechargeable Batteries, Specialty Batteries), By Distribution Channel ( Online, Offline), By Chemistry ( Alkaline Batteries, Zinc Carbon Batteries, Lithium Batteries, Nickel Cadmium Batteries, Others), By Application (Entertainment, Lighting, Toys & Games, Photography, Household, IOT Devices, Car Key, Others), By Country -Southeast Asia Forecast to 2032**

Market Reprt | 2025-01-07 | 169 pages | Market Research Future

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- Enterprisewide Price \$7250.00

**Report description:**

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**Overview of the Market**

In 2023, the battery market in Southeast Asia was estimated to be worth USD 839.02 million. With a compound annual growth rate (CAGR) of 5.86% from 2024 to 2032, the Southeast Asia battery market is expected to increase from USD 890.73 million in 2024 to USD 1,404.72 million.

The consumer electronics battery market in Southeast Asia is a crucial part of the larger energy storage and power solutions

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sector. The batteries used to power consumer electronics like computers, tablets, smartphones, wearable technology, and other portable gadgets are the special focus of this market. Batteries are now essential to the operation and effectiveness of electronic gadgets due to the growing digitization of society and our growing reliance on them for work, play, and pleasure. The market is dominated by rechargeable batteries, particularly lithium-ion (Li-ion) batteries, because of their compact form factor, long life cycle, and superior energy storage capacity.

## Perspectives on Market Segments

The Southeast Asian battery market has been divided into three categories based on type: specialty batteries, rechargeable batteries, and single use (non-rechargeable) batteries (AA, AAA, C & D, and 9V batteries).

The Southeast Asian battery market has been divided into online and offline segments based on the distribution channel.

Alkaline batteries, zinc carbon batteries, lithium batteries, nickel cadmium batteries, and others make up the Southeast Asian battery market, which has been divided based on chemistry.

The market has been divided into categories such as online and offline entertainment, lighting, toys and games, photography, household goods, IOT devices, car keys, and others based on application.

Portable lighting solutions like LED flashlights, desk lamps, reading lights, and tiny emergency lights are the main examples of lighting applications in consumer electronics.

Remote controls, bathroom scales, tiny kitchen appliances (such as timers and scales), and electronic personal hygiene items like electric toothbrushes and shavers are examples of household electronic equipment.

## Regional Perspectives

The countries of Malaysia, Thailand, Indonesia, Vietnam, the Philippines, Singapore, and the rest of Southeast Asia have been used to segment the battery market. The demand for smartphones and other electronic devices has significantly increased, contributing to Malaysia's consumer electronics market's increasing trajectory. Consumer electronics consumption is rising quickly in Thailand, one of Southeast Asia's biggest and most technologically sophisticated economies. Indonesia offers a huge market opportunity for consumer electronics and, consequently, the battery industry due to its quickly growing middle class and increasing disposable incomes.

## Key Players

The Eastman Kodak Company, Fujitsu Limited, Koninklijke Philips N.V., GP Industries Ltd., Panasonic Holdings Corporation, Duracell, Energizer Holdings, Inc., Maxell, Ltd., Acdelco, Tadiran Batteries, Eve Energy Co., Ltd., GS Yuasa Corporation, TDK Corporation, Yuasa Battery Indonesia, and SAFT Groupe S.A. are important players in the Southeast Asian battery market.

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