South America Electric Vehicle VRLA Batteries - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 110 pages | Mordor Intelligence

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Report description:

The South America Electric Vehicle VRLA Batteries Market size is estimated at USD 26.17 million in 2025, and is expected to decline to USD 25.94 million by 2030.

Key Highlights
- Over the medium term, the cost-effectiveness of VRLA batteries, especially when compared to lithium-ion counterparts, coupled with the surging popularity of electric scooters and bikes in the region, is poised to bolster the demand for electric vehicle VRLA batteries during the forecast period.
- Conversely, the swift transition towards advanced lithium-ion batteries is rendering VRLA batteries less pertinent for high-performance EVs, posing a significant challenge to the growth of the electric vehicle VRLA batteries market.
- However, VRLA batteries find utility as auxiliary power sources or backups in electric vehicles, especially where reliability trumps energy density. This niche presents substantial growth prospects for the electric vehicle VRLA batteries market in the near future.
- Brazil is set to emerge as the frontrunner in the South American electric vehicle VRLA batteries market, driven by the increasing adoption of these batteries in electric two-wheelers, thanks to their cost-efficiency and minimal maintenance needs.

South America Electric Vehicle VRLA Batteries Market Trends

Absorbed Glass Mat Battery Witness Significant Growth

- Across the South American EV industry, VRLA batteries, particularly Absorbed Glass Mat (AGM) types, are favored for their

cost-effectiveness, reliability, and maintenance-free nature. AGM batteries, being more affordable than lithium-ion counterparts, present an attractive option for electric vehicles.
- AGM batteries, a subset of VRLA technology, have garnered attention for outpacing traditional lead-acid batteries in performance. By utilizing a glass mat separator to absorb the electrolyte, AGM batteries offer distinct advantages, especially in low-cost electric mobility applications.
- As hybrid and battery-electric vehicles gain traction in South America, the demand for AGM batteries is surging. Sales of EVs in key South American nations have shown a consistent upward trend. Data from the International Energy Agency indicates that in 2023, Brazil led with 152,000 electric vehicle sales, trailed by Colombia at 6,100 and Chile at 920. With the government rolling out policies to bolster EV adoption, sales are poised for further growth.
- Urban areas are witnessing a notable uptick in demand for micro-EVs, electric bikes, and scooters. Given that these smaller vehicles require less power, the affordability and reliability of VRLA batteries, especially AGM types, position them as an ideal choice.
- Governments in the region have actively pursued agreements to champion electric bikes and scooters. A notable instance is the February 2023 partnership between SUNRA Argentina distributors and the local government. This alliance aims to elevate the promotion of SUNRA's electric motorcycles, enhancing the brand's footprint in Argentina and the broader Americas. Such endeavors are set to amplify the electric vehicle market in the region, subsequently boosting the demand for VRLA batteries, including AGM types, during the forecast period.
- The growing prominence of AGM batteries in the EV landscape underscores the sustained importance of VRLA technology, especially in cost-sensitive regions. Government initiatives, including signed agreements and project endorsements, further bolster the EV landscape.
- Highlighting this momentum, BYD's announcement in July 2024, as relayed by the Minister of Foreign Affairs, unveiled plans for an EV assembly plant in Peru. Set to kick off in early 2025, the plant boasts an impressive annual production capacity of 150,000 cars. Such ventures are anticipated to not only elevate EV production in the region but also amplify the demand for AGM batteries in the coming years.
- Consequently, with the projected surge in EV production and the corresponding demand for VRLA batteries, the market outlook remains robust.

Brazil Expected to Dominate the Market

- The Brazilian market for EV VRLA (Valve-Regulated Lead-Acid) batteries, while modest, plays a crucial role in the nation's shift towards electric mobility. Globally, lithium-ion batteries lead the EV market. However, in Brazil, VRLA batteries, especially Absorbed Glass Mat (AGM) types, find their niche in sectors like electric two-wheelers, hybrid electric vehicles, and industrial applications.
- Driven by consumer demand, heightened environmental awareness, and government incentives such as tax credits and rebates, Brazil has seen a notable uptick in EV sales over recent years. As EV adoption rises, so does the demand for EV batteries, including VRLA batteries.
- According to the International Energy Agency, electric vehicle sales in Brazil reached 152,000 units in 2023, marking a 1.81-fold increase from 2022 and a staggering 25.8-fold jump from 2019. With the government rolling out supportive policies, sales are poised to climb further in the coming years.
- Brazil's initiatives to bolster electric mobility and curtail its carbon footprint indirectly favor the uptake of VRLA batteries in low-power EV segments. This is especially true in cities prioritizing enhanced public transportation and clean energy solutions.
- In May 2024, a consortium comprising Raizen, car rental giant Movida, and Chinese automaker BYD, ramped up its electric vehicle target to 20,000. This collaboration, aimed at bolstering urban transport in Brazil, originally set a goal of linking 10,000 electric cars to the 99 app by the end of 2025. Such endeavors are anticipated to boost the demand for EV batteries, particularly those utilizing VRLA technology.

- Despite the growing emphasis on lithium-ion batteries for widespread EV adoption, VRLA batteries, especially AGM variants, are expected to maintain their foothold in niche markets. These include electric two-wheelers, utility vehicles, and industrial applications within Brazil.
- New manufacturing setups for electric two-wheelers are emerging. For example, in May 2024, Hero MotoCorp, a dominant player in the two-wheeler sector, is set to launch its first overseas manufacturing unit in Brazil. The company is gearing up to expand its scooter range in the fiscal year's first half. The upcoming year promises significant strides in the EV domain, with product launches aimed at the mid-range and budget-friendly segments. Such initiatives are poised to bolster the demand for VRLA batteries in the region.
- Consequently, these projects and initiatives are set to amplify EV production in Brazil, driving up the demand for EV battery electrolytes during the forecast period.

South America Electric Vehicle VRLA Batteries Industry Overview

The South America Electric Vehicle VRLA Batteries market is moderate. Some of the key players (not in particular order) are FIAMM Energy Technology S.p.A., EnerSys, Exide Technologies, Trojan Battery Company, C&D Technologies, among others.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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