

South America Primary Battery - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The South America Primary Battery Market is expected to register a CAGR of greater than 0.72% during the forecast period.

COVID-19 moderately impacted the market in 2020. Presently the market has now reached pre-pandemic levels.

Key Highlights

- Factors such as rising demand for primary batteries in military applications and increased demand for consumer electronics are expected to drive the market over the forecast period.
- On the other hand, the increasing adoption of secondary batteries is expected to restrain the market's growth.
- The domestic production of primary batteries and the replacement of carbon-zinc with alkaline batteries can create immense opportunities for the primary battery market in the coming years.
- Brazil is expected to witness significant demand due to its increased urbanization and GDP growth rate in the coming years.

South America Primary Battery Market Trends

Primary Alkaline Battery to Dominate the Market

- The primary alkaline battery is expected to dominate the market in 2022 and is expected to continue its dominance over the forecast period. These types of batteries have high specific energy and are cost-effective, environment-friendly, and leak-proof, even when fully discharged. Alkaline can be stored for up to 10 years, has a good safety record, and can be carried on an aircraft

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- Alkaline batteries offer higher energy output, longer shelf life, and last longer than carbon-zinc batteries, and have emerged as a replacement for carbon-zinc batteries, since 1960.
- In addition, primary alkaline batteries have become an indispensable part of daily lives, especially for products with low energy demand, and alkaline batteries come in various sizes ranging from AAA, AA, 9V, and others, where AAA and AA are suited for low drain applications like consumer electronic remotes, whereas, C, D, and 9V are used for high drain applications. However, other sizes such as micro alkaline coin cells and button cells are used in few industrial and medical applications..
- The price of alkaline batteries is higher, as compared to zinc-carbon batteries, but the prolonged longevity of the alkaline batteries makes it more popular. The longer lifecycle of alkaline batteries improves their utility value, which is a major factor behind their adoption.
- There have been major advancements in alkaline cell performance over the recent decades. These advancements have been a result of changes in packaging and manufacturing techniques, rather than any improvements to the basic chemical system.
- Moreover, alkaline batteries are environment-friendly, which can be disposed as trash. Also, they do not require active collection and recycling. However, the batteries that were made are mercury-free and hence, do not pose any environmental pollution or hazard on disposal. This creates a positive demand for these batteries since other rechargeable consumer batteries need to be properly collected and recycled.
- Therefore, based on these factors, primary alkaline battery is likely to witness significant demand over the forecast period.

Brazil to Witness Significant Demand

- In the long term, Brazil's economic outlook is expected to be better, with increased urbanization and a positive GDP growth rate. At the same time, the domestic disposable income per household is likely to increase. Urbanization, when coupled with higher disposable income, is consequently expected to increase the demand for household gadgets which use primary batteries. The consumer electronics market is expected to grow at a slow pace in the short term, but it is likely to increase in the long run.
- According to ABINEE (the Brazilian Electrical and Electronics Association), revenues generated by the Brazilian electrical and electronics industry reached USD 41.8 billion, displaying an impressive 22% year-on-year growth. It is projected that the revenues will reach USD 45.53 billion in FY 2022.
- The country witnessed an increase in urbanization in 2021. Around 87.1% of the country's population lived in urban cities, which was 86.8% in the previous year. Furthermore, the urbanization rate is expected to increase in the country, but at a modest rate.
- Supported by an ambitious reform agenda by the new government, a constitutional amendment has been passed, which caps non-interest federal spending. The country witnessed a positive GDP growth rate of 1.06% and 1.1%.
- The major supplier countries for primary batteries in Brazil include China, the United States, and Germany. The import values of primary batteries in Brazil is way higher than the export, which signifies the high dependency on imports to meet the requirements of primary batteries. Distributor networks and channel partners of overseas manufacturing firms cater to the market demand for primary batteries in Brazil.
- Therefore, based on the above-mentioned factors, Brazil is expected to witness significant demand for the primary battery market during the forecast period.

South America Primary Battery Industry Overview

The South America Primary Battery Market is moderately fragmented. Some of the major players (not in a particular order) include Camelion Battery Co. Ltd, Duracell Inc., Energizer Holdings Inc., Saft Groupe SA, and Panasonic Corporation.

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

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