

## **Power Bank - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

Power Bank Market Analysis

The power bank market generated USD 20.10 billion in 2025 and is forecast to reach USD 29.59 billion in 2030, translating to an 8.04% CAGR over 2025-2030. This steady rise reflects the indispensable role of portable charging in an environment where 5G phones, larger displays and multi-device lifestyles drain batteries faster than earlier technology generations. Manufacturers are pushing gallium nitride (GaN) chipsets that supply up to 165 W through several ports while cutting product weight, which expands the addressable user base beyond phones to laptops and consoles. Capacity migration to 20,000 mAh and above is visible among gamers and remote workers who need prolonged off-grid power. Asia Pacific holds the lead thanks to its smartphone volume, patchy grids and cost-efficient manufacturing clusters, and the region's shared-power-bank kiosk networks are making charging a utility-like service. Regulatory oversight is tightening in parallel; air-cargo rules under UN 38.3 standards raise shipping costs, while authorities worldwide are recalling unsafe counterfeit units, reinforcing the advantage of established brands with certified supply chains.

Global Power Bank Market Trends and Insights

Surging Penetration of 5G-Enabled Smartphones

5G handsets draw 20-30% more energy than 4G equivalents because millimeter-wave processing and constant cell-handover drain batteries quickly. Average screen-on endurance drops from 12-14 hours to 8-10 hours, pushing users to carry

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supplementary power on daily commutes. As mobile operators finish mid-band roll-outs in dense cities, active 5G connections pass the halfway mark of smartphone traffic, embedding a structural demand for portable charging solutions through this decade.

#### Expanding E-Commerce for Consumer Electronics

Online stores held a significant share of 2024 unit shipments and grew faster than physical retail. Spec-driven buyers rely on detailed capacity charts, port protocols, and safety labels posted on product pages. User-generated reviews expose counterfeit risks, nudging traffic toward brands that publish independent test summaries. Digital fulfillment also short-circuits geographic barriers, allowing mid-tier vendors to reach rural buyers without dealer networks.

#### Inflated Counterfeit and Sub-Standard Products Eroding Trust

Regulators recalled 429,000 compact chargers after 51 failure reports and 6 burn injuries, underscoring the safety threat posed by untested cells. UL Research shows most fakes skip temperature cut-off circuitry, raising thermal-runaway risk. Heightened customs inspections, fines, and mandatory test summaries raise compliance costs for licensed firms while still failing to fully shut counterfeiters out of marketplace listings.

Other drivers and restraints analyzed in the detailed report include:

Higher Penetration in Developing Economies with Unreliable Power Grids / Integration of GaN Fast-Charging Chipsets in Premium Models / Incremental Gains in Native Smartphone Battery Life /

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

The 8,001-20,000 mAh tier led the power bank market with 32.5% revenue in 2024, due to its compromise between two to three smartphone recharges and airline cabin limits. This segment benefits from mid-priced GaN variants that stay under 400 g yet deliver 65 W for notebooks. Revenue here will rise in tandem with 5G mid-range handsets that still launch with 4,500-5,000 mAh internal cells.

The 20,001-30,000 mAh tier is the fastest climber at 8.6% CAGR. Professional gamers, drone pilots, and remote-first employees gravitate to packs that sustain 4-6 hours of 85 W laptop draw. Product messaging highlights pass-through charging, smart-temperature control, and TSA-compliant footprints, keeping the high-capacity segment within the accepted 100 Wh airline ceiling. The power bank market size for this tier is projected to expand alongside premium gaming notebook shipments, while sub-3,000 mAh units fade as entry-level phones cross 5,000 mAh internal capacity.

Wired solutions retained a 58.3% share in 2024 due to higher conversion efficiency and broader compatibility with USB-C Power Delivery. Enterprises and content creators prefer cabled units because 90 W-plus loads remain impractical on current inductive coils. Nevertheless, wireless SKUs will log a 9.7% CAGR, reflecting more port-less phones and Qi2 certification that lifts coil alignment efficiency to 80%.

High-street kiosks now rent coil-based bricks for tourists, signaling mainstream acceptance. Two-in-one surfaces that power both a handset at 15 W and an earbud case at 5 W drive up-selling value. Consequently, the power bank market share of wireless devices will keep widening through 2030 as the cost per watt falls.

Power Bank Market is Segmented by Capacity Range (Up To 3, 000 MAh, 3, 001 - 8, 000 MAh, 8, 0001 - 20, 000 MAh, and More),

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Charging Technology (Wired, Wireless), Application (Smartphones and Tablets, Laptops and Gaming Consoles, and More), Distribution Channel (Online and Offline), and by Geography. The Market Forecasts are Provided in Terms of Value (USD).

## Geography Analysis

Asia-Pacific maintained the highest regional power bank market share at 51.2% in 2024 and is headed for a 9.1% CAGR to 2030. China, India, and Indonesia together ship more than 1 billion smartphones annually, and rolling blackouts of 2-6 hours are common in peri-urban grids. Local manufacturers leverage labor and component proximity, compressing lead times to under 30 days, while ride-hail firms install rental kiosks in metro stations, framing charging as a micro-service.

North America ranked second by revenue. Consumers replace handsets every two years and favor specs such as PPS-enabled USB-C at 65 W that refuel laptops in under 50 minutes. Tariffs on Chinese electronics lifted average selling prices 18% in 2025, but brand loyalty toward Anker, Belkin, and Apple-certified suppliers held shipments steady. Certified e-tailers absorb hazmat fees into free-shipping bundles, preserving demand momentum.

Europe shows moderate growth centered on sustainability mandates. The EU Battery Regulation enforces recyclability disclosures and requires QR-coded material passports from 2027, motivating brands to highlight longer cycle life and post-consumer recycling programs. Wireless-charging adoption leads Germany, France, and the Nordics, where public transport integrates inductive pads in seating.

## List of Companies Covered in this Report:

Anker Innovations Ltd. / Xiaomi Corporation / Samsung Electronics Co., Ltd. / Shenzhen Haopai Electronics (RAVPower) / Lenovo Group Ltd. / Sony Group Corporation / Koninklijke Philips N.V. / ADATA Technology Co., Ltd. / Panasonic Energy Co., Ltd. / Huawei Technologies Co., Ltd. / ZAGG Inc. (mophie) / Belkin International / UGREEN Group Ltd. / Baseus Technology Co., Ltd. / Syska Mobile Accessories / Ambrane India Pvt. Ltd. / Intex Technologies (India) Ltd. / Aukey Technology Co., Ltd. / Zendure USA Inc. / EcoFlow Inc. /

## Additional Benefits:

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

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