

# Power Bank Market Share, Size, Structure, Demands, Challenges and Opportunities by 2026

*Looking forward, IMARC Group expects the power bank market to grow at a CAGR of around 10% during 2021-2026.*

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According to IMARC Group's latest report, titled "Power Bank Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2021-2026", the [global power bank market reached a value of US\\$](#)

[12 Billion](#) in 2020. Power banks are

portable chargers designed to recharge electronic gadgets on-the-go. They can range from slim, pocket-sized devices to larger and higher-capacity chargers, depending on the power requirements of the user. They are compatible with various devices, such as tablets, portable speakers, laptops, mobile phones, cameras, etc. Power banks are usually made from Lithium-Ion (Li-ion) and Lithium-Polymer (Li-Po) batteries and are categorized into universal/standard and solar power banks. The universal charger can be charged via conventional USB sources, whereas the solar power banks are charged with both USB chargers and sunlight.



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The escalating demand for smartphones and the declining prices of power banks are positively influencing the global market. Additionally, the rising number of new entrants in the industry due to the low capital investment for establishing [manufacturing](#) facilities is acting as another significant growth-inducing factor. Furthermore, the emergence of power banks as fast-moving consumer electronics has increased the competition among manufacturers to introduce innovative solutions to retain and expand the consumer base. This is further anticipated to strengthen the market growth in the coming years. Looking forward, IMARC Group expects the market to grow at a CAGR of around 10% during 2021-2026.

As the novel coronavirus (COVID-19) crisis takes over the world, we are continuously tracking the changes in the markets, as well as the industry behaviors of the consumers globally and our estimates about the latest market trends and forecasts are being done after considering the impact of this pandemic.

#### Competitive Landscape with Key Players:

Xiaomi Technology Co. Ltd.  
Lenovo Group Ltd.  
Microsoft Corporation  
Panasonic Corporation  
Sony Corporation  
Adata Technology Co., Ltd.  
Asustek Computer Inc.  
Ambrane India Pvt. Ltd.  
Anker Technology Co. Ltd.  
Intex Technologies (India) Ltd.  
OnePlus Technology (Shenzhen) Co. Ltd.  
UNU Electronics Inc.  
Samsung SDI Co. Ltd.

#### Market Segmentation:

##### Breakup by Product Type:

Portable Power Banks  
Solar Power Banks  
Battery Cases

##### Breakup by Battery Type:

Lithium-Ion  
Lithium-Polymer

##### Breakup by Power Rating:

Below 3,000 mAh  
3,001 mAh – 8,000 mAh  
8,001 mAh – 20,000 mAh  
Above 20,000 mAh

##### Breakup by Application:

Smartphones

Tablets

[Portable Media Devices](#)

Others

Regional Insights:

Asia Pacific

North America

Europe

Middle East and Africa

Latin America

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We are updating our reports, If you want latest primary and secondary data (2021-2026) with Cost Module, Business Strategy, Distribution Channel, etc. Click request free sample report, published report will be delivered to you in PDF format via email within 24 to 48 hours.

Key highlights of the report:

Market Performance (2015-2020)

Market Outlook (2021-2026)

Market Trends

Market Drivers and Success Factors

The Impact of COVID-19 on the Global Market

Value Chain Analysis

Structure of the Global Market

Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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IMARC Group is a leading market research company that offers management strategy and market research worldwide. We partner with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

IMARC's information products include major market, scientific, economic and technological developments for business leaders in biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, and nanotechnology industries. We also provide cost model and manufacturing setup project reports through Syndicated Analytics, a subsidiary of IMARC Group.

Our offerings include comprehensive market intelligence in the form of research reports, production cost reports, feasibility studies, and consulting services. Our team, which includes experienced researchers and analysts from various industries, is dedicated to providing high-quality data and insights to our clientele, ranging from small and medium businesses to Fortune 1000 corporations.

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