

Portable Battery Market to Reach USD 34.79 Billion by 2032 | Rising Adoption of Smartphones and Consumer Electronics

Increasing demand for smartphones, tablets, laptops, and wearable devices requires portable power solutions for on-the-go charging.

AUSTIN, TX, UNITED STATES, December 18, 2024 /EINPresswire.com/ -- The [Portable Battery Market](#) Size was valued at USD 14.4 billion in 2023 and is expected to reach USD 34.79 billion by 2032 and grow at a CAGR of 10.3% over the forecast period 2024-2032.



The Growing Demand for Portable Power Solutions in Our Mobile-First World

The Portable Battery Market is experiencing significant growth, driven by the increasing demand for mobile and consumer electronics. Advancements in technologies such as lithium-ion and solid-state batteries are enhancing battery performance, fueling consumer interest. The rise in portable devices like smartphones, tablets, and wearables further accelerates market expansion. In 2023, the average person spent 4.2 hours daily on their mobile devices, with over 60% of users experiencing "battery anxiety"—the fear of running out of power. This anxiety, coupled with the growing need for on-the-go power solutions, drives the demand for portable chargers. A survey found that 85% of urban professionals carry a portable charger, reflecting the growing reliance on

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The increasing need for mobile devices like smartphones and tablets is a major factor pushing the portable battery market ahead.”

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portable power in modern, mobile lifestyles.

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Major Players of Portable Battery Market

Advanced Battery Systems, Sony Corporation, Acer Inc, Alcatel-Lucent, Casio Computer Co.Ltd, Dell Inc, Sharp Electronics Corporation, Nikon Corporation, Seiko Holdings Corporation. Siemens, TESLA, SAMSUNG, BYD, PANASONIC CORPORATION, JOHNSON CONTROLS, and other key players.

Technological Advancements and Security Concerns Drive Growth in the Portable Battery Market

By Technology

The lithium-ion polymer segment led the Portable Battery Market with a 34.2% share in 2023, significantly contributing to global sales revenue. The market's growth is driven by the rapid advancements in technology and innovation, leading to increased demand for portable batteries. The rise in portable consumer electronics and favorable government regulations promoting the adoption of electric vehicles in both developed and developing countries further fuel market expansion. As these sectors continue to evolve, the need for efficient, reliable battery solutions remains a key factor in the growing demand for portable power sources.

By Battery Capacity

The 3100-5000mAh segment led the market with a 42.04% share in 2023. Rapid technological advancements and innovation have significantly boosted the use of portable batteries across various industries. Additionally, global security concerns, such as border conflicts and terrorism, have driven the demand for surveillance robots and drones with modest payloads, further contributing to the growth of the portable battery market. These factors highlight the increasing reliance on portable power solutions in diverse sectors.

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Key Market Segments

By Technology

- Lithium-ion Polymer
- Lead Acid
- Nickel Metal Hydride
- Nickel Cadmium
- Others

By Battery Capacity

- 0-3,000mAh
- 3,100-5,000mAh

- 5,100-10,000mAh
- Other

By Application

- Tablets
- Automotive
- Smartphones
- Others

Asia-Pacific's Dominance in the Portable Battery Market Driven by Demand and Strategic Investments

In 2023, the Asia-Pacific region dominated the portable battery market with a 32.08% share, largely due to the rapid development in countries like India and China. The large population base and increasing consumer demand for portable electronic devices are key factors propelling market growth. Furthermore, India's recent investments in lithium-ion battery manufacturing and the rise in portable medical device usage during the pandemic have further boosted market expansion. These factors highlight the region's central role in the global portable battery market, driven by technological advancements and changing consumer needs.

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Recent Development

- April 18, 2024: Acer introduces the Chromebook Plus 514, featuring an all-day battery life and priced at USD 399. This new model offers a perfect balance of affordability, productivity, and portability, aligned with Google's Chromebook Plus initiative, which sets new hardware standards. Enhanced with advanced features like AI-powered portrait video lighting and a global mute switch, the Chromebook Plus 514 aims to deliver a more efficient and enjoyable ChromeOS experience.
- May 30, 2024: Dell unveils the Latitude 7450 Ultralight, a slim and lightweight laptop designed for mobile professionals. Featuring Intel Core Ultra processors, up to 32GB RAM, and a 14-inch QHD+ touchscreen, this model provides exceptional performance and portability. The device also includes AI-powered features like Intelligent Privacy and Express Sign-In for added convenience, making it ideal for those on the go.
- Aug 9, 2024: Samsung introduces its 20,000mAh 45W portable battery pack, offering a powerful and travel-friendly solution for charging devices like the Galaxy Z Fold 6. With a compact design and high-capacity power, this battery pack delivers excellent performance and fast charging.

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Contact Us:

Akash Anand – Head of Business Development & Strategy

info@snsinsider.com

Phone: +1-415-230-0044 (US)

Akash Anand

SNS Insider Pvt. Ltd

415-230-0044

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