

# Power Bank Market to Witness Comprehensive Growth by 2027 | Samsung Electronics Co., Ltd., Sony Corporation

*The power bank market trends are quantitatively analyzed from 2019 to 2027 to highlight the financial competency of the industry.*

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The global power bank market size was valued at \$17.41 billion in 2019, and is projected to reach \$22.34 billion by 2027, registering a CAGR of 3.4% from 2020 to 2027."

*Allied Market Research*

published a report, titled, "[Power Bank Market](#) by Battery Type (Lithium Ion and Lithium Polymer), [Power](#) Rating (Up to 3000 mAh, 3,001 - 8,000 mAh, 8,001 - 20,000 mAh, and Above 20,000 mAh), Distribution Channel (Online and Offline), and Price Range (Low, Mid-Range, and Premium Range): Global Opportunity Analysis and Industry Forecast, 2020 - 2027." According to the report, the global [power bank](#) industry was estimated at \$17.41 billion in 2019, and is anticipated to hit \$22.34 billion by 2027, registering a CAGR of 3.4% from 2020 to 2027.

Drivers, restraints, and opportunities-

Increase in demand for smartphones across the globe, abridged cost of power banks, and rise in need for the devices for laptops and wearable gadgets drive the growth of the global power bank market. On the other hand, increasing preference toward rental power banks among users restrains the growth to some extent. However, emerging trends toward wireless power banks and use of solar cells and hydrogen cells in the devices are expected to create multiple opportunities in the industry.

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The online segment to dominate by 2027-

Based on distribution channel, the online segment accounted for more than two-thirds of the global power bank market revenue in 2019 and is anticipated to rule the roost by the end of 2027. The same segment is also expected to manifest the fastest CAGR of 3.6% throughout the

forecast period, owing to rising penetration of the Internet in developing economies.

The mid segment to hold the lion's share-

Based on price range, the mid segment contributed to nearly three-fifths of the global power bank market share in 2019 and is expected to lead the trail by 2027. The same segment would portray the fastest CAGR of 3.7% during the study period, due to easy availability of mid-range power banks.

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Asia-Pacific, followed by North America, held the major share in 2019 -

Based on geography, Asia-Pacific, followed by North America, held the major share in 2019, generating nearly half of the global power bank market. The same region is also projected to register the fastest CAGR of 4.2% from 2020 to 2027. This is due to high usage of smartphones in the province.

Key players in the industry-

Sony Corporation

Anker

Lenovo Group Ltd.

Samsung Electronics Co., Ltd.

Mi

Intex

Zagg Inc.

Panasonic Corporation

GP Batteries

Huawei Technologies

Key Findings Of The Study

By battery type, the lithium ion segment generated the highest revenue in the global power bank market in 2019.

By power rating, the 8,001 mAh-20,000 mAh segment generated the highest revenue in the global power bank market forecast in 2019.

By distribution channel, the online segment generated the highest revenue in the global market in 2019.

By price range, the mid-range segment generated the highest revenue in the global market in 2019

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