
Description: The report covers forecast and analysis for the power banks market on a global and regional level. The study provides historic data of 2014 along with a forecast from 2015 to 2020 based on both volumes (Mn Units) and revenue (USD Million). The study includes drivers and restraints for the power banks market along with the impact they have on the demand over the forecast period. Additionally, the report includes the study of opportunities available in the power banks market on a global level.

In order to give the users of this report a comprehensive view on the power banks market, we have included a detailed competitive scenario, and product portfolio of key vendors. To understand the competitive landscape in the market, an analysis of Porter's five forces model for the power banks market has also been included. The study encompasses a market attractiveness analysis, wherein product segments are benchmarked based on their market size, growth rate and general attractiveness.

The study provides a decisive view on the power banks market by segmenting the market based on product types, application and battery type. All the segments have been analyzed based on present and future trends and the market is estimated from 2014 to 2020. Portable power banks, phone charging cases (battery cases), solar power banks are the product segment of this market. Key application markets covered under this study includes smartphones, tablets, portable media devices, and others. Lithium-ion, Lithium-polymer is the battery type segment of this market.

The regional segmentation includes the current and forecast demand for North America, Europe, Asia Pacific, Latin America and Middle East and Africa with its further bifurcation into major countries including U.S. Germany, France, UK, China, Japan, India and Brazil.

The report covers detailed competitive outlook including company profiles of the key participants operating in the global market. Key players profiled in the report include Limefuel LLC, EassyAcc.com, Inc., GP Batteries International Ltd, Anker, Samsung Electronics Co. Ltd., itachi Maxell, Ltd., Xtorm BV, Panasonic Corporation, Sony Corporation, Xiaomi Technology Co., Ltd, Apacer Technologies, Inc., and others.

The report segments the global power banks market into:

- Global Power Banks Market: Product Segment Analysis
  - Portable Power Banks
  - Phone Charging Cases (Battery Cases)
  - Solar Power Banks

- Global Power Banks Market: Application Segment Analysis
  - Smart phones
  - Tablets
  - Portable Media Devices
  - Others

- Global Power Banks Market: Battery Type Segment Analysis
  - Lithium-ion
  - Lithium-polymer

- Global Power banks Market: Regional Segment Analysis
  - North America
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Contents:
1. Introduction
   1.1. Report description and scope
   1.2. Research scope
   1.3. Research methodology
      1.3.1. Market research process
      1.3.2. Market research methodology

2. Executive Summary
   2.1. Global market volume and revenue, 2014 - 2020 (Mn Units) (USD Million)
   2.2. Global power banks market: Snapshot

3. Power banks Market - Global and Industry Analysis
   3.1. Power banks: Market dynamics
   3.2. Value chain analysis
   3.3. Market drivers
      3.3.1. Drivers of global power banks market: Impact analysis
      3.3.2. Growing demand and Usage of Smart Phones and Tablets
      3.3.3. Refuse in the cost of power banks
      3.3.4. Increasing wireless services
   3.4. Market restraints
      3.4.1. Restraints for global power banks market: Impact analysis
      3.4.2. Expansion in terms of battery capacity
      3.4.3. Low quality of power banks
   3.5. Opportunities
      3.5.1. Customization of Power Banks
      3.5.2. Increasing demand for power banks on global level
   3.6. Porter's five forces analysis
   3.7. Market Attractiveness Analysis
      3.7.1. Market attractiveness analysis by product segment
      3.7.2. Market attractiveness analysis by application segment
      3.7.3. Market attractiveness analysis by battery type segment
      3.7.4. Market attractiveness analysis by regional segment

4. Global Power banks Market - Competitive Landscape
   4.1. Company market share, 2014
   4.2. Production capacity (subject to data availability)
   4.3. Raw material analysis
   4.4. Price trend analysis

5. Global Power banks Market - Product Segment Analysis
   5.1. Global power banks market: Product overview
      5.1.1. Global power banks market volume share, by product, 2014 - 2020
   5.2. Portable Power Banks
      5.2.1. Global portable power banks market, by product, 2014 - 2020 (Mn Units) (USD Million)
   5.3. Phone Charging Cases (Battery Cases)
5.3.1. Global phone charging cases market, by product, 2014 - 2020 (Mn Units) (USD Million)
5.4. Solar Power Banks
5.4.1. Global solar power banks market, by product, 2014 - 2020 (Mn Units) (USD Million)
6. Global Power Banks Market - Application Segment Analysis
6.1. Global power banks market: Application overview
6.1.1. Global power banks market volume share by application, 2014 - 2020
6.2. Smartphone
6.2.1. Global power banks market for smartphone, 2014 - 2020 (Mn Units) (USD Million)
6.3. Tablets
6.3.1. Global power banks market for tablets, 2014 - 2020 (Mn Units) (USD Million)
6.4. Portable Media Devices
6.4.1. Global power banks market for portable media devices, 2014 - 2020 (Mn Units) (USD Million)
6.5. Others
6.5.1. Global power banks market for other applications, 2014 - 2020 (Mn Units) (USD Million)
7. Global Power Banks Market - Battery Type Segment Analysis
7.1. Global power banks market: battery type overview
7.1.1. Global power banks market volume share by battery type, 2014 - 2020
7.2. Lithium-ion
7.2.1. Global power banks market for Lithium-ion, 2014 - 2020 (Mn Units) (USD Million)
7.3. Lithium-polymer
7.3.1. Global power banks market for Lithium-polymer, 2014 - 2020 (Mn Units) (USD Million)
8. Global Power banks Market - Regional Segment Analysis
8.1. Global power banks market: Regional overview
8.1.1. Global power banks market volume share by region, 2014 - 2020
8.2. North America
8.2.1. North America power banks market volume, by product, 2014 - 2020 (Mn Units)
8.2.2. North America power banks market revenue, by product, 2014 - 2020 (USD Million)
8.2.3. North America power banks market volume, by application, 2014 - 2020 (Mn Units)
8.2.4. North America power banks market revenue, by application, 2014 - 2020 (USD Million)
8.2.5. North America power banks market volume, by battery type, 2014 - 2020 (Mn Units)
8.2.6. North America power banks market revenue, by battery type, 2014 - 2020 (USD Million)
8.2.7. U.S.
8.2.7.1. U.S. power banks market volume, by product, 2014 - 2020 (Mn Units)
8.2.7.2. U.S. power banks market revenue, by product, 2014 - 2020 (USD Million)
8.2.7.3. U.S. power banks market volume, by application, 2014 - 2020 (Mn Units)
8.2.7.4. U.S. power banks market revenue, by application, 2014 - 2020 (USD Million)
8.2.7.5. U.S. power banks market volume, by battery type, 2014 - 2020 (Mn Units)
8.2.7.6. U.S. power banks market revenue, by battery type, 2014 - 2020 (USD Million)
8.3. Europe
8.3.1. Europe power banks market volume, by product, 2014 - 2020 (Mn Units)
8.3.2. Europe power banks market revenue, by product, 2014 - 2020 (USD Million)
8.3.3. Europe power banks market volume, by application, 2014 - 2020 (Mn Units)
8.3.4. Europe power banks market revenue, by application, 2014 - 2020 (USD Million)
8.3.5. Europe power banks market volume, by battery type, 2014 - 2020 (Mn Units)
8.3.6. Europe power banks market revenue, by battery type, 2014 - 2020 (USD Million)
8.3.7. Germany
8.3.7.1. Germany power banks market volume, by product, 2014 - 2020 (Mn Units)
8.3.7.2. Germany power banks market revenue, by product, 2014 - 2020 (USD Million)
8.3.7.3. Germany power banks market volume, by application, 2014 - 2020 (Mn Units)
8.3.7.4. Germany power banks market revenue, by application, 2014 - 2020 (USD Million)
8.3.7.5. Germany power banks market volume, by battery type, 2014 - 2020 (Mn Units)
8.3.7.6. Germany power banks market revenue, by battery type, 2014 - 2020 (USD Million)
8.3.8. France
8.3.8.1. France power banks market volume, by product, 2014 - 2020 (Mn Units)
8.3.8.2. France power banks market revenue, by product, 2014 - 2020 (USD Million)
8.3.8.3. France power banks market volume, by application, 2014 - 2020 (Mn Units)
8.3.8.4. France power banks market revenue, by application, 2014 - 2020 (USD Million)
8.3.8.5. France power banks market volume, by battery type, 2014 - 2020 (Mn Units)
8.3.8.6. France power banks market revenue, by battery type, 2014 - 2020 (USD Million)
8.3.9. UK
8.3.9.1. UK power banks market volume, by product, 2014 - 2020 (Mn Units)
8.3.9.2. UK power banks market revenue, by product, 2014 - 2020 (USD Million)
8.3.9.3. UK power banks market volume, by application, 2014 - 2020 (Mn Units)
8.3.9.4. UK power banks market revenue, by application, 2014 - 2020 (USD Million)
8.3.9.5. UK power banks market volume, by battery type, 2014 - 2020 (Mn Units)
8.3.9.6. UK power banks market revenue, by battery type, 2014 - 2020 (USD Million)

8.4. Asia Pacific
8.4.1. Asia Pacific power banks market volume, by product, 2014 - 2020 (Mn Units)
8.4.2. Asia Pacific power banks market revenue, by product, 2014 - 2020 (USD Million)
8.4.3. Asia Pacific power banks market volume, by application, 2014 - 2020 (Mn Units)
8.4.4. Asia Pacific power banks market revenue, by application, 2014 - 2020 (USD Million)
8.4.5. Asia Pacific power banks market volume, by battery type, 2014 - 2020 (Mn Units)
8.4.6. Asia Pacific power banks market revenue, by battery type, 2014 - 2020 (USD Million)

8.4.7. China
8.4.7.1. China power banks market volume, by product, 2014 - 2020 (Mn Units)
8.4.7.2. China power banks market revenue, by product, 2014 - 2020 (USD Million)
8.4.7.3. China power banks market volume, by application, 2014 - 2020 (Mn Units)
8.4.7.4. China power banks market revenue, by application, 2014 - 2020 (USD Million)
8.4.7.5. China power banks market volume, by battery type, 2014 - 2020 (Mn Units)
8.4.7.6. China power banks market revenue, by battery type, 2014 - 2020 (USD Million)

8.4.8. Japan
8.4.8.1. Japan power banks market volume, by product, 2014 - 2020 (Mn Units)
8.4.8.2. Japan power banks market revenue, by product, 2014 - 2020 (USD Million)
8.4.8.3. Japan power banks market volume, by application, 2014 - 2020 (Mn Units)
8.4.8.4. Japan power banks market revenue, by application, 2014 - 2020 (USD Million)
8.4.8.5. Japan power banks market volume, by battery type, 2014 - 2020 (Mn Units)
8.4.8.6. Japan power banks market revenue, by battery type, 2014 - 2020 (USD Million)

8.4.9. India
8.4.9.1. India power banks market volume, by product, 2014 - 2020 (Mn Units)
8.4.9.2. India power banks market revenue, by product, 2014 - 2020 (USD Million)
8.4.9.3. India power banks market volume, by application, 2014 - 2020 (Mn Units)
8.4.9.4. India power banks market revenue, by application, 2014 - 2020 (USD Million)
8.4.9.5. India power banks market volume, by battery type, 2014 - 2020 (Mn Units)
8.4.9.6. India power banks market revenue, by battery type, 2014 - 2020 (USD Million)

8.5. Latin America
8.5.1. Latin America power banks market volume, by product, 2014 - 2020 (Mn Units)
8.5.2. Latin America power banks market revenue, by product, 2014 - 2020 (USD Million)
8.5.3. Latin America power banks market volume, by application, 2014 - 2020 (Mn Units)
8.5.4. Latin America power banks market revenue, by application, 2014 - 2020 (USD Million)
8.5.5. Latin America power banks market volume, by battery type, 2014 - 2020 (Mn Units)
8.5.6. Latin America power banks market revenue, by battery type, 2014 - 2020 (USD Million)

8.5.7. Brazil
8.5.7.1. Brazil power banks market volume, by product, 2014 - 2020 (Mn Units)
8.5.7.2. Brazil power banks market revenue, by product, 2014 - 2020 (USD Million)
8.5.7.3. Brazil power banks market volume, by application, 2014 - 2020 (Mn Units)
8.5.7.4. Brazil power banks market revenue, by application, 2014 - 2020 (USD Million)
8.5.7.5. Brazil power banks market volume, by battery type, 2014 - 2020 (Mn Units)
8.5.7.6. Brazil power banks market revenue, by battery type, 2014 - 2020 (USD Million)

8.6. Middle East and Africa
8.6.1. Middle East and Africa power banks market volume, by product, 2014 - 2020 (Mn Units)
8.6.2. Middle East and Africa power banks market revenue, by product, 2014 - 2020 (USD Million)
8.6.3. Middle East and Africa power banks market volume, by application, 2014 - 2020 (Mn Units)
8.6.4. Middle East and Africa power banks market revenue, by application, 2014 - 2020 (USD Million)
8.6.5. Middle East and Africa power banks market volume, by battery type, 2014 - 2020 (Mn Units)
8.6.6. Middle East and Africa power banks market revenue, by battery type, 2014 - 2020 (USD Million)

9. Company Profile
9.1. Limefuel LLC
9.1.1. Overview
9.1.2. Financials
9.1.3. Product portfolio
9.1.4. Business strategy
9.1.5. Recent developments
9.2. EassyAcc.com, Inc.
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