Household Batteries: Consumer Market Trends in the U.S.

Description: Batteries: Consumer Market Trends in the U.S.

Packaged Facts projects that sales of household batteries will reach $4,750 million by the year 2020, up from $4,125 million in 2015. The CAGR for the period is a projected 2.9%. Three manufacturers dominate the U.S. market for household batteries: Berkshire Hathaway, which owns the Duracell brand; Energizer, maker of both Energizer and Eveready batteries; and Spectrum Brands, which makes Rayovac.

Energizer has sought to position itself as the most environmentally-friendly of the three with he introduction of the EcoAdvanced battery, made with four percent recycled battery material. Within a few months of the EcoAdvance launch, Energizer doubled down on its environmental commitment by extending the technology to create the first battery to use recycled materials and also be rechargeable.

Scope and Methodology

Batteries: Consumer Market Trends in the U.S. covers the sales of household batteries sold through all types of retail outlets, including supermarkets, discount stores and supercenters, warehouse clubs, and mass merchandisers, as well as convenience stores, drugstores, hardware stores, small groceries, and the Internet.

Market estimates within this report were based on both public and syndicated data sources. Packaged Facts has analyzed available sales and trend data, together with information pertaining to those products that move through unmonitored outlets, to estimate the total size of the market for the products in the categories under consideration.

Sales and market size data sources include: IRI sales tracking through U.S. supermarkets and grocery stores, drugstores, and mass merchandisers (including Target, Kmart, and Wal-Mart) with annual sales of $2 million or more. In addition, the report draws on data from the Winter 2016 Simmons NCS Adult Study 12-Month and earlier Simmons reports. Information on new product introductions was derived from examination of the retail milieu and from relevant trade, business, and government sources, including company literature and annual reports. Company websites, Facebook, and Twitter pages served as sources for new advertising and marketing images and messaging.

Contents:

Chapter 1 Executive Summary
Scope of This Report
Methodology
Market Trends and Opportunities
Table 1-1 U.S. Retail Sales of Household Batteries, 2015-2020
Figure 1-1 Projected Share by of Household Battery Sales by Type, 2020
The Marketers
Figure 1-2 Consumer Purchasing Rates for Household Batteries:
By Brand, 2005-2015 (percent of total battery purchasers)
Product Development and Marketing Trends
Table 1-2 Break Even Points for Chargeable vs. Rechargeable Batteries
The Consumer
Figure 1-3 Types of Batteries Purchased in Past 12 Months, 2015-16(percent of total battery purchasers)
Table 1-3 Selected Consumer Environmental Attitudes, 2015/16
Chapter 2 Market Trends and Opportunities
Key Points
Household Batteries
Rechargeable and Non-Rechargeable Batteries
Rechargers
Illustration 2-1 Lenmar 4 Hour AA/AAA AC/DC Battery Charger with USB
Output
Adapters
Illustration 2-2 Soshine AA to D-Size Battery Convertor Case
Household Battery Sizes
Illustration 2-3 Basic Household Battery Sizes
Button Cell Batteries
Illustration 2-4 Button Cell Batteries
Household Batteries Uses

Types of Batteries
Alkaline
Lead Acid
Lithium-Ion
Nickel-Cadmium
Nickel-Metal Hydride
Silver-Oxide
Zinc Air
Zinc-Carbon

Market Size
Household Batteries Sales Surpass $4 Billion in 2015
Table 2-1 U.S. Retail Sales of Household Batteries, 2011-2015 (in millions of dollars)
Figure 2-1 Share of Retail Sales of Household Batteries by Battery Type, 2011 vs. 2015
E-Cigarettes Drive Rechargeable Lithium-Ion Sales

Wide Variety of Sales Outlets
Table 2-2 IRI MULO-Tracker Sales of Household Batteries, 2014-2015

Market Forecast
Household Battery Sales To Top $5.1 Billion in 2020
Table 2-3 Projected U.S. Retail Sales of Household Batteries:
Overall and by Type, 2015-2020
Figure 2-2 Projected Shares of U.S. Retail Sales of Household Batteries:
By Battery Type, 2020

Chapter 3 The Marketers
Key Points
Industry Composition and Characteristics
Leading Companies
Berkshire Hathaway (Duracell)
Illustration 3-1 Duracell Ultra Lithium 245 Battery
Illustration 3-2 Duracell J Alkaline Medical Battery
Illustration 3-3 Duracell J Alkaline Security Battery

Energizer Holdings
Illustration 3-4 Energizer Photo Batteries
Illustration 3-5 Energizer Hearing Aid Batteries
Illustration 3-6 Energizer Specialty Batteries
The Energizer Bunny
Illustration 3-7 The Energizer Bunny
Spectrum Brands (Rayovac)
Illustration 3-8 Rayovac Fusion Print Ad
Panasonic
Illustration 3-9 Panasonic eneloop rechargeable
Illustration 3-10 Panasonic/Angry Birds Promotion
Eastman Kodak
Illustration 3-11 Kodak Battery Guide for Easyshare C1013 Digital Camera

Marketer Shares
Duracell Favored in Brand Shares
Figure 3-1 Consumer Purchasing Rates for Household Batteries: By Brand, 2005-2015 (percent of total battery purchasers)
Figure 3-2 IRI MULO-Tracked Brand Shares for Household Batteries, April 2016
Figure 3-3 IRI MULO-Tracked Brand Shares for Alkaline Batteries, April 2016
Figure 3-4 IRI MULO-Tracked Brand Shares of NICD/NIMH/Lithium-Ion/Lead Acid Batteries, April 2016
Figure 3-5 IRI MULO-Tracked Brand Shares of Zinc Air Batteries, April 2016

Chapter 4 Product Development and Marketing Trends
Key Points
Recycled and Rechargeable
Rechargeable Batteries
Table 4-1 Break Even Points for Chargeable Vs. Rechargeable
E-Cigarettes Expanding Market
Illustration 4-1 Samsung Li-Iron Battery 18650 2500mAh 3.6V
Illustration 4-2 Efest LUC Blu6 6 Bay Battery Charger
Recycled Batteries
Illustration 4-3 Energizer EcoAdvanced 4% Recycled Materials
Recycled and Rechargeable
Illustration 4-4 Energizer Recharge with 4% Recycled Materials
Rayovac Launches FUSION
Illustration 4-5 Rayovac FUSION
Duracell Emphasizes Its Hearing Aid Batteries
Illustration 4-6 Duracell “Stay Connected” TV Commercial
Chapter 5 The Consumer
Key Points
Batteries Purchased
Figure 5-1 Consumer Purchasing Rates for Batteries, 2015-16
Figure 5-2 Number of Batteries Purchased in Past 12 Months, 2015-16 (percent of total battery purchasers)
Over a Third Choose Alkaline
Figure 5-3 Types of Batteries Purchased in Past 12 Months, 2015-16 (percent of total battery purchasers)
Table 5-1 Purchasing Rates for Household Batteries by Type, 2005 – 2015/16 (percent of total battery purchasers)
Strong Environmentalist Attitudes Should Influence Purchasing
Table 5-2 Selected Consumer Environmental Attitudes, 2015/16
Companies and Consumers Should Both Do More
Figure 5-4 Consumer Agreement with Statement: “Companies Should Help Consumers Become More Environmentally Responsible,” 2015/16
Figure 5-5 Consumer Agreement with Statement: “People Have a Responsibility to Use Recycled Products Whenever Possible,” 2015/16
The AARP Divide
Table 5-3 Share by Age Bracket of Consumers Who Strongly Agree with Selected Environmental Attitudes, 2015-16
Figure 5-6 Share by Age Bracket of Consumers Who Agree with Statement: “People Have a Responsibility to Use Recycled Products Whenever Possible,” 2015/16
Figure 5-7 Share by Age Bracket of Consumers Who Agree with Statement: “Companies Should Help Consumers Become More Environmentally Responsible,” 2015/16
Recycling Batteries
Figure 5-8 Consumer Patterns for Battery Recycling, 2015/16 (percent)
Table 5-4 Share by Age Bracket of Consumers Who Recycle Batteries, 2015/16
Figure 5-9 Share by Age Bracket of Consumers Who Recycle Batteries, 2015/16
Ordering:
Order Online - http://www.researchandmarkets.com/reports/3782795/
Order by Fax - using the form below
Order by Post - print the order form below and send to
Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Household Batteries: Consumer Market Trends in the U.S.
Web Address: http://www.researchandmarkets.com/reports/3782795/
Office Code: SCBRF5QS

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>USD 1250</th>
<th>USD 2500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Single User</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electronic (PDF)</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Enterprisewide</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr  [ ] Mrs  [ ] Dr  [ ] Miss  [ ] Ms  [ ] Prof
First Name: ___________________________  Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World