Power Bank Market - Forecasts from 2016 to 2021

Description: Increasing processing power of devices, the growth of digital content, convenience, and shift towards 3G and 4G networks are the major factors propelling the growth of the Power Bank Market.

Other factors contributing to growth is the declining price of power banks, rise in demand for smartphones, competitive market and a lesser degree of advancement in battery technologies. Global Power Bank Market is expected to grow at a CAGR of 17.30% over the forecast period to reach US$33.810 billion by 2021 from US$12.982 billion in 2015.

Research Methodology

The first section of the report deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary inputs which were taken for data validation. This section also outlines various segmentations which have been covered as part of the report.

Market Dynamics

Next section provides comprehensive market dynamics through an overview section along with growth drivers, challenges, and opportunities which exist in the current market. This section of the report also provides supplier and industry outlook as a whole; key industry and regional regulations which are determining the product specifications and a brief technological aspect of power banks. Complete industry analysis has also been covered by Porter’s five forces model as a part of this report section.

Segmentation

Thirdly, Power Bank market has been segmented by technology, application, and geography.

By Technology
- Li-Polymer (Lithium Polymer)
- Li-Ion (Lithium Ion)

By Application
- Portable Media Devices
- Smartphones
- Tablets
- Others

By Geography
- Americas
- North America
- South America
- Europe Middle East and Africa
- Europe
- The Middle East and Africa
- Asia Pacific

Market Players

Finally, competitive intelligence section deals with major players in the market, their market shares, growth strategies, products, financials, and recent investments among others. Key industry players profiled as part of this section are GP Batteries International Limited, Xtorm, Apacer Technology, Hitachi Maxell and Anker among others.

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