Consumer Marketshare For External Cell Phone Battery Charger Devices Predicted To Hit US$16 Million by 2020

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With the increasing pervasive use of electronic devices such as smartphones and tablets all over the globe, the need to charge their batteries on the go escalate as well. As a result, external cell phone battery charger devices have become an indispensable accessory for many people who are heavily reliant on their electronic gadgets. It is no surprise then that in the last 3 years, the demand for portable battery chargers have significantly risen.

While the current global market for portable chargers is estimated at US$2 billion of annual revenue, Electronics.ca Publications, a marketing research and publishing company that focuses on market research for the electronics industry, predicts that the annual revenue in the global markets for portable charger devices will hit US$16 billion by the end of 2020, with the United States having the biggest market share.

While portable power banks comes in varying capacity sizes, Transparency Market Research, U.S.-based provider of syndicated research, customized research, and consulting service, in their market research concluded that the most popular power banks have a capacity range between 3000mAh to 8000mAh.

To date, power bank batteries are made of either lithium ion or lithium polymer. While lithium ion battery chargers are more pervasive in the market due to their cheaper cost, there is an increasing demand for lithium polymer portable batteries over the years despite of their steeper price. With lithium polymer batteries, there is more flexibility in design as lithium polymer can be moulded into ultra slim sizes, unlike lithium ion. Also, lithium polymer batteries are much safer compared to lithium ion batteries. The problem is lithium ion batteris is that they are more prone to exploding from over heating, making them potential fire hazards.

Observing the growing trends of the electronics consumer market, Energio, a provider of power banks, is confident that its cell phone portable battery charger, the Energio SLIM, is what consumers are looking for. The Energio SLIM uses premium lithium polymer battery, that is safe and able to withstand heat more readily compared to lithium ion batteries. With a capacity of 3850mAh, the Energio SLIM can give a full charge to any medium sized phone such as a Nexus 6, Samsung Glaxy S6 or an iPhone 6.

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