

SAR Insight & Consulting

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Demand for fast charging drives surge in market growth for external power adapters & chargers

The demand for fast charging of consumer devices is driving additional growth for power adapters and chargers, according to expert analysis by [SAR Insight & Consulting](#).

The latest report from the market intelligence firm - '[External Power Adapters & Chargers: Market Growth, Technology Trends, Ecosystem and Competitive Analysis](#)'—explores market opportunities across 33 end-markets, including detailed forecasts by power rating, charging technology and connector type.

While transitions to higher power ratings to enable fast charging have been occurring over the past decade, in 2020 OEMs reportedly delivered some of the greatest advancements to date.

“In the first half of 2020 we saw smartphones ship for the first time with chargers rated at greater than 50W. By February 2021 two manufactures have shipped smartphones with chargers rated at greater than 100W,” the report’s author Ryan Sanderson said. “As a result of this current trend, shipments of smartphone chargers rated at greater than 30W are forecast to almost triple from 2021 to 2026.”

Demand for fast charging is predicted to be a contributing factor of the sustained growth in the external power adapter and charger market which is forecast to generate more than 60 billion US\$ cumulatively from 2021 to 2026.

“In 2021, the smartphone sector accounts for more than half of power adapter and charger shipments but is already in saturation and SAR predicts an annual decline in smartphone shipments from 2021 onwards. In addition, there is a trend for some OEMs to remove the charger from the box, which is removing a portion of the potential charger sales. Fast charging demand, however, is driving transitions to chargers with higher power ratings which use more expensive components and therefore have a higher selling price, resulting in medium term revenue growth”, Sanderson added.

The latest report from SAR Insight and Consulting includes detailed analysis of established market sectors such as smartphones and computing as well as identifying new growth opportunities in emerging markets such as E-Mobility, consumer robotics & drones and wireless power & charging.

“It’s not just the smartphone market which is seeing demand for fast charging,” Ryan said. “There is a strong emerging market for chargers, for example, in applications such as E-Bicycles, E-Scooters and E-Skateboards, where we are seeing development of products up to 10A which deliver 500W or more in order to reduce charging time. This comes with added challenges though which include size, weight and typically the requirement for active cooling which makes ingress protection difficult”.

These findings are from SAR Insight & Consulting’s recently published study on '[External Power Adapters and Chargers: Market Growth, Technology Trends, Ecosystem and Competitive Analysis](#),' which is published as part of its USB Power and Charging service.

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Note to editors: [SAR Insight & Consulting](#) provides detailed quantitative and qualitative research on established and emerging technology markets across multiple end applications. www.sarinsight.com