

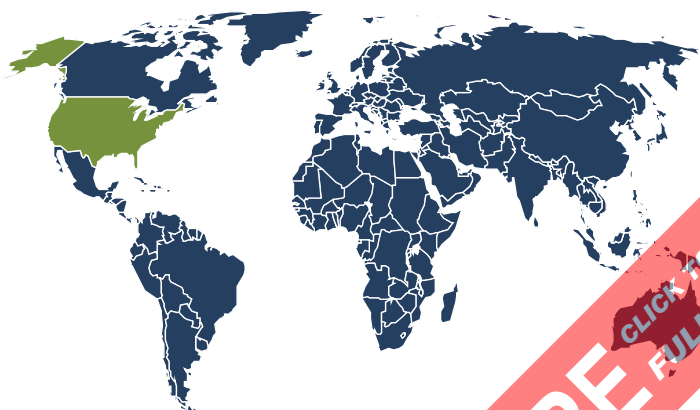


Freedonia Focus Reports
US Collection

Batteries:

United States

December 2016



Highlights

Market Environment

Historical Trends | Key Economic Indicators | Trade | Legal and Regulatory Factors
Alternative Sources of Power

Segmentation and Forecasts

Products | Applications | Shipments

Industry Structure

Industry Composition and Characteristics | Companies Cited

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ABOUT THIS REPORT

Scope & Method

This report forecasts US battery demand and shipments in US dollars at the manufacturers' level to 2020. Total battery shipments are segmented by rechargeable and single-use types. Total demand is segmented by product in terms of:

- lead-acid
- rechargeable lithium
- other rechargeable batteries such as nickel-metal hydride (Ni-MH) and nickel cadmium (Ni-Cad).
- alkaline
- other single-use batteries such as primary lithium, zinc air, and silver oxide.

The terms “battery” and “cell” are used interchangeably in the scope of this report, each denoting both single-cell (eg, AAA batteries) and multi-cell (eg, nine-volt batteries) devices.

Total demand is also segmented by application as follows:

- motor vehicles
- portable devices
- other applications such as motive power, backup power supplies, and marine craft.

To illustrate historical trends, total demand and total shipments are provided in annual series from 2005 to 2015; the various segments are reported at five-year intervals for 2010 and 2015.

This report quantifies trends in various measures of growth. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided at five-year intervals with CAGRs for the years corresponding to other reported figures. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the [Table of Contents](#).

Sources

Batteries: United States (FF45011) is based on [Battery Markets in the US](#), a comprehensive industry study published by The Freedonia Group in December 2016. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other industry studies by The Freedonia Group.

Specific sources and additional resources are listed in the [Resources](#) section of this publication for reference and to facilitate further research.

Industry Codes

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
335911	Storage Battery Manufacturing	3691	Storage Batteries
335912	Primary Battery Manufacturing	3692	Primary Batteries, Dry and Wet

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RESOURCES

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3483 Battery Markets in the US, December 2016

[see study contents](#)

Related Industry Studies

3468 Single-Use (Primary) Batteries, November 2016

[see study contents](#)

3454 World Motorcycles, October 2016

[see study contents](#)

3458 Rechargeable (Secondary) Batteries, September 2016

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3380 Power Tools, June 2016

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3350 World Battery Materials, December 2015

[see study contents](#)

3340 Power Lawn & Garden Equipment, December 2015

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3309 World Batteries, July 2015

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Motor Vehicles: United States

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Power Tools: United States

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World Batteries

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Freedonia Custom Research

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Trade Publications

Advanced Battery Technology

www.7ms.com/abt

Appliance Design

www.appliancedesign.com

Automotive News

www.autonews.com

Batteries and Energy Storage Technology

www.bestmag.co.uk

Batteries International

www.batteriesinternational.com

Battery Power

www.batterypoweronline.com

Energy Storage Journal

www.energystoragejournal.com

Wireless Week

www.wirelessweek.com

Agencies & Associations

Battery Council International

www.batterycouncil.org

Energy Storage Association

www.energystorage.org

Federal Aviation Administration

www.faa.gov

National Highway Traffic Safety Administration

www.nhtsa.gov

PRBA – The Rechargeable Battery Association

www.prba.org

United States Census Bureau

www.census.gov

United States Environmental Protection Agency

www.epa.gov

United States Food and Drug Administration

www.fda.gov

United States International Trade Commission

www.usitc.gov

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