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World Batteries

July 2015



Highlights

World Overview and Forecasts

Demand by Product | Demand by Market | Production Trends

Regional Trends and Forecasts

Regional Demand Overview | North America | Western Europe | Asia/Pacific
Other Regions

Industry Structure

Industry Composition and Characteristics | Additional Companies Cited

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ABOUT THIS REPORT

Scope & Method

This report forecasts total world demand in 2019 for batteries by product, market, and major world region in US dollars at the manufacturers' level. Product segments include:

- primary alkaline
- primary zinc-carbon
- primary lithium
- other primary batteries such as zinc-air, nickel oxyhydroxide (NiOOH, also NiOx), and silver-oxide batteries
- secondary lead-acid
- secondary lithium-ion (Li-Ion)
- other secondary batteries such as nickel-based, sodium-metal halide, and sodium-nickel chloride batteries.

The terms “battery” and “cell” are used interchangeably, each referring to both single-cell (AA batteries, for instance) and multi-cell (such as 9-volt batteries) units. The value added from battery pack manufacture is not included in sales totals.

Reported markets encompass:

- consumer
- automotive
- industrial and other markets such as grid storage systems, uninterruptible power supply (UPS) systems, and telecom backup systems.

Major world regions include:

- North America
- Western Europe
- Asia/Pacific
- all other regions.

Demand by product segment is also forecast for each major world region.

To illustrate historical trends world, product, market, and regional demand (including product segments) are provided for 2009 and 2014. Further, regional demand is segmented by market for 2014. Finally, world shipments are segmented by major world region and provided for 2009, 2014, and 2019.

This report quantifies trends in terms of compound annual growth rates (CAGRs), which, by definition, employ in their calculation only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the trend beginning in the base year and ending in the forecast year. Forecasts are developed via the

identification and analysis of pertinent statistical relationships and other historical trends and events, as well as their expected impact over the forecast period. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Unless otherwise indicated, historical values are expressed in US dollars at the prevailing rate of exchange with local currencies. Forecasts to 2019, however, assume a fixed 2014 exchange rate. 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

World Batteries (FW45011) is based on [a comprehensive industry study](#) published by The Freedonia Group in July 2015. 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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