



# Outdoor portable power market share

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North America sees a surge in overlanding and van life, with a 2023 survey showing 48% of Millennials and Gen Z campers now prioritizing extended off-grid stays, necessitating reliable power for devices ...

The portable power station market in the U.S. accounted for the largest market revenue share in North America in 2025. By technology, the lithium-ion segment led the market with the largest revenue ...

According to the latest strategic research report released by HDIN Research, the global portable power station market is experiencing a robust expansion phase. Driven by a surge in ...

Around 38% of the growth comes from renewable energy adoption, 27% from outdoor recreational demand, 21% from emergency backup systems, and 14% from professional use cases.

This report offers a complete overview of the portable outdoor power market, encompassing historical data, current market trends, and future projections. It includes detailed ...

Key Market Driver: Around 68% rise in outdoor recreational activities and 72% increase in off-grid power demand are driving market growth. Major Market Restraint: Nearly 47% of consumers ...

As consumers seek reliable power sources for camping, tailgating, and other outdoor activities, the market is projected to reach approximately \$3.3 billion by 2026, growing at a compound annual ...

Outdoor activities are the key factors making this device indispensable for customers. The increasing share of electricity in the final energy demand itself cannot be totally captured. Besides ...

North America is expected to dominate the portable power stations market with 37.7% share in 2025. Portable power stations market growth is driven by increasing popularity of outdoor ...

It is projected to witness a CAGR of 11.5% from 2025 to 2032. The portable power station market is surging



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as demand for reliable, clean, and portable energy grows. From powering outdoor ...

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