

Batteries - UK - February 2010

Report Price: £1500 / \$3000 / €2250



What is this report about?

The battery market has come through the recession in relatively good shape; indeed the recession appears to have stimulated demand for some segments of the market, aided by widespread promotional offers from manufacturers and retailers. This is not to say that the market has come through the credit crunch unscathed. Price and promotional competition remain features of the market, with manufacturers having to use a variety of tactics to stimulate sales. However, the trend towards ever lower average prices has been countered by the shift in demand towards higher power, higher priced single-use, alkaline and lithium batteries and the rising popularity of rechargeable batteries.

What have we found out?

- The majority of high-end portable gadgets now come with batteries built in (or device-specific power cells). Is there room in the market for removable batteries? If so, what can battery manufacturers do to gain greater recognition from today's iPhone generation?
- Battery purchasing is governed by immediate need (irrespective of shop) for 44% of respondents, according to Mintel's research. Less likely to stock up on cut-price promotional offers, this makes for a profitable target audience. Is there an opportunity for battery brands to assist these consumers in need?
- Mintel's research shows 10% of respondents only buy rechargeables, with the greatest appeal amongst older gadget users. How will new innovations help rechargeables grow above and beyond previous market expectations?
- Mintel's research found that consumer decision making around battery purchases relied on very few factors – focussing mostly on price and brand. How can manufacturers communicate specialist brands more effectively to grow market values?
- Although recycling schemes for old batteries are now established, Mintel's research found that 40% did not know where they can recycle. What can brands do to help drive awareness and encourage more battery users to go green?
- During the recession, manufacturers focussed increasing amounts of marketing spend on cut price promotions. As the UK returns to growth, will brands be able to move away from this strategy, or are consumers now accustomed to getting more for less? Could this have long term repercussions on the battery sector?

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