

Increasing cost pressure and price erosion in battery cell production: challenge and opportunity for European manufacturers



The battery cell and pack market is under growing cost pressure: battery cell prices have dropped significantly in recent months. This trend has now extended to battery pack and module solutions— a development that is shrinking the margins of many manufacturers.

For European producers, this situation presents both challenges and opportunities. To remain competitive, automation of production processes is more crucial than ever. Efficient, scalable, and cost-saving automation solutions can make a decisive difference.

Challenges in battery pack assembly:

- › Global competition, particularly from Asia, continues to intensify.
- › Falling prices put pressure on the entire value chain.
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Opportunities through automation of assembly processes:

- › Increased efficiency and lower production costs through automation technology.
- › Improved quality through standardized processes.

Strengthening Europe's position through innovative production methods. Now is the time to invest in technology and expertise strategically. Together, we can actively shape the transformation and lead the European battery industry into a competitive and sustainable future.

What challenges and issues are you facing as a manufacturer in battery pack assembly?

Our development teams have specifically designed solution concepts to address the increasing cost and competitive pressure in battery pack assembly through the use of partially and fully automated insertion and assembly lines.

Give our BAHMÜLLER specialists the opportunity to present approaches and solutions that enable you, as a battery pack assembly manufacturer, to produce successfully in Europe despite significant cost pressure.

We look forward to exchanging ideas with you!

Your contact at BAHMÜLLER: Christoph Gasiorek (christoph.gasiorek@bahmueller.de)