

Global Plush Blankets Market Size study, by Application (Residential and Commercial), by Distribution Channel (Hypermarkets & Supermarkets, Convenience Stores, Online and Others), and Regional Forecasts 2021-2027

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Abstracts

Global Plush Blankets Market is valued approximately at USD 392 million in 2020 and is anticipated to grow with a healthy growth rate of more than 6.1% over the forecast period 2021-2027. In developing plush blankets of thick and superior quality, base of fleece fabric is used with the aim of generating a thick pile fabric which offers soft, long, comfortable, and warm sleeping hours. Growing hospitality sector due to growth in tourism, easy to store, wash and dry property of plush blankets, rising middle-class population and growing standard of living of people are surging the demand for plush blankets. For instance, according to Statista, global middle-class population is estimated to increase to 3.49 billion people in 2030 from 1.38 billion in 2015. Also, according to India Brand Equity Foundation report of 2021, foreign tourist arrivals in India stood at 10.93 million in 2019, achieving a growth of 3.5% year-on-year. Furthermore, new product launches by market players are expected to fuel the demand in coming years. However, high cost of plush blankets may hamper the growth during forecast period.

Asia Pacific, North America, Europe, Latin America, and Rest of the World are the key regions considered for the regional analysis of plush blankets market. North America is the dominating region across the world in terms of market share due to increasing spending on residential renovations and repairs which is promoting the use of high-end bedding products. Whereas Asia Pacific is anticipated to exhibit the highest growth rate over the forecast period 2021-2027, due to growing investment in the regions such as India and China in the sectors such as hospitality including hotels and hospitals.

Major market player included in this report are:

Berkshire Blanket & Home Co.
American Blanket Company
FleecePro
Sunbeam Products, Inc.
Plush Addict Ltd.
Robert Kaufman Co., Inc.
Shannon Fabrics Inc.
Venus Group
The Company Store
The Northwest Company

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Application:

Residential
Commercial

By Distribution Channel:

Hypermarkets & Supermarkets
Convenience Stores
Online
Others

By Region:

North America
U.S.
Canada
Europe
UK

Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027.

Target Audience of the Global Plush Blankets Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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