

Global Electric Blankets Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/GDF4B149DDBCEN.html>

Date: October 2024

Pages: 132

Price: US\$ 3,200.00 (Single User License)

ID: GDF4B149DDBCEN

Abstracts

Report Overview:

An electric blanket has an electrical heating device built in that is meant to be placed above the bed sheet. In Commonwealth countries, however, it refers to an electric mattress pad that is kept below the bottom bed sheet. They comprise a control unit that allows the user to adjust the heat produced by the device. Larger size beds may even have two separate control units for both sides of the bed. An electric blanket can be useful to heat the bed to a certain level before sleeping to keep the occupant cosy and warm. Typical low voltage electric blankets work on 12-24 volts and are made of thin carbon fibre wires. The electric blanket was invented more than a century ago by American inventor Samuel Russell, while the first recorded sale in the electric blanket market was by the Samson United Corporation in 1930. An electric blanket uses heating elements or insulated wires that are put into a fabric that heats up when connected to an electrical socket. The temperature control unit, located between the electrical point and blanket, controls the current that enters the heating elements of the blanket. Modern devices use carbon fibre wires to provide heat for the user's comfort. These wires are much less conspicuous and bulky than the ones used in the past. Today, there are a lot of variations available in the electric blanket market like under blankets, over-blankets, throws and duvets. What is common is the wiring that heats up when connected to the electric point. Buyers are truly spoilt for choice now as they can select blankets with dual controls, those that remain on throughout the night, and those that are machine washable or even those that regulate themselves according to the user's body temperature.

The Global Electric Blankets Market Size was estimated at USD 1157.31 million in 2023 and is projected to reach USD 1265.45 million by 2029, exhibiting a CAGR of 1.50%

during the forecast period.

This report provides a deep insight into the global Electric Blankets market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Electric Blankets Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Electric Blankets market in any manner.

Global Electric Blankets Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Rainbow Group

Beurer

Caiyang

Sunbeam Products

Shanghai Xiaomianyang Electric

Qingdao Qindao Electric

Tenacta Group

KODEN

BeiJiRen Electric Appliance

Sshine Electric Appliance

Bokuk

Slumberland

Morphy Richards

Biddeford

Market Segmentation (by Type)

Underblankets

Overblankets

Market Segmentation (by Application)

Commercial Use

Home Use

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Electric Blankets Market

Overview of the regional outlook of the Electric Blankets Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Note: this report may need to undergo a final check or review and this could take about 48 hours.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Electric Blankets Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the Market's Competitive Landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share,

product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

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