

Global Heated Blanket Market Research Report 2025(Status and Outlook)

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Abstracts

Report Overview

The heated blanket market encompasses electrically powered blankets designed to provide warmth through integrated heating elements, typically made of carbon fiber or thin wires that distribute heat evenly across the fabric. These products cater to both residential and commercial segments, offering features such as adjustable temperature settings, automatic shut-off timers, and dual-zone heating for personalized comfort. The market is driven by increasing demand for energy-efficient heating solutions, particularly in colder regions, as well as growing consumer preference for smart home integration, including app-controlled and voice-activated models. Key players focus on material innovation, such as hypoallergenic fabrics and ultra-soft textiles, to enhance user experience, while safety certifications (e.g., UL, ETL) remain critical for consumer trust. Seasonal demand spikes in winter, but year-round adoption is rising due to therapeutic applications for pain relief and improved sleep. Competition includes traditional electric blankets, heated throws, and emerging alternatives like weighted heated blankets, with pricing tiers ranging from budget to premium luxury designs. Sustainability trends are pushing manufacturers toward eco-friendly materials and low-energy consumption designs. Distribution spans online platforms (Amazon, brand websites) and offline retail (department stores, specialty bedding shops), with direct-to-consumer brands gaining traction through subscription models or bundled wellness offerings. Regional growth is strongest in North America and Europe, though Asia-Pacific shows potential due to urbanization and rising disposable income. Challenges include safety concerns (overheating risks) and price sensitivity in developing markets, while opportunities lie in product differentiation through health-tech integrations like biometric tracking or AI-driven temperature adjustments.

The global Heated Blanket market size was estimated at USD 1001.6 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 5.25% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Heated Blanket market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Heated Blanket market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Heated Blanket market.

Global Heated Blanket Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Rainbow Group
Sunbeam ProductsInc
Caiyang
Shanghai Xiaomianyang Electric
Qingdao Qindao Electric
Perfect Fit IndustriesLLC.
Beurer
Tenacta Group S.p.A.
Sojoy
Bokuk Electronics CO.
Morphy Richards
Slumberland
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 Heated Blanket Market

Overview of the regional outlook of the Heated Blanket Market:

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.

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 Heated Blanket 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 shares the main producing countries of Heated Blanket, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 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 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

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 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

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Heated Blanket

1.2 Key Market Segments

1.2.1 Heated Blanket Segment by Type

1.2.2 Heated Blanket Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 HEATED BLANKET MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Heated Blanket Market Size (M USD) Estimates and Forecasts (2020-2033)

2.1.2 Global Heated Blanket Sales Estimates and Forecasts (2020-2033)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 HEATED BLANKET MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Heated Blanket Product Life Cycle

3.3 Global Heated Blanket Sales by Manufacturers (2020-2025)

3.4 Global Heated Blanket Revenue Market Share by Manufacturers (2020-2025)

3.5 Heated Blanket Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Heated Blanket Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Heated Blanket Market Competitive Situation and Trends

3.8.1 Heated Blanket Market Concentration Rate

3.8.2 Global 5 and 10 Largest Heated Blanket Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 HEATED BLANKET INDUSTRY CHAIN ANALYSIS

- 4.1 Heated Blanket Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF HEATED BLANKET MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Heated Blanket Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Heated Blanket Market
- 5.7 ESG Ratings of Leading Companies

6 HEATED BLANKET MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Heated Blanket Sales Market Share by Type (2020-2025)
- 6.3 Global Heated Blanket Market Size Market Share by Type (2020-2025)
- 6.4 Global Heated Blanket Price by Type (2020-2025)

7 HEATED BLANKET MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Heated Blanket Market Sales by Application (2020-2025)
- 7.3 Global Heated Blanket Market Size (M USD) by Application (2020-2025)

7.4 Global Heated Blanket Sales Growth Rate by Application (2020-2025)

8 HEATED BLANKET MARKET SALES BY REGION

8.1 Global Heated Blanket Sales by Region

8.1.1 Global Heated Blanket Sales by Region

8.1.2 Global Heated Blanket Sales Market Share by Region

8.2 Global Heated Blanket Market Size by Region

8.2.1 Global Heated Blanket Market Size by Region

8.2.2 Global Heated Blanket Market Size Market Share by Region

8.3 North America

8.3.1 North America Heated Blanket Sales by Country

8.3.2 North America Heated Blanket Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Heated Blanket Sales by Country

8.4.2 Europe Heated Blanket Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Heated Blanket Sales by Region

8.5.2 Asia Pacific Heated Blanket Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Heated Blanket Sales by Country

8.6.2 South America Heated Blanket Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Heated Blanket Sales by Region
- 8.7.2 Middle East and Africa Heated Blanket Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

9 HEATED BLANKET MARKET PRODUCTION BY REGION

- 9.1 Global Production of Heated Blanket by Region(2020-2025)
- 9.2 Global Heated Blanket Revenue Market Share by Region (2020-2025)
- 9.3 Global Heated Blanket Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Heated Blanket Production
 - 9.4.1 North America Heated Blanket Production Growth Rate (2020-2025)
 - 9.4.2 North America Heated Blanket Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Heated Blanket Production
 - 9.5.1 Europe Heated Blanket Production Growth Rate (2020-2025)
 - 9.5.2 Europe Heated Blanket Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Heated Blanket Production (2020-2025)
 - 9.6.1 Japan Heated Blanket Production Growth Rate (2020-2025)
 - 9.6.2 Japan Heated Blanket Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Heated Blanket Production (2020-2025)
 - 9.7.1 China Heated Blanket Production Growth Rate (2020-2025)
 - 9.7.2 China Heated Blanket Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

- 10.1 Rainbow Group
 - 10.1.1 Rainbow Group Basic Information
 - 10.1.2 Rainbow Group Heated Blanket Product Overview
 - 10.1.3 Rainbow Group Heated Blanket Product Market Performance
 - 10.1.4 Rainbow Group Business Overview
 - 10.1.5 Rainbow Group SWOT Analysis
 - 10.1.6 Rainbow Group Recent Developments

10.2 Sunbeam ProductsInc

10.2.1 Sunbeam ProductsInc Basic Information

10.2.2 Sunbeam ProductsInc Heated Blanket Product Overview

10.2.3 Sunbeam ProductsInc Heated Blanket Product Market Performance

10.2.4 Sunbeam ProductsInc Business Overview

10.2.5 Sunbeam ProductsInc SWOT Analysis

10.2.6 Sunbeam ProductsInc Recent Developments

10.3 Caiyang

10.3.1 Caiyang Basic Information

10.3.2 Caiyang Heated Blanket Product Overview

10.3.3 Caiyang Heated Blanket Product Market Performance

10.3.4 Caiyang Business Overview

10.3.5 Caiyang SWOT Analysis

10.3.6 Caiyang Recent Developments

10.4 Shanghai Xiaomianyang Electric

10.4.1 Shanghai Xiaomianyang Electric Basic Information

10.4.2 Shanghai Xiaomianyang Electric Heated Blanket Product Overview

10.4.3 Shanghai Xiaomianyang Electric Heated Blanket Product Market Performance

10.4.4 Shanghai Xiaomianyang Electric Business Overview

10.4.5 Shanghai Xiaomianyang Electric Recent Developments

10.5 Qingdao Qindao Electric

10.5.1 Qingdao Qindao Electric Basic Information

10.5.2 Qingdao Qindao Electric Heated Blanket Product Overview

10.5.3 Qingdao Qindao Electric Heated Blanket Product Market Performance

10.5.4 Qingdao Qindao Electric Business Overview

10.5.5 Qingdao Qindao Electric Recent Developments

10.6 Perfect Fit IndustriesLLC.

10.6.1 Perfect Fit IndustriesLLC. Basic Information

10.6.2 Perfect Fit IndustriesLLC. Heated Blanket Product Overview

10.6.3 Perfect Fit IndustriesLLC. Heated Blanket Product Market Performance

10.6.4 Perfect Fit IndustriesLLC. Business Overview

10.6.5 Perfect Fit IndustriesLLC. Recent Developments

10.7 Beurer

10.7.1 Beurer Basic Information

10.7.2 Beurer Heated Blanket Product Overview

10.7.3 Beurer Heated Blanket Product Market Performance

10.7.4 Beurer Business Overview

10.7.5 Beurer Recent Developments

10.8 Tenacta Group S.p.A.

- 10.8.1 Tenacta Group S.p.A. Basic Information
- 10.8.2 Tenacta Group S.p.A. Heated Blanket Product Overview
- 10.8.3 Tenacta Group S.p.A. Heated Blanket Product Market Performance
- 10.8.4 Tenacta Group S.p.A. Business Overview
- 10.8.5 Tenacta Group S.p.A. Recent Developments
- 10.9 Sojoy
 - 10.9.1 Sojoy Basic Information
 - 10.9.2 Sojoy Heated Blanket Product Overview
 - 10.9.3 Sojoy Heated Blanket Product Market Performance
 - 10.9.4 Sojoy Business Overview
 - 10.9.5 Sojoy Recent Developments
- 10.10 Bokuk Electronics CO.
 - 10.10.1 Bokuk Electronics CO. Basic Information
 - 10.10.2 Bokuk Electronics CO. Heated Blanket Product Overview
 - 10.10.3 Bokuk Electronics CO. Heated Blanket Product Market Performance
 - 10.10.4 Bokuk Electronics CO. Business Overview
 - 10.10.5 Bokuk Electronics CO. Recent Developments
- 10.11 Morphy Richards
 - 10.11.1 Morphy Richards Basic Information
 - 10.11.2 Morphy Richards Heated Blanket Product Overview
 - 10.11.3 Morphy Richards Heated Blanket Product Market Performance
 - 10.11.4 Morphy Richards Business Overview
 - 10.11.5 Morphy Richards Recent Developments
- 10.12 Slumberdown
 - 10.12.1 Slumberdown Basic Information
 - 10.12.2 Slumberdown Heated Blanket Product Overview
 - 10.12.3 Slumberdown Heated Blanket Product Market Performance
 - 10.12.4 Slumberdown Business Overview
 - 10.12.5 Slumberdown Recent Developments
- 10.13 Biddeford
 - 10.13.1 Biddeford Basic Information
 - 10.13.2 Biddeford Heated Blanket Product Overview
 - 10.13.3 Biddeford Heated Blanket Product Market Performance
 - 10.13.4 Biddeford Business Overview
 - 10.13.5 Biddeford Recent Developments

11 HEATED BLANKET MARKET FORECAST BY REGION

11.1 Global Heated Blanket Market Size Forecast

11.2 Global Heated Blanket Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Heated Blanket Market Size Forecast by Country

11.2.3 Asia Pacific Heated Blanket Market Size Forecast by Region

11.2.4 South America Heated Blanket Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Heated Blanket by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

12.1 Global Heated Blanket Market Forecast by Type (2026-2033)

12.1.1 Global Forecasted Sales of Heated Blanket by Type (2026-2033)

12.1.2 Global Heated Blanket Market Size Forecast by Type (2026-2033)

12.1.3 Global Forecasted Price of Heated Blanket by Type (2026-2033)

12.2 Global Heated Blanket Market Forecast by Application (2026-2033)

12.2.1 Global Heated Blanket Sales (K Units) Forecast by Application

12.2.2 Global Heated Blanket Market Size (M USD) Forecast by Application (2026-2033)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type
Table 2. Introduction of the Application
Table 3. Market Size (M USD) Segment Executive Summary
Table 4. Heated Blanket Market Size Comparison by Region (M USD)
Table 5. Global Heated Blanket Sales (K Units) by Manufacturers (2020-2025)
Table 6. Global Heated Blanket Sales Market Share by Manufacturers (2020-2025)
Table 7. Global Heated Blanket Revenue (M USD) by Manufacturers (2020-2025)
Table 8. Global Heated Blanket Revenue Share by Manufacturers (2020-2025)
Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Heated Blanket as of 2024)
Table 10. Global Market Heated Blanket Average Price (USD/Unit) of Key Manufacturers (2020-2025)
Table 11. Manufacturers? Manufacturing Sites, Areas Served
Table 12. Manufacturers? Product Type
Table 13. Global Heated Blanket Manufacturers Market Concentration Ratio (CR5 and HHI)
Table 14. Mergers & Acquisitions, Expansion Plans
Table 15. Market Overview of Key Raw Materials
Table 16. Midstream Market Analysis
Table 17. Downstream Customer Analysis
Table 18. Key Development Trends
Table 19. Driving Factors
Table 20. Heated Blanket Market Challenges
Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026
Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027
Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026
Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
Table 25. Global Heated Blanket Sales by Type (K Units)
Table 26. Global Heated Blanket Market Size by Type (M USD)
Table 27. Global Heated Blanket Sales (K Units) by Type (2020-2025)
Table 28. Global Heated Blanket Sales Market Share by Type (2020-2025)
Table 29. Global Heated Blanket Market Size (M USD) by Type (2020-2025)
Table 30. Global Heated Blanket Market Size Share by Type (2020-2025)
Table 31. Global Heated Blanket Price (USD/Unit) by Type (2020-2025)

Table 32. Global Heated Blanket Sales (K Units) by Application
Table 33. Global Heated Blanket Market Size by Application
Table 34. Global Heated Blanket Sales by Application (2020-2025) & (K Units)
Table 35. Global Heated Blanket Sales Market Share by Application (2020-2025)
Table 36. Global Heated Blanket Market Size by Application (2020-2025) & (M USD)
Table 37. Global Heated Blanket Market Share by Application (2020-2025)
Table 38. Global Heated Blanket Sales Growth Rate by Application (2020-2025)
Table 39. Global Heated Blanket Sales by Region (2020-2025) & (K Units)
Table 40. Global Heated Blanket Sales Market Share by Region (2020-2025)
Table 41. Global Heated Blanket Market Size by Region (2020-2025) & (M USD)
Table 42. Global Heated Blanket Market Size Market Share by Region (2020-2025)
Table 43. North America Heated Blanket Sales by Country (2020-2025) & (K Units)
Table 44. North America Heated Blanket Market Size by Country (2020-2025) & (M USD)
Table 45. Europe Heated Blanket Sales by Country (2020-2025) & (K Units)
Table 46. Europe Heated Blanket Market Size by Country (2020-2025) & (M USD)
Table 47. Asia Pacific Heated Blanket Sales by Region (2020-2025) & (K Units)
Table 48. Asia Pacific Heated Blanket Market Size by Region (2020-2025) & (M USD)
Table 49. South America Heated Blanket Sales by Country (2020-2025) & (K Units)
Table 50. South America Heated Blanket Market Size by Country (2020-2025) & (M USD)
Table 51. Middle East and Africa Heated Blanket Sales by Region (2020-2025) & (K Units)
Table 52. Middle East and Africa Heated Blanket Market Size by Region (2020-2025) & (M USD)
Table 53. Global Heated Blanket Production (K Units) by Region(2020-2025)
Table 54. Global Heated Blanket Revenue (US\$ Million) by Region (2020-2025)
Table 55. Global Heated Blanket Revenue Market Share by Region (2020-2025)
Table 56. Global Heated Blanket Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 57. North America Heated Blanket Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 58. Europe Heated Blanket Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 59. Japan Heated Blanket Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 60. China Heated Blanket Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 61. Rainbow Group Basic Information

Table 62. Rainbow Group Heated Blanket Product Overview
Table 63. Rainbow Group Heated Blanket Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 64. Rainbow Group Business Overview
Table 65. Rainbow Group SWOT Analysis
Table 66. Rainbow Group Recent Developments
Table 67. Sunbeam ProductsInc Basic Information
Table 68. Sunbeam ProductsInc Heated Blanket Product Overview
Table 69. Sunbeam ProductsInc Heated Blanket Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 70. Sunbeam ProductsInc Business Overview
Table 71. Sunbeam ProductsInc SWOT Analysis
Table 72. Sunbeam ProductsInc Recent Developments
Table 73. Caiyang Basic Information
Table 74. Caiyang Heated Blanket Product Overview
Table 75. Caiyang Heated Blanket Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 76. Caiyang Business Overview
Table 77. Caiyang SWOT Analysis
Table 78. Caiyang Recent Developments
Table 79. Shanghai Xiaomianyang Electric Basic Information
Table 80. Shanghai Xiaomianyang Electric Heated Blanket Product Overview
Table 81. Shanghai Xiaomianyang Electric Heated Blanket Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 82. Shanghai Xiaomianyang Electric Business Overview
Table 83. Shanghai Xiaomianyang Electric Recent Developments
Table 84. Qingdao Qindao Electric Basic Information
Table 85. Qingdao Qindao Electric Heated Blanket Product Overview
Table 86. Qingdao Qindao Electric Heated Blanket Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 87. Qingdao Qindao Electric Business Overview
Table 88. Qingdao Qindao Electric Recent Developments
Table 89. Perfect Fit IndustriesLLC. Basic Information
Table 90. Perfect Fit IndustriesLLC. Heated Blanket Product Overview
Table 91. Perfect Fit IndustriesLLC. Heated Blanket Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 92. Perfect Fit IndustriesLLC. Business Overview
Table 93. Perfect Fit IndustriesLLC. Recent Developments
Table 94. Beurer Basic Information

Table 95. Beurer Heated Blanket Product Overview
Table 96. Beurer Heated Blanket Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 97. Beurer Business Overview
Table 98. Beurer Recent Developments
Table 99. Tenacta Group S.p.A. Basic Information
Table 100. Tenacta Group S.p.A. Heated Blanket Product Overview
Table 101. Tenacta Group S.p.A. Heated Blanket Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 102. Tenacta Group S.p.A. Business Overview
Table 103. Tenacta Group S.p.A. Recent Developments
Table 104. Sojoy Basic Information
Table 105. Sojoy Heated Blanket Product Overview
Table 106. Sojoy Heated Blanket Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 107. Sojoy Business Overview
Table 108. Sojoy Recent Developments
Table 109. Bokuk Electronics CO. Basic Information
Table 110. Bokuk Electronics CO. Heated Blanket Product Overview
Table 111. Bokuk Electronics CO. Heated Blanket Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 112. Bokuk Electronics CO. Business Overview
Table 113. Bokuk Electronics CO. Recent Developments
Table 114. Morphy Richards Basic Information
Table 115. Morphy Richards Heated Blanket Product Overview
Table 116. Morphy Richards Heated Blanket Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 117. Morphy Richards Business Overview
Table 118. Morphy Richards Recent Developments
Table 119. Slumberdown Basic Information
Table 120. Slumberdown Heated Blanket Product Overview
Table 121. Slumberdown Heated Blanket Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 122. Slumberdown Business Overview
Table 123. Slumberdown Recent Developments
Table 124. Biddeford Basic Information
Table 125. Biddeford Heated Blanket Product Overview
Table 126. Biddeford Heated Blanket Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 127. Biddeford Business Overview

Table 128. Biddeford Recent Developments

Table 129. Global Heated Blanket Sales Forecast by Region (2026-2033) & (K Units)

Table 130. Global Heated Blanket Market Size Forecast by Region (2026-2033) & (M USD)

Table 131. North America Heated Blanket Sales Forecast by Country (2026-2033) & (K Units)

Table 132. North America Heated Blanket Market Size Forecast by Country (2026-2033) & (M USD)

Table 133. Europe Heated Blanket Sales Forecast by Country (2026-2033) & (K Units)

Table 134. Europe Heated Blanket Market Size Forecast by Country (2026-2033) & (M USD)

Table 135. Asia Pacific Heated Blanket Sales Forecast by Region (2026-2033) & (K Units)

Table 136. Asia Pacific Heated Blanket Market Size Forecast by Region (2026-2033) & (M USD)

Table 137. South America Heated Blanket Sales Forecast by Country (2026-2033) & (K Units)

Table 138. South America Heated Blanket Market Size Forecast by Country (2026-2033) & (M USD)

Table 139. Middle East and Africa Heated Blanket Sales Forecast by Country (2026-2033) & (Units)

Table 140. Middle East and Africa Heated Blanket Market Size Forecast by Country (2026-2033) & (M USD)

Table 141. Global Heated Blanket Sales Forecast by Type (2026-2033) & (K Units)

Table 142. Global Heated Blanket Market Size Forecast by Type (2026-2033) & (M USD)

Table 143. Global Heated Blanket Price Forecast by Type (2026-2033) & (USD/Unit)

Table 144. Global Heated Blanket Sales (K Units) Forecast by Application (2026-2033)

Table 145. Global Heated Blanket Market Size Forecast by Application (2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Heated Blanket
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Heated Blanket Market Size (M USD), 2024-2033
- Figure 5. Global Heated Blanket Market Size (M USD) (2020-2033)
- Figure 6. Global Heated Blanket Sales (K Units) & (2020-2033)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Heated Blanket Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Heated Blanket Product Life Cycle
- Figure 13. Heated Blanket Sales Share by Manufacturers in 2024
- Figure 14. Global Heated Blanket Revenue Share by Manufacturers in 2024
- Figure 15. Heated Blanket Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Heated Blanket Average Price (USD/Unit) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Heated Blanket Revenue in 2024
- Figure 18. Industry Chain Map of Heated Blanket
- Figure 19. Global Heated Blanket Market PEST Analysis
- Figure 20. Global Heated Blanket Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Heated Blanket Market Share by Type
- Figure 27. Sales Market Share of Heated Blanket by Type (2020-2025)
- Figure 28. Sales Market Share of Heated Blanket by Type in 2024
- Figure 29. Market Size Share of Heated Blanket by Type (2020-2025)
- Figure 30. Market Size Share of Heated Blanket by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Heated Blanket Market Share by Application

- Figure 33. Global Heated Blanket Sales Market Share by Application (2020-2025)
- Figure 34. Global Heated Blanket Sales Market Share by Application in 2024
- Figure 35. Global Heated Blanket Market Share by Application (2020-2025)
- Figure 36. Global Heated Blanket Market Share by Application in 2024
- Figure 37. Global Heated Blanket Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Heated Blanket Sales Market Share by Region (2020-2025)
- Figure 39. Global Heated Blanket Market Size Market Share by Region (2020-2025)
- Figure 40. North America Heated Blanket Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Heated Blanket Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Heated Blanket Sales Market Share by Country in 2024
- Figure 43. North America Heated Blanket Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Heated Blanket Market Size Market Share by Country in 2024
- Figure 45. U.S. Heated Blanket Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Heated Blanket Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Heated Blanket Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada Heated Blanket Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Heated Blanket Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Heated Blanket Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Heated Blanket Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe Heated Blanket Sales Market Share by Country in 2024
- Figure 53. Europe Heated Blanket Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Heated Blanket Market Size Market Share by Country in 2024
- Figure 55. Germany Heated Blanket Sales and Growth Rate (2020-2025) & (K Units)
- Figure 56. Germany Heated Blanket Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Heated Blanket Sales and Growth Rate (2020-2025) & (K Units)
- Figure 58. France Heated Blanket Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Heated Blanket Sales and Growth Rate (2020-2025) & (K Units)
- Figure 60. U.K. Heated Blanket Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Heated Blanket Sales and Growth Rate (2020-2025) & (K Units)
- Figure 62. Italy Heated Blanket Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain Heated Blanket Sales and Growth Rate (2020-2025) & (K Units)
- Figure 64. Spain Heated Blanket Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 65. Asia Pacific Heated Blanket Sales and Growth Rate (K Units)

- Figure 66. Asia Pacific Heated Blanket Sales Market Share by Region in 2024
- Figure 67. Asia Pacific Heated Blanket Market Size Market Share by Region in 2024
- Figure 68. China Heated Blanket Sales and Growth Rate (2020-2025) & (K Units)
- Figure 69. China Heated Blanket Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 70. Japan Heated Blanket Sales and Growth Rate (2020-2025) & (K Units)
- Figure 71. Japan Heated Blanket Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 72. South Korea Heated Blanket Sales and Growth Rate (2020-2025) & (K Units)
- Figure 73. South Korea Heated Blanket Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 74. India Heated Blanket Sales and Growth Rate (2020-2025) & (K Units)
- Figure 75. India Heated Blanket Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 76. Southeast Asia Heated Blanket Sales and Growth Rate (2020-2025) & (K Units)
- Figure 77. Southeast Asia Heated Blanket Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 78. South America Heated Blanket Sales and Growth Rate (K Units)
- Figure 79. South America Heated Blanket Sales Market Share by Country in 2024
- Figure 80. South America Heated Blanket Market Size and Growth Rate (M USD)
- Figure 81. South America Heated Blanket Market Size Market Share by Country in 2024
- Figure 82. Brazil Heated Blanket Sales and Growth Rate (2020-2025) & (K Units)
- Figure 83. Brazil Heated Blanket Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 84. Argentina Heated Blanket Sales and Growth Rate (2020-2025) & (K Units)
- Figure 85. Argentina Heated Blanket Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 86. Columbia Heated Blanket Sales and Growth Rate (2020-2025) & (K Units)
- Figure 87. Columbia Heated Blanket Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 88. Middle East and Africa Heated Blanket Sales and Growth Rate (K Units)
- Figure 89. Middle East and Africa Heated Blanket Sales Market Share by Region in 2024
- Figure 90. Middle East and Africa Heated Blanket Market Size and Growth Rate (M USD)
- Figure 91. Middle East and Africa Heated Blanket Market Size Market Share by Region in 2024
- Figure 92. Saudi Arabia Heated Blanket Sales and Growth Rate (2020-2025) & (K Units)
- Figure 93. Saudi Arabia Heated Blanket Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 94. UAE Heated Blanket Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Heated Blanket Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Heated Blanket Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Heated Blanket Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Heated Blanket Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Heated Blanket Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Heated Blanket Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Heated Blanket Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Heated Blanket Production Market Share by Region (2020-2025)

Figure 103. North America Heated Blanket Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Heated Blanket Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Heated Blanket Production (K Units) Growth Rate (2020-2025)

Figure 106. China Heated Blanket Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Heated Blanket Sales Forecast by Volume (2020-2033) & (K Units)

Figure 108. Global Heated Blanket Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Heated Blanket Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Heated Blanket Market Share Forecast by Type (2026-2033)

Figure 111. Global Heated Blanket Sales Forecast by Application (2026-2033)

Figure 112. Global Heated Blanket Market Share Forecast by Application (2026-2033)

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