

Global Heated Gear Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Heated gear refers to clothing or accessories equipped with heating elements that provide warmth in cold environments. This niche market has witnessed significant growth in recent years due to the rising demand for outdoor activities in colder climates, coupled with advancements in technology. The market positioning of heated gear revolves around offering comfort, convenience, and protection from extreme cold conditions, making it popular among outdoor enthusiasts, workers in cold environments, and individuals with medical conditions requiring extra warmth.

As of 2023, the global heated gear market is valued at approximately USD 300 million, with a projected Compound Annual Growth Rate (CAGR) of 7.50% from 2024 to 2032. Several key factors are driving this growth, including increasing participation in outdoor winter sports, a growing awareness of the health benefits of staying warm in cold weather, and the development of lightweight and efficient heating technologies. Additionally, the rise in disposable income levels in emerging economies is expanding the consumer base for heated gear products.

Market trends in the heated gear industry include the integration of smart technologies such as Bluetooth connectivity for temperature control, the use of lightweight and flexible heating elements for improved comfort, and the adoption of sustainable materials in product manufacturing to cater to environmentally conscious consumers. For instance, companies are incorporating rechargeable battery systems in heated gear for longer-lasting warmth and enhanced mobility, catering to the needs of modern consumers seeking both functionality and convenience.

Regional distribution of the heated gear market shows dominance in North America and Europe, driven by the high demand for winter sports and outdoor activities in these regions. North America leads due to a strong culture of outdoor recreation and a higher disposable income, while Europe benefits from a colder climate and a focus on winter fashion trends. In key regions like Asia Pacific, the market is growing steadily due to increasing urbanization, changing lifestyles, and a rising interest in winter sports and outdoor activities.

Despite its growth potential, the heated gear market faces challenges such as high product costs limiting mass adoption, concerns regarding the safety of heating elements, and the need for continuous innovation to meet evolving consumer preferences. Overcoming these challenges will require industry players to focus on product affordability, safety certifications, and sustainable practices to maintain a competitive edge in the market.

In conclusion, the heated gear market presents lucrative opportunities driven by a combination of technological advancements, changing consumer lifestyles, and a growing interest in outdoor activities. By addressing key market trends, regional dynamics, and challenges, companies can capitalize on the market's growth potential and meet the evolving needs of consumers seeking warmth and comfort in cold environments.

This report provides a deep insight into the global Heated Gear 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, 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 Heated Gear 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 Heated Gear market in any manner.

Global Heated Gear 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

Milwaukee Tool

DeWalt

Gerbing

Bosh

Venture Heat

Makita

ActionHeat

Volt Resistance

Gears Canada

Gobi Heat

Ororo

Nordic Heat

H-D (Harley-Davidson)

Ergoydyne

Blaze Wear

Guangdong Nuanma

Eleheat

Market Segmentation (by Type)

Heated Tops

Heated Pants

Heated Accessories

Market Segmentation (by Application)

Outdoor Activities

Outdoor Working

Others

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:

Global Heated Gear Market Research Report 2024(Status and Outlook)

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 Gear Market

Overview of the regional outlook of the Heated Gear 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.

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 Gear 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.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Heated Gear

1.2 Key Market Segments

1.2.1 Heated Gear Segment by Type

1.2.2 Heated Gear 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 GEAR MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Heated Gear Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Heated Gear Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 HEATED GEAR MARKET COMPETITIVE LANDSCAPE

3.1 Global Heated Gear Sales by Manufacturers (2019-2024)

3.2 Global Heated Gear Revenue Market Share by Manufacturers (2019-2024)

3.3 Heated Gear Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Heated Gear Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Heated Gear Sales Sites, Area Served, Product Type

3.6 Heated Gear Market Competitive Situation and Trends

3.6.1 Heated Gear Market Concentration Rate

3.6.2 Global 5 and 10 Largest Heated Gear Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 HEATED GEAR INDUSTRY CHAIN ANALYSIS

4.1 Heated Gear 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 GEAR MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 HEATED GEAR MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Heated Gear Sales Market Share by Type (2019-2024)

6.3 Global Heated Gear Market Size Market Share by Type (2019-2024)

6.4 Global Heated Gear Price by Type (2019-2024)

7 HEATED GEAR MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Heated Gear Market Sales by Application (2019-2024)

7.3 Global Heated Gear Market Size (M USD) by Application (2019-2024)

7.4 Global Heated Gear Sales Growth Rate by Application (2019-2024)

8 HEATED GEAR MARKET SALES BY REGION

8.1 Global Heated Gear Sales by Region

8.1.1 Global Heated Gear Sales by Region

8.1.2 Global Heated Gear Sales Market Share by Region

8.2 Global Heated Gear Market Size by Region

8.2.1 Global Heated Gear Market Size by Region

8.2.2 Global Heated Gear Market Size Market Share by Region

8.3 North America

- 8.3.1 North America Heated Gear Sales by Country
- 8.3.2 North America Heated Gear 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 Gear Sales by Country
- 8.4.2 Europe Heated Gear 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 Russia Market Overview

8.5 Asia Pacific

- 8.5.1 Asia Pacific Heated Gear Sales by Region
- 8.5.2 China
- 8.5.3 Japan
- 8.5.4 South Korea
- 8.5.5 India
- 8.5.6 Southeast Asia

8.6 Asia Pacific

- 8.6.1 Asia Pacific Heated Gear Market Size by Region
- 8.6.2 Asia Pacific Heated Gear Market Size by Region
- 8.6.3 China
- 8.6.4 Japan
- 8.6.5 South Korea
- 8.6.6 India
- 8.6.7 Southeast Asia

8.7 South America

- 8.7.1 South America Heated Gear Sales by Country
- 8.7.2 South America Heated Gear Market Size by Country
- 8.7.3 Brazil
- 8.7.4 Argentina
- 8.7.5 Columbia

8.8 Middle East and Africa

- 8.8.1 Middle East and Africa Heated Gear Sales by Region
- 8.8.2 Middle East and Africa Heated Gear Market Size by Region
- 8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 HEATED GEAR MARKET PRODUCTION BY REGION

- 9.1 Global Production of Heated Gear by Region (2019-2024)
- 9.2 Global Heated Gear Revenue Market Share by Region (2019-2024)
- 9.3 Global Heated Gear Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Heated Gear Production
 - 9.4.1 North America Heated Gear Production Growth Rate (2019-2024)
 - 9.4.2 North America Heated Gear Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Heated Gear Production
 - 9.5.1 Europe Heated Gear Production Growth Rate (2019-2024)
 - 9.5.2 Europe Heated Gear Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Heated Gear Production (2019-2024)
 - 9.6.1 Japan Heated Gear Production Growth Rate (2019-2024)
 - 9.6.2 Japan Heated Gear Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Heated Gear Production (2019-2024)
 - 9.7.1 China Heated Gear Production Growth Rate (2019-2024)
 - 9.7.2 China Heated Gear Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 Milwaukee Tool
 - 10.1.1 Milwaukee Tool Heated Gear Basic Information
 - 10.1.2 Milwaukee Tool Heated Gear Product Overview
 - 10.1.3 Milwaukee Tool Heated Gear Product Market Performance
 - 10.1.4 Milwaukee Tool Business Overview
 - 10.1.5 Milwaukee Tool Heated Gear SWOT Analysis
 - 10.1.6 Milwaukee Tool Recent Developments
- 10.2 DeWalt
 - 10.2.1 DeWalt Heated Gear Basic Information
 - 10.2.2 DeWalt Heated Gear Product Overview
 - 10.2.3 DeWalt Heated Gear Product Market Performance
 - 10.2.4 DeWalt Business Overview
 - 10.2.5 DeWalt Heated Gear SWOT Analysis

- 10.2.6 DeWalt Recent Developments
- 10.3 Gerbing
 - 10.3.1 Gerbing Heated Gear Basic Information
 - 10.3.2 Gerbing Heated Gear Product Overview
 - 10.3.3 Gerbing Heated Gear Product Market Performance
 - 10.3.4 Gerbing Heated Gear SWOT Analysis
 - 10.3.5 Gerbing Business Overview
 - 10.3.6 Gerbing Recent Developments
- 10.4 Bosh
 - 10.4.1 Bosh Heated Gear Basic Information
 - 10.4.2 Bosh Heated Gear Product Overview
 - 10.4.3 Bosh Heated Gear Product Market Performance
 - 10.4.4 Bosh Business Overview
 - 10.4.5 Bosh Recent Developments
- 10.5 Venture Heat
 - 10.5.1 Venture Heat Heated Gear Basic Information
 - 10.5.2 Venture Heat Heated Gear Product Overview
 - 10.5.3 Venture Heat Heated Gear Product Market Performance
 - 10.5.4 Venture Heat Business Overview
 - 10.5.5 Venture Heat Recent Developments
- 10.6 Makita
 - 10.6.1 Makita Heated Gear Basic Information
 - 10.6.2 Makita Heated Gear Product Overview
 - 10.6.3 Makita Heated Gear Product Market Performance
 - 10.6.4 Makita Business Overview
 - 10.6.5 Makita Recent Developments
- 10.7 ActionHeat
 - 10.7.1 ActionHeat Heated Gear Basic Information
 - 10.7.2 ActionHeat Heated Gear Product Overview
 - 10.7.3 ActionHeat Heated Gear Product Market Performance
 - 10.7.4 ActionHeat Business Overview
 - 10.7.5 ActionHeat Recent Developments
- 10.8 Volt Resistance
 - 10.8.1 Volt Resistance Heated Gear Basic Information
 - 10.8.2 Volt Resistance Heated Gear Product Overview
 - 10.8.3 Volt Resistance Heated Gear Product Market Performance
 - 10.8.4 Volt Resistance Business Overview
 - 10.8.5 Volt Resistance Recent Developments
- 10.9 Gears Canada

- 10.9.1 Gears Canada Heated Gear Basic Information
- 10.9.2 Gears Canada Heated Gear Product Overview
- 10.9.3 Gears Canada Heated Gear Product Market Performance
- 10.9.4 Gears Canada Business Overview
- 10.9.5 Gears Canada Recent Developments
- 10.10 Gobi Heat
 - 10.10.1 Gobi Heat Heated Gear Basic Information
 - 10.10.2 Gobi Heat Heated Gear Product Overview
 - 10.10.3 Gobi Heat Heated Gear Product Market Performance
 - 10.10.4 Gobi Heat Business Overview
 - 10.10.5 Gobi Heat Recent Developments
- 10.11 Ororo
 - 10.11.1 Ororo Heated Gear Basic Information
 - 10.11.2 Ororo Heated Gear Product Overview
 - 10.11.3 Ororo Heated Gear Product Market Performance
 - 10.11.4 Ororo Business Overview
 - 10.11.5 Ororo Recent Developments
- 10.12 Nordic Heat
 - 10.12.1 Nordic Heat Heated Gear Basic Information
 - 10.12.2 Nordic Heat Heated Gear Product Overview
 - 10.12.3 Nordic Heat Heated Gear Product Market Performance
 - 10.12.4 Nordic Heat Business Overview
 - 10.12.5 Nordic Heat Recent Developments
- 10.13 H-D (Harley-Davidson)
 - 10.13.1 H-D (Harley-Davidson) Heated Gear Basic Information
 - 10.13.2 H-D (Harley-Davidson) Heated Gear Product Overview
 - 10.13.3 H-D (Harley-Davidson) Heated Gear Product Market Performance
 - 10.13.4 H-D (Harley-Davidson) Business Overview
 - 10.13.5 H-D (Harley-Davidson) Recent Developments
- 10.14 Ergodyne
 - 10.14.1 Ergodyne Heated Gear Basic Information
 - 10.14.2 Ergodyne Heated Gear Product Overview
 - 10.14.3 Ergodyne Heated Gear Product Market Performance
 - 10.14.4 Ergodyne Business Overview
 - 10.14.5 Ergodyne Recent Developments
- 10.15 Blaze Wear
 - 10.15.1 Blaze Wear Heated Gear Basic Information
 - 10.15.2 Blaze Wear Heated Gear Product Overview
 - 10.15.3 Blaze Wear Heated Gear Product Market Performance

- 10.15.4 Blaze Wear Business Overview
- 10.15.5 Blaze Wear Recent Developments
- 10.16 Guangdong Nuanma
 - 10.16.1 Guangdong Nuanma Heated Gear Basic Information
 - 10.16.2 Guangdong Nuanma Heated Gear Product Overview
 - 10.16.3 Guangdong Nuanma Heated Gear Product Market Performance
 - 10.16.4 Guangdong Nuanma Business Overview
 - 10.16.5 Guangdong Nuanma Recent Developments
- 10.17 Eleheat
 - 10.17.1 Eleheat Heated Gear Basic Information
 - 10.17.2 Eleheat Heated Gear Product Overview
 - 10.17.3 Eleheat Heated Gear Product Market Performance
 - 10.17.4 Eleheat Business Overview
 - 10.17.5 Eleheat Recent Developments

11 HEATED GEAR MARKET FORECAST BY REGION

- 11.1 Global Heated Gear Market Size Forecast
- 11.2 Global Heated Gear Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Heated Gear Market Size Forecast by Country
 - 11.2.3 Asia Pacific Heated Gear Market Size Forecast by Region
 - 11.2.4 South America Heated Gear Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Heated Gear by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Heated Gear Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Heated Gear by Type (2025-2032)
 - 12.1.2 Global Heated Gear Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Heated Gear by Type (2025-2032)
- 12.2 Global Heated Gear Market Forecast by Application (2025-2032)
 - 12.2.1 Global Heated Gear Sales (K Units) Forecast by Application
 - 12.2.2 Global Heated Gear Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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