

Global Plush Blankets Market Research Report 2025(Status and Outlook)

<https://marketpublishers.com/r/G43BE8CA5933EN.html>

Date: August 2025

Pages: 142

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

ID: G43BE8CA5933EN

Abstracts

Report Overview

Plush blankets are a category of soft, cozy textiles designed primarily for comfort and warmth, often made from materials like fleece, sherpa, or microfiber to enhance their plush texture. These blankets are popular for both functional and decorative purposes, catering to diverse consumer needs, including home use, travel, and gifting. The market for plush blankets is driven by factors such as seasonal demand, evolving home decor trends, and the growing preference for premium, tactile fabrics that enhance relaxation. Key segments include luxury plush blankets with high-end materials like cashmere or bamboo blends, as well as affordable mass-market options sold through e-commerce and brick-and-mortar retailers. The competitive landscape features both established home textile brands and emerging direct-to-consumer players leveraging digital marketing to target niche audiences, such as pet owners or eco-conscious buyers seeking sustainable materials. Innovations in fabric technology, including hypoallergenic and temperature-regulating properties, are further shaping market growth, alongside customization options like personalized embroidery or themed designs. Geographically, North America and Europe lead in consumption due to higher disposable incomes, while Asia-Pacific shows rapid expansion fueled by urbanization and rising middle-class demand for home comfort products.

The global Plush Blankets market size was estimated at USD 4505.2 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 5.30% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Plush Blankets 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 Plush Blankets 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 Plush Blankets market.

Global Plush Blankets 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

FleecePro
American Blanket Company
Sunbeam ProductsInc.(Newell Brands)
Adornit

Robert Kaufman Fabrics
Berkshire Blanket & Home Co.(SUMEC Textile & Light Industry Co.,Ltd)
Plush Addict Ltd.
Shannon Fabrics
Venus GroupInc.
The Company Store(The Home Depot)
The Northwest Company
Market Segmentation (by Type)
Supermarkets
Convenience Stores
Online
Others
Market Segmentation (by Application)
Residential
Commercial

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 Plush Blankets Market
Overview of the regional outlook of the Plush Blankets 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 Plush 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 shares the main producing countries of Plush Blankets, 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 Plush Blankets
- 1.2 Key Market Segments
 - 1.2.1 Plush Blankets Segment by Type
 - 1.2.2 Plush Blankets 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 PLUSH BLANKETS MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global Plush Blankets Market Size (M USD) Estimates and Forecasts (2020-2033)
 - 2.1.2 Global Plush Blankets Sales Estimates and Forecasts (2020-2033)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 PLUSH BLANKETS MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Plush Blankets Product Life Cycle
- 3.3 Global Plush Blankets Sales by Manufacturers (2020-2025)
- 3.4 Global Plush Blankets Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Plush Blankets Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Plush Blankets Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Plush Blankets Market Competitive Situation and Trends
 - 3.8.1 Plush Blankets Market Concentration Rate
 - 3.8.2 Global 5 and 10 Largest Plush Blankets Players Market Share by Revenue
 - 3.8.3 Mergers & Acquisitions, Expansion

4 PLUSH BLANKETS INDUSTRY CHAIN ANALYSIS

- 4.1 Plush Blankets 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 PLUSH BLANKETS 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 Plush Blankets 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 Plush Blankets Market
- 5.7 ESG Ratings of Leading Companies

6 PLUSH BLANKETS MARKET SEGMENTATION BY TYPE

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

7 PLUSH BLANKETS MARKET SEGMENTATION BY APPLICATION

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

7.4 Global Plush Blankets Sales Growth Rate by Application (2020-2025)

8 PLUSH BLANKETS MARKET SALES BY REGION

8.1 Global Plush Blankets Sales by Region

8.1.1 Global Plush Blankets Sales by Region

8.1.2 Global Plush Blankets Sales Market Share by Region

8.2 Global Plush Blankets Market Size by Region

8.2.1 Global Plush Blankets Market Size by Region

8.2.2 Global Plush Blankets Market Size Market Share by Region

8.3 North America

8.3.1 North America Plush Blankets Sales by Country

8.3.2 North America Plush Blankets 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 Plush Blankets Sales by Country

8.4.2 Europe Plush Blankets 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 Plush Blankets Sales by Region

8.5.2 Asia Pacific Plush Blankets 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 Plush Blankets Sales by Country

8.6.2 South America Plush Blankets 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 Plush Blankets Sales by Region
- 8.7.2 Middle East and Africa Plush Blankets 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 PLUSH BLANKETS MARKET PRODUCTION BY REGION

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

10 KEY COMPANIES PROFILE

- 10.1 FleecePro
 - 10.1.1 FleecePro Basic Information
 - 10.1.2 FleecePro Plush Blankets Product Overview
 - 10.1.3 FleecePro Plush Blankets Product Market Performance
 - 10.1.4 FleecePro Business Overview
 - 10.1.5 FleecePro SWOT Analysis
 - 10.1.6 FleecePro Recent Developments
- 10.2 American Blanket Company

- 10.2.1 American Blanket Company Basic Information
- 10.2.2 American Blanket Company Plush Blankets Product Overview
- 10.2.3 American Blanket Company Plush Blankets Product Market Performance
- 10.2.4 American Blanket Company Business Overview
- 10.2.5 American Blanket Company SWOT Analysis
- 10.2.6 American Blanket Company Recent Developments
- 10.3 Sunbeam ProductsInc.(Newell Brands)
 - 10.3.1 Sunbeam ProductsInc.(Newell Brands) Basic Information
 - 10.3.2 Sunbeam ProductsInc.(Newell Brands) Plush Blankets Product Overview
 - 10.3.3 Sunbeam ProductsInc.(Newell Brands) Plush Blankets Product Market Performance
 - 10.3.4 Sunbeam ProductsInc.(Newell Brands) Business Overview
 - 10.3.5 Sunbeam ProductsInc.(Newell Brands) SWOT Analysis
 - 10.3.6 Sunbeam ProductsInc.(Newell Brands) Recent Developments
- 10.4 Adornit
 - 10.4.1 Adornit Basic Information
 - 10.4.2 Adornit Plush Blankets Product Overview
 - 10.4.3 Adornit Plush Blankets Product Market Performance
 - 10.4.4 Adornit Business Overview
 - 10.4.5 Adornit Recent Developments
- 10.5 Robert Kaufman Fabrics
 - 10.5.1 Robert Kaufman Fabrics Basic Information
 - 10.5.2 Robert Kaufman Fabrics Plush Blankets Product Overview
 - 10.5.3 Robert Kaufman Fabrics Plush Blankets Product Market Performance
 - 10.5.4 Robert Kaufman Fabrics Business Overview
 - 10.5.5 Robert Kaufman Fabrics Recent Developments
- 10.6 Berkshire Blanket and Home Co.(SUMEC Textile and Light Industry Co.,Ltd)
 - 10.6.1 Berkshire Blanket and Home Co.(SUMEC Textile and Light Industry Co.,Ltd) Basic Information
 - 10.6.2 Berkshire Blanket and Home Co.(SUMEC Textile and Light Industry Co.,Ltd) Plush Blankets Product Overview
 - 10.6.3 Berkshire Blanket and Home Co.(SUMEC Textile and Light Industry Co.,Ltd) Plush Blankets Product Market Performance
 - 10.6.4 Berkshire Blanket and Home Co.(SUMEC Textile and Light Industry Co.,Ltd) Business Overview
 - 10.6.5 Berkshire Blanket and Home Co.(SUMEC Textile and Light Industry Co.,Ltd) Recent Developments
- 10.7 Plush Addict Ltd.
 - 10.7.1 Plush Addict Ltd. Basic Information

- 10.7.2 Plush Addict Ltd. Plush Blankets Product Overview
- 10.7.3 Plush Addict Ltd. Plush Blankets Product Market Performance
- 10.7.4 Plush Addict Ltd. Business Overview
- 10.7.5 Plush Addict Ltd. Recent Developments
- 10.8 Shannon Fabrics
 - 10.8.1 Shannon Fabrics Basic Information
 - 10.8.2 Shannon Fabrics Plush Blankets Product Overview
 - 10.8.3 Shannon Fabrics Plush Blankets Product Market Performance
 - 10.8.4 Shannon Fabrics Business Overview
 - 10.8.5 Shannon Fabrics Recent Developments
- 10.9 Venus GroupInc.
 - 10.9.1 Venus GroupInc. Basic Information
 - 10.9.2 Venus GroupInc. Plush Blankets Product Overview
 - 10.9.3 Venus GroupInc. Plush Blankets Product Market Performance
 - 10.9.4 Venus GroupInc. Business Overview
 - 10.9.5 Venus GroupInc. Recent Developments
- 10.10 The Company Store(The Home Depot)
 - 10.10.1 The Company Store(The Home Depot) Basic Information
 - 10.10.2 The Company Store(The Home Depot) Plush Blankets Product Overview
 - 10.10.3 The Company Store(The Home Depot) Plush Blankets Product Market Performance
 - 10.10.4 The Company Store(The Home Depot) Business Overview
 - 10.10.5 The Company Store(The Home Depot) Recent Developments
- 10.11 The Northwest Company
 - 10.11.1 The Northwest Company Basic Information
 - 10.11.2 The Northwest Company Plush Blankets Product Overview
 - 10.11.3 The Northwest Company Plush Blankets Product Market Performance
 - 10.11.4 The Northwest Company Business Overview
 - 10.11.5 The Northwest Company Recent Developments

11 PLUSH BLANKETS MARKET FORECAST BY REGION

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

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

12.1 Global Plush Blankets Market Forecast by Type (2026-2033)

12.1.1 Global Forecasted Sales of Plush Blankets by Type (2026-2033)

12.1.2 Global Plush Blankets Market Size Forecast by Type (2026-2033)

12.1.3 Global Forecasted Price of Plush Blankets by Type (2026-2033)

12.2 Global Plush Blankets Market Forecast by Application (2026-2033)

12.2.1 Global Plush Blankets Sales (K Units) Forecast by Application

12.2.2 Global Plush Blankets 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. Plush Blankets Market Size Comparison by Region (M USD)
- Table 5. Global Plush Blankets Sales (K Units) by Manufacturers (2020-2025)
- Table 6. Global Plush Blankets Sales Market Share by Manufacturers (2020-2025)
- Table 7. Global Plush Blankets Revenue (M USD) by Manufacturers (2020-2025)
- Table 8. Global Plush Blankets Revenue Share by Manufacturers (2020-2025)
- Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Plush Blankets as of 2024)
- Table 10. Global Market Plush Blankets Average Price (USD/Unit) of Key Manufacturers (2020-2025)
- Table 11. Manufacturers? Manufacturing Sites, Areas Served
- Table 12. Manufacturers? Product Type
- Table 13. Global Plush Blankets 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. Plush Blankets 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 Plush Blankets Sales by Type (K Units)
- Table 26. Global Plush Blankets Market Size by Type (M USD)
- Table 27. Global Plush Blankets Sales (K Units) by Type (2020-2025)
- Table 28. Global Plush Blankets Sales Market Share by Type (2020-2025)
- Table 29. Global Plush Blankets Market Size (M USD) by Type (2020-2025)
- Table 30. Global Plush Blankets Market Size Share by Type (2020-2025)
- Table 31. Global Plush Blankets Price (USD/Unit) by Type (2020-2025)

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

Table 62. FleecePro Plush Blankets Product Overview

Table 63. FleecePro Plush Blankets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 64. FleecePro Business Overview

Table 65. FleecePro SWOT Analysis

Table 66. FleecePro Recent Developments

Table 67. American Blanket Company Basic Information

Table 68. American Blanket Company Plush Blankets Product Overview

Table 69. American Blanket Company Plush Blankets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 70. American Blanket Company Business Overview

Table 71. American Blanket Company SWOT Analysis

Table 72. American Blanket Company Recent Developments

Table 73. Sunbeam ProductsInc.(Newell Brands) Basic Information

Table 74. Sunbeam ProductsInc.(Newell Brands) Plush Blankets Product Overview

Table 75. Sunbeam ProductsInc.(Newell Brands) Plush Blankets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 76. Sunbeam ProductsInc.(Newell Brands) Business Overview

Table 77. Sunbeam ProductsInc.(Newell Brands) SWOT Analysis

Table 78. Sunbeam ProductsInc.(Newell Brands) Recent Developments

Table 79. Adornit Basic Information

Table 80. Adornit Plush Blankets Product Overview

Table 81. Adornit Plush Blankets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 82. Adornit Business Overview

Table 83. Adornit Recent Developments

Table 84. Robert Kaufman Fabrics Basic Information

Table 85. Robert Kaufman Fabrics Plush Blankets Product Overview

Table 86. Robert Kaufman Fabrics Plush Blankets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 87. Robert Kaufman Fabrics Business Overview

Table 88. Robert Kaufman Fabrics Recent Developments

Table 89. Berkshire Blanket and Home Co.(SUMEC Textile and Light Industry Co.,Ltd) Basic Information

Table 90. Berkshire Blanket and Home Co.(SUMEC Textile and Light Industry Co.,Ltd) Plush Blankets Product Overview

Table 91. Berkshire Blanket and Home Co.(SUMEC Textile and Light Industry Co.,Ltd) Plush Blankets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

- Table 92. Berkshire Blanket and Home Co.(SUMEC Textile and Light Industry Co.,Ltd) Business Overview
- Table 93. Berkshire Blanket and Home Co.(SUMEC Textile and Light Industry Co.,Ltd) Recent Developments
- Table 94. Plush Addict Ltd. Basic Information
- Table 95. Plush Addict Ltd. Plush Blankets Product Overview
- Table 96. Plush Addict Ltd. Plush Blankets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 97. Plush Addict Ltd. Business Overview
- Table 98. Plush Addict Ltd. Recent Developments
- Table 99. Shannon Fabrics Basic Information
- Table 100. Shannon Fabrics Plush Blankets Product Overview
- Table 101. Shannon Fabrics Plush Blankets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 102. Shannon Fabrics Business Overview
- Table 103. Shannon Fabrics Recent Developments
- Table 104. Venus GroupInc. Basic Information
- Table 105. Venus GroupInc. Plush Blankets Product Overview
- Table 106. Venus GroupInc. Plush Blankets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 107. Venus GroupInc. Business Overview
- Table 108. Venus GroupInc. Recent Developments
- Table 109. The Company Store(The Home Depot) Basic Information
- Table 110. The Company Store(The Home Depot) Plush Blankets Product Overview
- Table 111. The Company Store(The Home Depot) Plush Blankets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 112. The Company Store(The Home Depot) Business Overview
- Table 113. The Company Store(The Home Depot) Recent Developments
- Table 114. The Northwest Company Basic Information
- Table 115. The Northwest Company Plush Blankets Product Overview
- Table 116. The Northwest Company Plush Blankets Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 117. The Northwest Company Business Overview
- Table 118. The Northwest Company Recent Developments
- Table 119. Global Plush Blankets Sales Forecast by Region (2026-2033) & (K Units)
- Table 120. Global Plush Blankets Market Size Forecast by Region (2026-2033) & (M USD)
- Table 121. North America Plush Blankets Sales Forecast by Country (2026-2033) & (K Units)

Table 122. North America Plush Blankets Market Size Forecast by Country (2026-2033) & (M USD)

Table 123. Europe Plush Blankets Sales Forecast by Country (2026-2033) & (K Units)

Table 124. Europe Plush Blankets Market Size Forecast by Country (2026-2033) & (M USD)

Table 125. Asia Pacific Plush Blankets Sales Forecast by Region (2026-2033) & (K Units)

Table 126. Asia Pacific Plush Blankets Market Size Forecast by Region (2026-2033) & (M USD)

Table 127. South America Plush Blankets Sales Forecast by Country (2026-2033) & (K Units)

Table 128. South America Plush Blankets Market Size Forecast by Country (2026-2033) & (M USD)

Table 129. Middle East and Africa Plush Blankets Sales Forecast by Country (2026-2033) & (Units)

Table 130. Middle East and Africa Plush Blankets Market Size Forecast by Country (2026-2033) & (M USD)

Table 131. Global Plush Blankets Sales Forecast by Type (2026-2033) & (K Units)

Table 132. Global Plush Blankets Market Size Forecast by Type (2026-2033) & (M USD)

Table 133. Global Plush Blankets Price Forecast by Type (2026-2033) & (USD/Unit)

Table 134. Global Plush Blankets Sales (K Units) Forecast by Application (2026-2033)

Table 135. Global Plush Blankets Market Size Forecast by Application (2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Plush Blankets
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Plush Blankets Market Size (M USD), 2024-2033
- Figure 5. Global Plush Blankets Market Size (M USD) (2020-2033)
- Figure 6. Global Plush Blankets 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. Plush Blankets Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Plush Blankets Product Life Cycle
- Figure 13. Plush Blankets Sales Share by Manufacturers in 2024
- Figure 14. Global Plush Blankets Revenue Share by Manufacturers in 2024
- Figure 15. Plush Blankets Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Plush Blankets Average Price (USD/Unit) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Plush Blankets Revenue in 2024
- Figure 18. Industry Chain Map of Plush Blankets
- Figure 19. Global Plush Blankets Market PEST Analysis
- Figure 20. Global Plush Blankets 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 Plush Blankets Market Share by Type
- Figure 27. Sales Market Share of Plush Blankets by Type (2020-2025)
- Figure 28. Sales Market Share of Plush Blankets by Type in 2024
- Figure 29. Market Size Share of Plush Blankets by Type (2020-2025)
- Figure 30. Market Size Share of Plush Blankets by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Plush Blankets Market Share by Application

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

- Figure 66. Asia Pacific Plush Blankets Sales Market Share by Region in 2024
- Figure 67. Asia Pacific Plush Blankets Market Size Market Share by Region in 2024
- Figure 68. China Plush Blankets Sales and Growth Rate (2020-2025) & (K Units)
- Figure 69. China Plush Blankets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 70. Japan Plush Blankets Sales and Growth Rate (2020-2025) & (K Units)
- Figure 71. Japan Plush Blankets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 72. South Korea Plush Blankets Sales and Growth Rate (2020-2025) & (K Units)
- Figure 73. South Korea Plush Blankets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 74. India Plush Blankets Sales and Growth Rate (2020-2025) & (K Units)
- Figure 75. India Plush Blankets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 76. Southeast Asia Plush Blankets Sales and Growth Rate (2020-2025) & (K Units)
- Figure 77. Southeast Asia Plush Blankets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 78. South America Plush Blankets Sales and Growth Rate (K Units)
- Figure 79. South America Plush Blankets Sales Market Share by Country in 2024
- Figure 80. South America Plush Blankets Market Size and Growth Rate (M USD)
- Figure 81. South America Plush Blankets Market Size Market Share by Country in 2024
- Figure 82. Brazil Plush Blankets Sales and Growth Rate (2020-2025) & (K Units)
- Figure 83. Brazil Plush Blankets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 84. Argentina Plush Blankets Sales and Growth Rate (2020-2025) & (K Units)
- Figure 85. Argentina Plush Blankets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 86. Columbia Plush Blankets Sales and Growth Rate (2020-2025) & (K Units)
- Figure 87. Columbia Plush Blankets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 88. Middle East and Africa Plush Blankets Sales and Growth Rate (K Units)
- Figure 89. Middle East and Africa Plush Blankets Sales Market Share by Region in 2024
- Figure 90. Middle East and Africa Plush Blankets Market Size and Growth Rate (M USD)
- Figure 91. Middle East and Africa Plush Blankets Market Size Market Share by Region in 2024
- Figure 92. Saudi Arabia Plush Blankets Sales and Growth Rate (2020-2025) & (K Units)
- Figure 93. Saudi Arabia Plush Blankets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 94. UAE Plush Blankets Sales and Growth Rate (2020-2025) & (K Units)
- Figure 95. UAE Plush Blankets Market Size and Growth Rate (2020-2025) & (M USD)

- Figure 96. Egypt Plush Blankets Sales and Growth Rate (2020-2025) & (K Units)
- Figure 97. Egypt Plush Blankets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 98. Nigeria Plush Blankets Sales and Growth Rate (2020-2025) & (K Units)
- Figure 99. Nigeria Plush Blankets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 100. South Africa Plush Blankets Sales and Growth Rate (2020-2025) & (K Units)
- Figure 101. South Africa Plush Blankets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 102. Global Plush Blankets Production Market Share by Region (2020-2025)
- Figure 103. North America Plush Blankets Production (K Units) Growth Rate (2020-2025)
- Figure 104. Europe Plush Blankets Production (K Units) Growth Rate (2020-2025)
- Figure 105. Japan Plush Blankets Production (K Units) Growth Rate (2020-2025)
- Figure 106. China Plush Blankets Production (K Units) Growth Rate (2020-2025)
- Figure 107. Global Plush Blankets Sales Forecast by Volume (2020-2033) & (K Units)
- Figure 108. Global Plush Blankets Market Size Forecast by Value (2020-2033) & (M USD)
- Figure 109. Global Plush Blankets Sales Market Share Forecast by Type (2026-2033)
- Figure 110. Global Plush Blankets Market Share Forecast by Type (2026-2033)
- Figure 111. Global Plush Blankets Sales Forecast by Application (2026-2033)
- Figure 112. Global Plush Blankets Market Share Forecast by Application (2026-2033)

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