

Global Electric Blankets Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Electric Blankets market size was valued at US\$ 1299 million in 2024 and is forecast to a readjusted size of USD 1968 million by 2031 with a CAGR of 5.6% during review period.

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

Global key players of Electric Blankets include Rainbow Group, Beurer, Sunbeam Products, Caiyang, Shanghai Xiaomianyang Electric, etc. The top five players hold a share about 23%. Europe is the largest market, and has a share about 61%, followed by North America and Asia-Pacific with share 22% and 16%, separately. In terms of product type, Underblankets is the largest segment, accounting for a share of 70%. In terms of application, Home Use is the largest field with a share about 90 percent.

This report is a detailed and comprehensive analysis for global Electric Blankets market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Electric Blankets market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Electric Blankets market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Electric Blankets market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Electric Blankets market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Electric Blankets

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Electric Blankets market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Rainbow Group, Beurer, Caiyang, Sunbeam Products, Shanghai Xiaomianyang Electric, Qingdao Qindao Electric, KODEN, Tenacta Group, BeiJiRen Electric Appliance, Sshine Electric Appliance, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Electric Blankets market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Underblankets

Overblankets

Market segment by Application

Commercial Use

Home Use

Major players covered

Rainbow Group

Beurer

Caiyang

Sunbeam Products

Shanghai Xiaomianyang Electric

Qingdao Qindao Electric

KODEN

Tenacta Group

BeiJiRen Electric Appliance

Sshine Electric Appliance

Bokuk

Slumberland

Morphy Richards

Biddeford

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Electric Blankets product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Electric Blankets, with price, sales quantity, revenue, and global market share of Electric Blankets from 2020 to 2025.

Chapter 3, the Electric Blankets competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Electric Blankets breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Electric Blankets market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Electric Blankets.

Chapter 14 and 15, to describe Electric Blankets sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

- 1.1 Product Overview and Scope
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Market Analysis by Type
 - 1.3.1 Overview: Global Electric Blankets Consumption Value by Type: 2020 Versus 2024 Versus 2031
 - 1.3.2 Underblankets
 - 1.3.3 Overblankets
- 1.4 Market Analysis by Application
 - 1.4.1 Overview: Global Electric Blankets Consumption Value by Application: 2020 Versus 2024 Versus 2031
 - 1.4.2 Commercial Use
 - 1.4.3 Home Use
- 1.5 Global Electric Blankets Market Size & Forecast
 - 1.5.1 Global Electric Blankets Consumption Value (2020 & 2024 & 2031)
 - 1.5.2 Global Electric Blankets Sales Quantity (2020-2031)
 - 1.5.3 Global Electric Blankets Average Price (2020-2031)

2 MANUFACTURERS PROFILES

- 2.1 Rainbow Group
 - 2.1.1 Rainbow Group Details
 - 2.1.2 Rainbow Group Major Business
 - 2.1.3 Rainbow Group Electric Blankets Product and Services
 - 2.1.4 Rainbow Group Electric Blankets Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.1.5 Rainbow Group Recent Developments/Updates
- 2.2 Beurer
 - 2.2.1 Beurer Details
 - 2.2.2 Beurer Major Business
 - 2.2.3 Beurer Electric Blankets Product and Services
 - 2.2.4 Beurer Electric Blankets Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.2.5 Beurer Recent Developments/Updates
- 2.3 Caiyang
 - 2.3.1 Caiyang Details

- 2.3.2 Caiyang Major Business
- 2.3.3 Caiyang Electric Blankets Product and Services
- 2.3.4 Caiyang Electric Blankets Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
- 2.3.5 Caiyang Recent Developments/Updates
- 2.4 Sunbeam Products
 - 2.4.1 Sunbeam Products Details
 - 2.4.2 Sunbeam Products Major Business
 - 2.4.3 Sunbeam Products Electric Blankets Product and Services
 - 2.4.4 Sunbeam Products Electric Blankets Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.4.5 Sunbeam Products Recent Developments/Updates
- 2.5 Shanghai Xiaomianyang Electric
 - 2.5.1 Shanghai Xiaomianyang Electric Details
 - 2.5.2 Shanghai Xiaomianyang Electric Major Business
 - 2.5.3 Shanghai Xiaomianyang Electric Electric Blankets Product and Services
 - 2.5.4 Shanghai Xiaomianyang Electric Electric Blankets Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.5.5 Shanghai Xiaomianyang Electric Recent Developments/Updates
- 2.6 Qingdao Qindao Electric
 - 2.6.1 Qingdao Qindao Electric Details
 - 2.6.2 Qingdao Qindao Electric Major Business
 - 2.6.3 Qingdao Qindao Electric Electric Blankets Product and Services
 - 2.6.4 Qingdao Qindao Electric Electric Blankets Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.6.5 Qingdao Qindao Electric Recent Developments/Updates
- 2.7 KODEN
 - 2.7.1 KODEN Details
 - 2.7.2 KODEN Major Business
 - 2.7.3 KODEN Electric Blankets Product and Services
 - 2.7.4 KODEN Electric Blankets Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.7.5 KODEN Recent Developments/Updates
- 2.8 Tenacta Group
 - 2.8.1 Tenacta Group Details
 - 2.8.2 Tenacta Group Major Business
 - 2.8.3 Tenacta Group Electric Blankets Product and Services
 - 2.8.4 Tenacta Group Electric Blankets Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

- 2.8.5 Tenacta Group Recent Developments/Updates
- 2.9 BeiJiRen Electric Appliance
 - 2.9.1 BeiJiRen Electric Appliance Details
 - 2.9.2 BeiJiRen Electric Appliance Major Business
 - 2.9.3 BeiJiRen Electric Appliance Electric Blankets Product and Services
 - 2.9.4 BeiJiRen Electric Appliance Electric Blankets Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.9.5 BeiJiRen Electric Appliance Recent Developments/Updates
- 2.10 Sshine Electric Appliance
 - 2.10.1 Sshine Electric Appliance Details
 - 2.10.2 Sshine Electric Appliance Major Business
 - 2.10.3 Sshine Electric Appliance Electric Blankets Product and Services
 - 2.10.4 Sshine Electric Appliance Electric Blankets Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.10.5 Sshine Electric Appliance Recent Developments/Updates
- 2.11 Bokuk
 - 2.11.1 Bokuk Details
 - 2.11.2 Bokuk Major Business
 - 2.11.3 Bokuk Electric Blankets Product and Services
 - 2.11.4 Bokuk Electric Blankets Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.11.5 Bokuk Recent Developments/Updates
- 2.12 Slumberdown
 - 2.12.1 Slumberdown Details
 - 2.12.2 Slumberdown Major Business
 - 2.12.3 Slumberdown Electric Blankets Product and Services
 - 2.12.4 Slumberdown Electric Blankets Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.12.5 Slumberdown Recent Developments/Updates
- 2.13 Morphy Richards
 - 2.13.1 Morphy Richards Details
 - 2.13.2 Morphy Richards Major Business
 - 2.13.3 Morphy Richards Electric Blankets Product and Services
 - 2.13.4 Morphy Richards Electric Blankets Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.13.5 Morphy Richards Recent Developments/Updates
- 2.14 Biddeford
 - 2.14.1 Biddeford Details
 - 2.14.2 Biddeford Major Business

- 2.14.3 Biddeford Electric Blankets Product and Services
- 2.14.4 Biddeford Electric Blankets Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
- 2.14.5 Biddeford Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: ELECTRIC BLANKETS BY MANUFACTURER

- 3.1 Global Electric Blankets Sales Quantity by Manufacturer (2020-2025)
- 3.2 Global Electric Blankets Revenue by Manufacturer (2020-2025)
- 3.3 Global Electric Blankets Average Price by Manufacturer (2020-2025)
- 3.4 Market Share Analysis (2024)
 - 3.4.1 Producer Shipments of Electric Blankets by Manufacturer Revenue (\$MM) and Market Share (%): 2024
 - 3.4.2 Top 3 Electric Blankets Manufacturer Market Share in 2024
 - 3.4.3 Top 6 Electric Blankets Manufacturer Market Share in 2024
- 3.5 Electric Blankets Market: Overall Company Footprint Analysis
 - 3.5.1 Electric Blankets Market: Region Footprint
 - 3.5.2 Electric Blankets Market: Company Product Type Footprint
 - 3.5.3 Electric Blankets Market: Company Product Application Footprint
- 3.6 New Market Entrants and Barriers to Market Entry
- 3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

- 4.1 Global Electric Blankets Market Size by Region
 - 4.1.1 Global Electric Blankets Sales Quantity by Region (2020-2031)
 - 4.1.2 Global Electric Blankets Consumption Value by Region (2020-2031)
 - 4.1.3 Global Electric Blankets Average Price by Region (2020-2031)
- 4.2 North America Electric Blankets Consumption Value (2020-2031)
- 4.3 Europe Electric Blankets Consumption Value (2020-2031)
- 4.4 Asia-Pacific Electric Blankets Consumption Value (2020-2031)
- 4.5 South America Electric Blankets Consumption Value (2020-2031)
- 4.6 Middle East & Africa Electric Blankets Consumption Value (2020-2031)

5 MARKET SEGMENT BY TYPE

- 5.1 Global Electric Blankets Sales Quantity by Type (2020-2031)
- 5.2 Global Electric Blankets Consumption Value by Type (2020-2031)
- 5.3 Global Electric Blankets Average Price by Type (2020-2031)

6 MARKET SEGMENT BY APPLICATION

- 6.1 Global Electric Blankets Sales Quantity by Application (2020-2031)
- 6.2 Global Electric Blankets Consumption Value by Application (2020-2031)
- 6.3 Global Electric Blankets Average Price by Application (2020-2031)

7 NORTH AMERICA

- 7.1 North America Electric Blankets Sales Quantity by Type (2020-2031)
- 7.2 North America Electric Blankets Sales Quantity by Application (2020-2031)
- 7.3 North America Electric Blankets Market Size by Country
 - 7.3.1 North America Electric Blankets Sales Quantity by Country (2020-2031)
 - 7.3.2 North America Electric Blankets Consumption Value by Country (2020-2031)
 - 7.3.3 United States Market Size and Forecast (2020-2031)
 - 7.3.4 Canada Market Size and Forecast (2020-2031)
 - 7.3.5 Mexico Market Size and Forecast (2020-2031)

8 EUROPE

- 8.1 Europe Electric Blankets Sales Quantity by Type (2020-2031)
- 8.2 Europe Electric Blankets Sales Quantity by Application (2020-2031)
- 8.3 Europe Electric Blankets Market Size by Country
 - 8.3.1 Europe Electric Blankets Sales Quantity by Country (2020-2031)
 - 8.3.2 Europe Electric Blankets Consumption Value by Country (2020-2031)
 - 8.3.3 Germany Market Size and Forecast (2020-2031)
 - 8.3.4 France Market Size and Forecast (2020-2031)
 - 8.3.5 United Kingdom Market Size and Forecast (2020-2031)
 - 8.3.6 Russia Market Size and Forecast (2020-2031)
 - 8.3.7 Italy Market Size and Forecast (2020-2031)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Electric Blankets Sales Quantity by Type (2020-2031)
- 9.2 Asia-Pacific Electric Blankets Sales Quantity by Application (2020-2031)
- 9.3 Asia-Pacific Electric Blankets Market Size by Region
 - 9.3.1 Asia-Pacific Electric Blankets Sales Quantity by Region (2020-2031)
 - 9.3.2 Asia-Pacific Electric Blankets Consumption Value by Region (2020-2031)
 - 9.3.3 China Market Size and Forecast (2020-2031)

- 9.3.4 Japan Market Size and Forecast (2020-2031)
- 9.3.5 South Korea Market Size and Forecast (2020-2031)
- 9.3.6 India Market Size and Forecast (2020-2031)
- 9.3.7 Southeast Asia Market Size and Forecast (2020-2031)
- 9.3.8 Australia Market Size and Forecast (2020-2031)

10 SOUTH AMERICA

- 10.1 South America Electric Blankets Sales Quantity by Type (2020-2031)
- 10.2 South America Electric Blankets Sales Quantity by Application (2020-2031)
- 10.3 South America Electric Blankets Market Size by Country
 - 10.3.1 South America Electric Blankets Sales Quantity by Country (2020-2031)
 - 10.3.2 South America Electric Blankets Consumption Value by Country (2020-2031)
 - 10.3.3 Brazil Market Size and Forecast (2020-2031)
 - 10.3.4 Argentina Market Size and Forecast (2020-2031)

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Electric Blankets Sales Quantity by Type (2020-2031)
- 11.2 Middle East & Africa Electric Blankets Sales Quantity by Application (2020-2031)
- 11.3 Middle East & Africa Electric Blankets Market Size by Country
 - 11.3.1 Middle East & Africa Electric Blankets Sales Quantity by Country (2020-2031)
 - 11.3.2 Middle East & Africa Electric Blankets Consumption Value by Country (2020-2031)
 - 11.3.3 Turkey Market Size and Forecast (2020-2031)
 - 11.3.4 Egypt Market Size and Forecast (2020-2031)
 - 11.3.5 Saudi Arabia Market Size and Forecast (2020-2031)
 - 11.3.6 South Africa Market Size and Forecast (2020-2031)

12 MARKET DYNAMICS

- 12.1 Electric Blankets Market Drivers
- 12.2 Electric Blankets Market Restraints
- 12.3 Electric Blankets Trends Analysis
- 12.4 Porters Five Forces Analysis
 - 12.4.1 Threat of New Entrants
 - 12.4.2 Bargaining Power of Suppliers
 - 12.4.3 Bargaining Power of Buyers
 - 12.4.4 Threat of Substitutes

12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

13.1 Raw Material of Electric Blankets and Key Manufacturers

13.2 Manufacturing Costs Percentage of Electric Blankets

13.3 Electric Blankets Production Process

13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

14.1 Sales Channel

14.1.1 Direct to End-User

14.1.2 Distributors

14.2 Electric Blankets Typical Distributors

14.3 Electric Blankets Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

16.1 Methodology

16.2 Research Process and Data Source

16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Electric Blankets Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Table 2. Global Electric Blankets Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Table 3. Rainbow Group Basic Information, Manufacturing Base and Competitors

Table 4. Rainbow Group Major Business

Table 5. Rainbow Group Electric Blankets Product and Services

Table 6. Rainbow Group Electric Blankets Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 7. Rainbow Group Recent Developments/Updates

Table 8. Beurer Basic Information, Manufacturing Base and Competitors

Table 9. Beurer Major Business

Table 10. Beurer Electric Blankets Product and Services

Table 11. Beurer Electric Blankets Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 12. Beurer Recent Developments/Updates

Table 13. Caiyang Basic Information, Manufacturing Base and Competitors

Table 14. Caiyang Major Business

Table 15. Caiyang Electric Blankets Product and Services

Table 16. Caiyang Electric Blankets Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 17. Caiyang Recent Developments/Updates

Table 18. Sunbeam Products Basic Information, Manufacturing Base and Competitors

Table 19. Sunbeam Products Major Business

Table 20. Sunbeam Products Electric Blankets Product and Services

Table 21. Sunbeam Products Electric Blankets Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 22. Sunbeam Products Recent Developments/Updates

Table 23. Shanghai Xiaomianyang Electric Basic Information, Manufacturing Base and Competitors

Table 24. Shanghai Xiaomianyang Electric Major Business

Table 25. Shanghai Xiaomianyang Electric Electric Blankets Product and Services

Table 26. Shanghai Xiaomianyang Electric Electric Blankets Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

- Table 27. Shanghai Xiaomianyang Electric Recent Developments/Updates
- Table 28. Qingdao Qindao Electric Basic Information, Manufacturing Base and Competitors
- Table 29. Qingdao Qindao Electric Major Business
- Table 30. Qingdao Qindao Electric Electric Blankets Product and Services
- Table 31. Qingdao Qindao Electric Electric Blankets Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 32. Qingdao Qindao Electric Recent Developments/Updates
- Table 33. KODEN Basic Information, Manufacturing Base and Competitors
- Table 34. KODEN Major Business
- Table 35. KODEN Electric Blankets Product and Services
- Table 36. KODEN Electric Blankets Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 37. KODEN Recent Developments/Updates
- Table 38. Tenacta Group Basic Information, Manufacturing Base and Competitors
- Table 39. Tenacta Group Major Business
- Table 40. Tenacta Group Electric Blankets Product and Services
- Table 41. Tenacta Group Electric Blankets Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 42. Tenacta Group Recent Developments/Updates
- Table 43. BeiJiRen Electric Appliance Basic Information, Manufacturing Base and Competitors
- Table 44. BeiJiRen Electric Appliance Major Business
- Table 45. BeiJiRen Electric Appliance Electric Blankets Product and Services
- Table 46. BeiJiRen Electric Appliance Electric Blankets Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 47. BeiJiRen Electric Appliance Recent Developments/Updates
- Table 48. Sshine Electric Appliance Basic Information, Manufacturing Base and Competitors
- Table 49. Sshine Electric Appliance Major Business
- Table 50. Sshine Electric Appliance Electric Blankets Product and Services
- Table 51. Sshine Electric Appliance Electric Blankets Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 52. Sshine Electric Appliance Recent Developments/Updates
- Table 53. Bokuk Basic Information, Manufacturing Base and Competitors
- Table 54. Bokuk Major Business
- Table 55. Bokuk Electric Blankets Product and Services
- Table 56. Bokuk Electric Blankets Sales Quantity (K Units), Average Price (US\$/Unit),

Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 57. Bokuk Recent Developments/Updates

Table 58. Slumberdown Basic Information, Manufacturing Base and Competitors

Table 59. Slumberdown Major Business

Table 60. Slumberdown Electric Blankets Product and Services

Table 61. Slumberdown Electric Blankets Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 62. Slumberdown Recent Developments/Updates

Table 63. Morphy Richards Basic Information, Manufacturing Base and Competitors

Table 64. Morphy Richards Major Business

Table 65. Morphy Richards Electric Blankets Product and Services

Table 66. Morphy Richards Electric Blankets Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 67. Morphy Richards Recent Developments/Updates

Table 68. Biddeford Basic Information, Manufacturing Base and Competitors

Table 69. Biddeford Major Business

Table 70. Biddeford Electric Blankets Product and Services

Table 71. Biddeford Electric Blankets Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 72. Biddeford Recent Developments/Updates

Table 73. Global Electric Blankets Sales Quantity by Manufacturer (2020-2025) & (K Units)

Table 74. Global Electric Blankets Revenue by Manufacturer (2020-2025) & (USD Million)

Table 75. Global Electric Blankets Average Price by Manufacturer (2020-2025) & (US\$/Unit)

Table 76. Market Position of Manufacturers in Electric Blankets, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2024

Table 77. Head Office and Electric Blankets Production Site of Key Manufacturer

Table 78. Electric Blankets Market: Company Product Type Footprint

Table 79. Electric Blankets Market: Company Product Application Footprint

Table 80. Electric Blankets New Market Entrants and Barriers to Market Entry

Table 81. Electric Blankets Mergers, Acquisition, Agreements, and Collaborations

Table 82. Global Electric Blankets Consumption Value by Region (2020-2024-2031) & (USD Million) & CAGR

Table 83. Global Electric Blankets Sales Quantity by Region (2020-2025) & (K Units)

Table 84. Global Electric Blankets Sales Quantity by Region (2026-2031) & (K Units)

Table 85. Global Electric Blankets Consumption Value by Region (2020-2025) & (USD Million)

Table 86. Global Electric Blankets Consumption Value by Region (2026-2031) & (USD Million)

Table 87. Global Electric Blankets Average Price by Region (2020-2025) & (US\$/Unit)

Table 88. Global Electric Blankets Average Price by Region (2026-2031) & (US\$/Unit)

Table 89. Global Electric Blankets Sales Quantity by Type (2020-2025) & (K Units)

Table 90. Global Electric Blankets Sales Quantity by Type (2026-2031) & (K Units)

Table 91. Global Electric Blankets Consumption Value by Type (2020-2025) & (USD Million)

Table 92. Global Electric Blankets Consumption Value by Type (2026-2031) & (USD Million)

Table 93. Global Electric Blankets Average Price by Type (2020-2025) & (US\$/Unit)

Table 94. Global Electric Blankets Average Price by Type (2026-2031) & (US\$/Unit)

Table 95. Global Electric Blankets Sales Quantity by Application (2020-2025) & (K Units)

Table 96. Global Electric Blankets Sales Quantity by Application (2026-2031) & (K Units)

Table 97. Global Electric Blankets Consumption Value by Application (2020-2025) & (USD Million)

Table 98. Global Electric Blankets Consumption Value by Application (2026-2031) & (USD Million)

Table 99. Global Electric Blankets Average Price by Application (2020-2025) & (US\$/Unit)

Table 100. Global Electric Blankets Average Price by Application (2026-2031) & (US\$/Unit)

Table 101. North America Electric Blankets Sales Quantity by Type (2020-2025) & (K Units)

Table 102. North America Electric Blankets Sales Quantity by Type (2026-2031) & (K Units)

Table 103. North America Electric Blankets Sales Quantity by Application (2020-2025) & (K Units)

Table 104. North America Electric Blankets Sales Quantity by Application (2026-2031) & (K Units)

Table 105. North America Electric Blankets Sales Quantity by Country (2020-2025) & (K Units)

Table 106. North America Electric Blankets Sales Quantity by Country (2026-2031) & (K Units)

Table 107. North America Electric Blankets Consumption Value by Country (2020-2025) & (USD Million)

Table 108. North America Electric Blankets Consumption Value by Country (2026-2031)

& (USD Million)

Table 109. Europe Electric Blankets Sales Quantity by Type (2020-2025) & (K Units)

Table 110. Europe Electric Blankets Sales Quantity by Type (2026-2031) & (K Units)

Table 111. Europe Electric Blankets Sales Quantity by Application (2020-2025) & (K Units)

Table 112. Europe Electric Blankets Sales Quantity by Application (2026-2031) & (K Units)

Table 113. Europe Electric Blankets Sales Quantity by Country (2020-2025) & (K Units)

Table 114. Europe Electric Blankets Sales Quantity by Country (2026-2031) & (K Units)

Table 115. Europe Electric Blankets Consumption Value by Country (2020-2025) & (USD Million)

Table 116. Europe Electric Blankets Consumption Value by Country (2026-2031) & (USD Million)

Table 117. Asia-Pacific Electric Blankets Sales Quantity by Type (2020-2025) & (K Units)

Table 118. Asia-Pacific Electric Blankets Sales Quantity by Type (2026-2031) & (K Units)

Table 119. Asia-Pacific Electric Blankets Sales Quantity by Application (2020-2025) & (K Units)

Table 120. Asia-Pacific Electric Blankets Sales Quantity by Application (2026-2031) & (K Units)

Table 121. Asia-Pacific Electric Blankets Sales Quantity by Region (2020-2025) & (K Units)

Table 122. Asia-Pacific Electric Blankets Sales Quantity by Region (2026-2031) & (K Units)

Table 123. Asia-Pacific Electric Blankets Consumption Value by Region (2020-2025) & (USD Million)

Table 124. Asia-Pacific Electric Blankets Consumption Value by Region (2026-2031) & (USD Million)

Table 125. South America Electric Blankets Sales Quantity by Type (2020-2025) & (K Units)

Table 126. South America Electric Blankets Sales Quantity by Type (2026-2031) & (K Units)

Table 127. South America Electric Blankets Sales Quantity by Application (2020-2025) & (K Units)

Table 128. South America Electric Blankets Sales Quantity by Application (2026-2031) & (K Units)

Table 129. South America Electric Blankets Sales Quantity by Country (2020-2025) & (K Units)

Table 130. South America Electric Blankets Sales Quantity by Country (2026-2031) & (K Units)

Table 131. South America Electric Blankets Consumption Value by Country (2020-2025) & (USD Million)

Table 132. South America Electric Blankets Consumption Value by Country (2026-2031) & (USD Million)

Table 133. Middle East & Africa Electric Blankets Sales Quantity by Type (2020-2025) & (K Units)

Table 134. Middle East & Africa Electric Blankets Sales Quantity by Type (2026-2031) & (K Units)

Table 135. Middle East & Africa Electric Blankets Sales Quantity by Application (2020-2025) & (K Units)

Table 136. Middle East & Africa Electric Blankets Sales Quantity by Application (2026-2031) & (K Units)

Table 137. Middle East & Africa Electric Blankets Sales Quantity by Country (2020-2025) & (K Units)

Table 138. Middle East & Africa Electric Blankets Sales Quantity by Country (2026-2031) & (K Units)

Table 139. Middle East & Africa Electric Blankets Consumption Value by Country (2020-2025) & (USD Million)

Table 140. Middle East & Africa Electric Blankets Consumption Value by Country (2026-2031) & (USD Million)

Table 141. Electric Blankets Raw Material

Table 142. Key Manufacturers of Electric Blankets Raw Materials

Table 143. Electric Blankets Typical Distributors

Table 144. Electric Blankets Typical Customers

List Of Figures

LIST OF FIGURES

- Figure 1. Electric Blankets Picture
- Figure 2. Global Electric Blankets Revenue by Type, (USD Million), 2020 & 2024 & 2031
- Figure 3. Global Electric Blankets Revenue Market Share by Type in 2024
- Figure 4. Underblankets Examples
- Figure 5. Overblankets Examples
- Figure 6. Global Electric Blankets Consumption Value by Application, (USD Million), 2020 & 2024 & 2031
- Figure 7. Global Electric Blankets Revenue Market Share by Application in 2024
- Figure 8. Commercial Use Examples
- Figure 9. Home Use Examples
- Figure 10. Global Electric Blankets Consumption Value, (USD Million): 2020 & 2024 & 2031
- Figure 11. Global Electric Blankets Consumption Value and Forecast (2020-2031) & (USD Million)
- Figure 12. Global Electric Blankets Sales Quantity (2020-2031) & (K Units)
- Figure 13. Global Electric Blankets Price (2020-2031) & (US\$/Unit)
- Figure 14. Global Electric Blankets Sales Quantity Market Share by Manufacturer in 2024
- Figure 15. Global Electric Blankets Revenue Market Share by Manufacturer in 2024
- Figure 16. Producer Shipments of Electric Blankets by Manufacturer Sales (\$MM) and Market Share (%): 2024
- Figure 17. Top 3 Electric Blankets Manufacturer (Revenue) Market Share in 2024
- Figure 18. Top 6 Electric Blankets Manufacturer (Revenue) Market Share in 2024
- Figure 19. Global Electric Blankets Sales Quantity Market Share by Region (2020-2031)
- Figure 20. Global Electric Blankets Consumption Value Market Share by Region (2020-2031)
- Figure 21. North America Electric Blankets Consumption Value (2020-2031) & (USD Million)
- Figure 22. Europe Electric Blankets Consumption Value (2020-2031) & (USD Million)
- Figure 23. Asia-Pacific Electric Blankets Consumption Value (2020-2031) & (USD Million)
- Figure 24. South America Electric Blankets Consumption Value (2020-2031) & (USD Million)
- Figure 25. Middle East & Africa Electric Blankets Consumption Value (2020-2031) &

(USD Million)

Figure 26. Global Electric Blankets Sales Quantity Market Share by Type (2020-2031)

Figure 27. Global Electric Blankets Consumption Value Market Share by Type (2020-2031)

Figure 28. Global Electric Blankets Average Price by Type (2020-2031) & (US\$/Unit)

Figure 29. Global Electric Blankets Sales Quantity Market Share by Application (2020-2031)

Figure 30. Global Electric Blankets Revenue Market Share by Application (2020-2031)

Figure 31. Global Electric Blankets Average Price by Application (2020-2031) & (US\$/Unit)

Figure 32. North America Electric Blankets Sales Quantity Market Share by Type (2020-2031)

Figure 33. North America Electric Blankets Sales Quantity Market Share by Application (2020-2031)

Figure 34. North America Electric Blankets Sales Quantity Market Share by Country (2020-2031)

Figure 35. North America Electric Blankets Consumption Value Market Share by Country (2020-2031)

Figure 36. United States Electric Blankets Consumption Value (2020-2031) & (USD Million)

Figure 37. Canada Electric Blankets Consumption Value (2020-2031) & (USD Million)

Figure 38. Mexico Electric Blankets Consumption Value (2020-2031) & (USD Million)

Figure 39. Europe Electric Blankets Sales Quantity Market Share by Type (2020-2031)

Figure 40. Europe Electric Blankets Sales Quantity Market Share by Application (2020-2031)

Figure 41. Europe Electric Blankets Sales Quantity Market Share by Country (2020-2031)

Figure 42. Europe Electric Blankets Consumption Value Market Share by Country (2020-2031)

Figure 43. Germany Electric Blankets Consumption Value (2020-2031) & (USD Million)

Figure 44. France Electric Blankets Consumption Value (2020-2031) & (USD Million)

Figure 45. United Kingdom Electric Blankets Consumption Value (2020-2031) & (USD Million)

Figure 46. Russia Electric Blankets Consumption Value (2020-2031) & (USD Million)

Figure 47. Italy Electric Blankets Consumption Value (2020-2031) & (USD Million)

Figure 48. Asia-Pacific Electric Blankets Sales Quantity Market Share by Type (2020-2031)

Figure 49. Asia-Pacific Electric Blankets Sales Quantity Market Share by Application (2020-2031)

Figure 50. Asia-Pacific Electric Blankets Sales Quantity Market Share by Region (2020-2031)

Figure 51. Asia-Pacific Electric Blankets Consumption Value Market Share by Region (2020-2031)

Figure 52. China Electric Blankets Consumption Value (2020-2031) & (USD Million)

Figure 53. Japan Electric Blankets Consumption Value (2020-2031) & (USD Million)

Figure 54. South Korea Electric Blankets Consumption Value (2020-2031) & (USD Million)

Figure 55. India Electric Blankets Consumption Value (2020-2031) & (USD Million)

Figure 56. Southeast Asia Electric Blankets Consumption Value (2020-2031) & (USD Million)

Figure 57. Australia Electric Blankets Consumption Value (2020-2031) & (USD Million)

Figure 58. South America Electric Blankets Sales Quantity Market Share by Type (2020-2031)

Figure 59. South America Electric Blankets Sales Quantity Market Share by Application (2020-2031)

Figure 60. South America Electric Blankets Sales Quantity Market Share by Country (2020-2031)

Figure 61. South America Electric Blankets Consumption Value Market Share by Country (2020-2031)

Figure 62. Brazil Electric Blankets Consumption Value (2020-2031) & (USD Million)

Figure 63. Argentina Electric Blankets Consumption Value (2020-2031) & (USD Million)

Figure 64. Middle East & Africa Electric Blankets Sales Quantity Market Share by Type (2020-2031)

Figure 65. Middle East & Africa Electric Blankets Sales Quantity Market Share by Application (2020-2031)

Figure 66. Middle East & Africa Electric Blankets Sales Quantity Market Share by Country (2020-2031)

Figure 67. Middle East & Africa Electric Blankets Consumption Value Market Share by Country (2020-2031)

Figure 68. Turkey Electric Blankets Consumption Value (2020-2031) & (USD Million)

Figure 69. Egypt Electric Blankets Consumption Value (2020-2031) & (USD Million)

Figure 70. Saudi Arabia Electric Blankets Consumption Value (2020-2031) & (USD Million)

Figure 71. South Africa Electric Blankets Consumption Value (2020-2031) & (USD Million)

Figure 72. Electric Blankets Market Drivers

Figure 73. Electric Blankets Market Restraints

Figure 74. Electric Blankets Market Trends

Figure 75. Porters Five Forces Analysis

Figure 76. Manufacturing Cost Structure Analysis of Electric Blankets in 2024

Figure 77. Manufacturing Process Analysis of Electric Blankets

Figure 78. Electric Blankets Industrial Chain

Figure 79. Sales Channel: Direct to End-User vs Distributors

Figure 80. Direct Channel Pros & Cons

Figure 81. Indirect Channel Pros & Cons

Figure 82. Methodology

Figure 83. Research Process and Data Source

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