

Global Waterproof Picnic Blanket Market 2023 by Manufacturers, Regions, Type and Application, Forecast to 2029

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Abstracts

According to our (Global Info Research) latest study, the global Waterproof Picnic Blanket market size was valued at USD 190.4 million in 2022 and is forecast to a readjusted size of USD 288.6 million by 2029 with a CAGR of 6.1% during review period.

There is a growing trend toward eco-conscious picnic blankets made from sustainable materials such as recycled plastics, organic fabrics, and biodegradable coatings. Consumers are increasingly seeking environmentally friendly options.

Picnic blankets that can be easily folded into compact sizes and come with carrying bags or straps are popular. Portability and convenience for outdoor activities are key selling points.

Picnic blankets with additional features like built-in storage pockets, adjustable straps, or even integrated LED lights for evening picnics are gaining traction. These blankets are designed to enhance the overall picnic experience.

The Global Info Research report includes an overview of the development of the Waterproof Picnic Blanket industry chain, the market status of Online Sales (Traditional Waterproof Picnic Blanket, Insulated Picnic Blanket), Offline Sales (Traditional Waterproof Picnic Blanket, Insulated Picnic Blanket), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Waterproof Picnic Blanket.

Regionally, the report analyzes the Waterproof Picnic Blanket markets in key regions.

North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Waterproof Picnic Blanket market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Waterproof Picnic Blanket market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Waterproof Picnic Blanket industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Traditional Waterproof Picnic Blanket, Insulated Picnic Blanket).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Waterproof Picnic Blanket market.

Regional Analysis: The report involves examining the Waterproof Picnic Blanket market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Waterproof Picnic Blanket market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Waterproof Picnic Blanket:

Company Analysis: Report covers individual Waterproof Picnic Blanket manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Waterproof Picnic Blanket. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Online Sales, Offline Sales).

Technology Analysis: Report covers specific technologies relevant to Waterproof Picnic Blanket. It assesses the current state, advancements, and potential future developments in Waterproof Picnic Blanket areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Waterproof Picnic Blanket market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Waterproof Picnic Blanket market is split by Type and by Application. For the period 2018-2029, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Traditional Waterproof Picnic Blanket

Insulated Picnic Blanket

Market segment by Application

Online Sales

Offline Sales

Major players covered

Beckworth

Oceas Outdoors

Picnic Time

YODO

Scuddles

PortableAnd

KingCamp

Mumu Sugar

Tirrinia

HEHUI

Amazon Basics

Generic

Mambe

Exclusivo Mezcla

CAMEL CROWN

Hiwoss

DII

Benevolence LA

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 Waterproof Picnic Blanket product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Waterproof Picnic Blanket, with price, sales, revenue and global market share of Waterproof Picnic Blanket from 2018 to 2023.

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

Chapter 4, the Waterproof Picnic Blanket breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2018 to 2029.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2018 to 2029.

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 2017 to 2022. and Waterproof Picnic Blanket market forecast, by regions, type and application, with sales and revenue, from 2024 to 2029.

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 Waterproof Picnic Blanket.

Chapter 14 and 15, to describe Waterproof Picnic Blanket sales channel, distributors, customers, research findings and conclusion.

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