

The World Market for Electric Blankets: A 2024 Global Trade Perspective

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Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for electric blankets. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for electric blankets for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Electric blankets' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'electric blankets' is 77585.

Contents

1 METHODOLOGY

1.1 OUR APPROACH

2 THE WORLD MARKET

2.1 EXPORTS

2.1.1 THE WORLD MARKET: ELECTRIC BLANKETS EXPORT SUPPLIES IN 2024

2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED ELECTRIC BLANKETS IN 2024

3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF ELECTRIC BLANKETS IN 2024

3.1.1 EXECUTIVE SUMMARY

3.1.2 SOUTH AFRICA

3.2 ASIA: EXPORT SUPPLIES OF ELECTRIC BLANKETS IN 2024

3.2.1 EXECUTIVE SUMMARY

3.2.2 CHINA

3.2.3 HONG KONG

3.2.4 INDONESIA

3.2.5 JAPAN

3.2.6 SOUTH KOREA

3.2.7 TAIWAN

3.2.8 THAILAND

3.2.9 VIETNAM

3.3 EUROPE: EXPORT SUPPLIES OF ELECTRIC BLANKETS IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 AUSTRIA

3.3.3 BELGIUM

3.3.4 BULGARIA

3.3.5 DENMARK

3.3.6 FRANCE

3.3.7 GERMANY

3.3.8 HUNGARY

3.3.9 IRELAND

3.3.10 ITALY

- 3.3.11 KAZAKHSTAN
- 3.3.12 LUXEMBOURG
- 3.3.13 NORWAY
- 3.3.14 POLAND
- 3.3.15 SLOVAKIA
- 3.3.16 SPAIN
- 3.3.17 SWEDEN
- 3.3.18 SWITZERLAND
- 3.3.19 THE CZECH REPUBLIC
- 3.3.20 THE NETHERLANDS
- 3.3.21 THE UNITED KINGDOM
- 3.4 LATIN AMERICA: EXPORT SUPPLIES OF ELECTRIC BLANKETS IN 2024
 - 3.4.1 EXECUTIVE SUMMARY
 - 3.4.2 MEXICO
- 3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF ELECTRIC BLANKETS IN 2024
 - 3.5.1 EXECUTIVE SUMMARY
 - 3.5.2 THE UNITED STATES
- 3.6 THE MIDDLE EAST: EXPORT SUPPLIES OF ELECTRIC BLANKETS IN 2024
 - 3.6.1 EXECUTIVE SUMMARY
 - 3.6.2 THE UNITED ARAB EMIRATES
 - 3.6.3 TURKEY

4 IMPORTS

- 4.1 AFRICA: ELECTRIC BLANKETS IMPORTS IN 2024
 - 4.1.1 EXECUTIVE SUMMARY
 - 4.1.2 ALGERIA
 - 4.1.3 EGYPT
 - 4.1.4 ETHIOPIA
 - 4.1.5 MOROCCO
 - 4.1.6 MOZAMBIQUE
 - 4.1.7 NAMIBIA
 - 4.1.8 SOUTH AFRICA
- 4.2 ASIA: ELECTRIC BLANKETS IMPORTS IN 2024
 - 4.2.1 EXECUTIVE SUMMARY
 - 4.2.2 CHINA
 - 4.2.3 HONG KONG
 - 4.2.4 INDIA

4.2.5 INDONESIA

4.2.6 JAPAN

4.2.7 MACAU

4.2.8 MALAYSIA

4.2.9 SOUTH KOREA

4.2.10 TAIWAN

4.2.11 THAILAND

4.3 EUROPE: ELECTRIC BLANKETS IMPORTS IN 2024

4.3.1 EXECUTIVE SUMMARY

4.3.2 AUSTRIA

4.3.3 BELGIUM

4.3.4 BOSNIA AND HERZEGOVINA

4.3.5 BULGARIA

4.3.6 CROATIA

4.3.7 CYPRUS

4.3.8 DENMARK

4.3.9 FINLAND

4.3.10 FRANCE

4.3.11 GEORGIA

4.3.12 GERMANY

4.3.13 GREECE

4.3.14 HUNGARY

4.3.15 IRELAND

4.3.16 ITALY

4.3.17 LATVIA

4.3.18 LITHUANIA

4.3.19 LUXEMBOURG

4.3.20 MOLDOVA

4.3.21 NORWAY

4.3.22 POLAND

4.3.23 PORTUGAL

4.3.24 RUSSIA

4.3.25 SLOVAKIA

4.3.26 SLOVENIA

4.3.27 SPAIN

4.3.28 SWEDEN

4.3.29 SWITZERLAND

4.3.30 THE CZECH REPUBLIC

4.3.31 THE NETHERLANDS

4.3.32 THE UNITED KINGDOM

4.3.33 UKRAINE

4.4 LATIN AMERICA: ELECTRIC BLANKETS IMPORTS IN 2024

4.4.1 EXECUTIVE SUMMARY

4.4.2 ARGENTINA

4.4.3 BOLIVIA

4.4.4 BRAZIL

4.4.5 CHILE

4.4.6 COLOMBIA

4.4.7 GUATEMALA

4.4.8 MEXICO

4.4.9 URUGUAY

4.5 NORTH AMERICA & THE CARIBBEAN: ELECTRIC BLANKETS IMPORTS IN 2024

4.5.1 EXECUTIVE SUMMARY

4.5.2 CANADA

4.5.3 THE UNITED STATES

4.6 OCEANIA: ELECTRIC BLANKETS IMPORTS IN 2024

4.6.1 EXECUTIVE SUMMARY

4.6.2 AUSTRALIA

4.6.3 FRENCH POLYNESIA

4.6.4 NEW CALEDONIA

4.6.5 NEW ZEALAND

4.7 THE MIDDLE EAST: ELECTRIC BLANKETS IMPORTS IN 2024

4.7.1 EXECUTIVE SUMMARY

4.7.2 ISRAEL

4.7.3 OMAN

4.7.4 QATAR

4.7.5 TURKEY

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