

Europe Plush Blankets Market By Distribution Channels (Hypermarkets & Supermarkets, Convenience Stores, Online and other Distribution Channels), By Applications (Residential and Online), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Europe Plush Blankets Market would witness market growth of 8.8% CAGR during the forecast period (2020-2026).

Expanding inclination for luxury based shinning blankets because of higher acceptance of less-weighted blankets among people has been the cause of growth for the market. Development of the hospitality division, fast urbanization, and changing lifestyles have inculcated infiltration of fancy and soft fabric-based bedding items, consequently fuelling the use of plush blankets in the commercial sector across the world. The plush blanket can be considered as those blankets with rich fabric and a long, soft rest. Growing customer spending on comfort and relaxation as a reason for lifestyle expansion, especially among generation X, Y, and Z, is creating more popularity for softer and luxury appealing bedding items, for example, plush blankets.

New progressions in fabric, alongside item launches, are expanding purchasers' tendency towards these items. For example, in June 2019, Decora Home presented Decora Home Soft - Super Plush Pattern Block Throw, which makes an ideal delicate throw blanket for snuggling on the sofa, bed, theater, or park.

Expanded customer spending, combined with urbanization, is boosting the demand for cutting edge and hi-quality bedding items, for example, plush blankets. Also, expanding

advancement in the plush fabrics while consolidating other fabric materials, for example, fleece, Minky, and corduroy, to give an extravagance appeal to the blankets is increasing the utilization of these plush blankets in the residential and commercial divisions.

Based on Distribution Channels, the market is segmented into Hypermarkets & Supermarkets, Convenience Stores, Online and other Distribution Channels. Based on Applications, the market is segmented into Residential and Online. Based on countries, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Newell Brands, Inc. (Sunbeam Products, Inc.), Home Depot, Inc., Berkshire Blanket & Home Co., Inc. (SUMEC Group Corporation), American Blanket Company, FleecePro, ADORNit, Plush Addict Ltd., Robert Kaufman Co., Inc., Shannon Fabrics, Inc., and Venus Group, Inc.

Scope of the Study

Market Segmentation:

By Distribution Channels

Hypermarkets & Supermarkets

Convenience Stores

Online

Other Distribution Channels

By Applications

Residential

Commercial

By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Companies Profiled

Newell Brands, Inc. (Sunbeam Products, Inc.)

Home Depot, Inc.

Berkshire Blanket & Home Co., Inc. (SUMEC Group Corporation)

American Blanket Company

FleecePro

ADORNit

Plush Addict Ltd.

Robert Kaufman Co., Inc.

Shannon Fabrics, Inc.

Venus Group, Inc.

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