

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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Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Europe Plush Blankets Market, by Distribution Channels
 - 1.4.2 Europe Plush Blankets Market, by Applications
 - 1.4.3 Europe Plush Blankets Market, by Country
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
 - 2.1.1 Overview
 - 2.1.2 Market Composition and Scenario
- 2.2 Key Factors Impacting the Market
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. EUROPE PLUSH BLANKETS MARKET BY DISTRIBUTION CHANNELS

- 3.1 Europe Hypermarkets & Supermarkets Market by Country
- 3.2 Europe Convenience Stores Market by Country
- 3.3 Europe Online Market by Country
- 3.4 Europe Other Distribution Channels Market by Country

CHAPTER 4. EUROPE PLUSH BLANKETS MARKET BY APPLICATIONS

- 4.1 Europe Residential Market by Country
- 4.2 Europe Commercial Market by Country

CHAPTER 5. EUROPE PLUSH BLANKETS MARKET BY COUNTRY

- 5.1 Germany Plush Blankets Market
 - 5.1.1 Germany Plush Blankets Market by Distribution Channels

- 5.1.2 Germany Plush Blankets Market by Applications
- 5.2 UK Plush Blankets Market
 - 5.2.1 UK Plush Blankets Market by Distribution Channels
 - 5.2.2 UK Plush Blankets Market by Applications
- 5.3 France Plush Blankets Market
 - 5.3.1 France Plush Blankets Market by Distribution Channels
 - 5.3.2 France Plush Blankets Market by Applications
- 5.4 Russia Plush Blankets Market
 - 5.4.1 Russia Plush Blankets Market by Distribution Channels
 - 5.4.2 Russia Plush Blankets Market by Applications
- 5.5 Spain Plush Blankets Market
 - 5.5.1 Spain Plush Blankets Market by Distribution Channels
 - 5.5.2 Spain Plush Blankets Market by Applications
- 5.6 Italy Plush Blankets Market
 - 5.6.1 Italy Plush Blankets Market by Distribution Channels
 - 5.6.2 Italy Plush Blankets Market by Applications
- 5.7 Rest of Europe Plush Blankets Market
 - 5.7.1 Rest of Europe Plush Blankets Market by Distribution Channels
 - 5.7.2 Rest of Europe Plush Blankets Market by Applications

CHAPTER 6. COMPANY PROFILES

- 6.1 Newell Brands, Inc. (Sunbeam Products, Inc.)
 - 6.1.1 Company Overview
 - 6.1.2 Financial Analysis
 - 6.1.3 Regional & Segmental Analysis
 - 6.1.4 Research & Development Expenses
- 6.2 Home Depot, Inc.
 - 6.2.1 Company Overview
 - 6.2.2 Financial Analysis
 - 6.2.3 Regional Analysis
- 6.3 Berkshire Blanket & Home Co., Inc. (SUMEC Group Corporation)
 - 6.3.1 Company Overview
- 6.4 American Blanket Company
 - 6.4.1 Company Overview
- 6.5 FleecePro
 - 6.5.1 Company Overview
- 6.6 ADORNiT
 - 6.6.1 Company Overview

6.7 Plush Addict Ltd.

6.7.1 Company Overview

6.8 Robert Kaufman Co., Inc.

6.8.1 Company Overview

6.9 Shannon Fabrics, Inc.

6.9.1 Company Overview

6.10. Venus Group, Inc.

6.10.1 Company Overview

List Of Tables

LIST OF TABLES

TABLE 1 EUROPE PLUSH BLANKETS MARKET, 2016 - 2019, USD MILLION

TABLE 2 EUROPE PLUSH BLANKETS MARKET, 2020 - 2026, USD MILLION

TABLE 3 EUROPE PLUSH BLANKETS MARKET BY DISTRIBUTION CHANNELS,
2016 - 2019, USD MILLION

TABLE 4 EUROPE PLUSH BLANKETS MARKET BY DISTRIBUTION CHANNELS,
2020 - 2026, USD MILLION

TABLE 5 EUROPE HYPERMARKETS & SUPERMARKETS MARKET BY COUNTRY,
2016 - 2019, USD MILLION

TABLE 6 EUROPE HYPERMARKETS & SUPERMARKETS MARKET BY COUNTRY,
2020 - 2026, USD MILLION

TABLE 7 EUROPE CONVENIENCE STORES MARKET BY COUNTRY, 2016 - 2019,
USD MILLION

TABLE 8 EUROPE CONVENIENCE STORES MARKET BY COUNTRY, 2020 - 2026,
USD MILLION

TABLE 9 EUROPE ONLINE MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 10 EUROPE ONLINE MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 11 EUROPE OTHER DISTRIBUTION CHANNELS MARKET BY COUNTRY,
2016 - 2019, USD MILLION

TABLE 12 EUROPE OTHER DISTRIBUTION CHANNELS MARKET BY COUNTRY,
2020 - 2026, USD MILLION

TABLE 13 EUROPE PLUSH BLANKETS MARKET BY APPLICATIONS, 2016 - 2019,
USD MILLION

TABLE 14 EUROPE PLUSH BLANKETS MARKET BY APPLICATIONS, 2020 - 2026,
USD MILLION

TABLE 15 EUROPE RESIDENTIAL MARKET BY COUNTRY, 2016 - 2019, USD
MILLION

TABLE 16 EUROPE RESIDENTIAL MARKET BY COUNTRY, 2020 - 2026, USD
MILLION

TABLE 17 EUROPE COMMERCIAL MARKET BY COUNTRY, 2016 - 2019, USD
MILLION

TABLE 18 EUROPE COMMERCIAL MARKET BY COUNTRY, 2020 - 2026, USD
MILLION

TABLE 19 EUROPE PLUSH BLANKETS MARKET BY COUNTRY, 2016 - 2019, USD
MILLION

TABLE 20 EUROPE PLUSH BLANKETS MARKET BY COUNTRY, 2020 - 2026, USD

MILLION

TABLE 21 GERMANY PLUSH BLANKETS MARKET, 2016 - 2019, USD MILLION

TABLE 22 GERMANY PLUSH BLANKETS MARKET, 2020 - 2026, USD MILLION

TABLE 23 GERMANY PLUSH BLANKETS MARKET BY DISTRIBUTION CHANNELS,
2016 - 2019, USD MILLION

TABLE 24 GERMANY PLUSH BLANKETS MARKET BY DISTRIBUTION CHANNELS,
2020 - 2026, USD MILLION

TABLE 25 GERMANY PLUSH BLANKETS MARKET BY APPLICATIONS, 2016 - 2019,
USD MILLION

TABLE 26 GERMANY PLUSH BLANKETS MARKET BY APPLICATIONS, 2020 - 2026,
USD MILLION

TABLE 27 UK PLUSH BLANKETS MARKET, 2016 - 2019, USD MILLION

TABLE 28 UK PLUSH BLANKETS MARKET, 2020 - 2026, USD MILLION

TABLE 29 UK PLUSH BLANKETS MARKET BY DISTRIBUTION CHANNELS, 2016 -
2019, USD MILLION

TABLE 30 UK PLUSH BLANKETS MARKET BY DISTRIBUTION CHANNELS, 2020 -
2026, USD MILLION

TABLE 31 UK PLUSH BLANKETS MARKET BY APPLICATIONS, 2016 - 2019, USD
MILLION

TABLE 32 UK PLUSH BLANKETS MARKET BY APPLICATIONS, 2020 - 2026, USD
MILLION

TABLE 33 FRANCE PLUSH BLANKETS MARKET, 2016 - 2019, USD MILLION

TABLE 34 FRANCE PLUSH BLANKETS MARKET, 2020 - 2026, USD MILLION

TABLE 35 FRANCE PLUSH BLANKETS MARKET BY DISTRIBUTION CHANNELS,
2016 - 2019, USD MILLION

TABLE 36 FRANCE PLUSH BLANKETS MARKET BY DISTRIBUTION CHANNELS,
2020 - 2026, USD MILLION

TABLE 37 FRANCE PLUSH BLANKETS MARKET BY APPLICATIONS, 2016 - 2019,
USD MILLION

TABLE 38 FRANCE PLUSH BLANKETS MARKET BY APPLICATIONS, 2020 - 2026,
USD MILLION

TABLE 39 RUSSIA PLUSH BLANKETS MARKET, 2016 - 2019, USD MILLION

TABLE 40 RUSSIA PLUSH BLANKETS MARKET, 2020 - 2026, USD MILLION

TABLE 41 RUSSIA PLUSH BLANKETS MARKET BY DISTRIBUTION CHANNELS,
2016 - 2019, USD MILLION

TABLE 42 RUSSIA PLUSH BLANKETS MARKET BY DISTRIBUTION CHANNELS,
2020 - 2026, USD MILLION

TABLE 43 RUSSIA PLUSH BLANKETS MARKET BY APPLICATIONS, 2016 - 2019,
USD MILLION

TABLE 44 RUSSIA PLUSH BLANKETS MARKET BY APPLICATIONS, 2020 - 2026, USD MILLION

TABLE 45 SPAIN PLUSH BLANKETS MARKET, 2016 - 2019, USD MILLION

TABLE 46 SPAIN PLUSH BLANKETS MARKET, 2020 - 2026, USD MILLION

TABLE 47 SPAIN PLUSH BLANKETS MARKET BY DISTRIBUTION CHANNELS, 2016 - 2019, USD MILLION

TABLE 48 SPAIN PLUSH BLANKETS MARKET BY DISTRIBUTION CHANNELS, 2020 - 2026, USD MILLION

TABLE 49 SPAIN PLUSH BLANKETS MARKET BY APPLICATIONS, 2016 - 2019, USD MILLION

TABLE 50 SPAIN PLUSH BLANKETS MARKET BY APPLICATIONS, 2020 - 2026, USD MILLION

TABLE 51 ITALY PLUSH BLANKETS MARKET, 2016 - 2019, USD MILLION

TABLE 52 ITALY PLUSH BLANKETS MARKET, 2020 - 2026, USD MILLION

TABLE 53 ITALY PLUSH BLANKETS MARKET BY DISTRIBUTION CHANNELS, 2016 - 2019, USD MILLION

TABLE 54 ITALY PLUSH BLANKETS MARKET BY DISTRIBUTION CHANNELS, 2020 - 2026, USD MILLION

TABLE 55 ITALY PLUSH BLANKETS MARKET BY APPLICATIONS, 2016 - 2019, USD MILLION

TABLE 56 ITALY PLUSH BLANKETS MARKET BY APPLICATIONS, 2020 - 2026, USD MILLION

TABLE 57 REST OF EUROPE PLUSH BLANKETS MARKET, 2016 - 2019, USD MILLION

TABLE 58 REST OF EUROPE PLUSH BLANKETS MARKET, 2020 - 2026, USD MILLION

TABLE 59 REST OF EUROPE PLUSH BLANKETS MARKET BY DISTRIBUTION CHANNELS, 2016 - 2019, USD MILLION

TABLE 60 REST OF EUROPE PLUSH BLANKETS MARKET BY DISTRIBUTION CHANNELS, 2020 - 2026, USD MILLION

TABLE 61 REST OF EUROPE PLUSH BLANKETS MARKET BY APPLICATIONS, 2016 - 2019, USD MILLION

TABLE 62 REST OF EUROPE PLUSH BLANKETS MARKET BY APPLICATIONS, 2020 - 2026, USD MILLION

TABLE 63 KEY INFORMATION – NEWELL BRANDS, INC.

TABLE 64 KEY INFORMATION – HOME DEPOT, INC.

TABLE 65 KEY INFORMATION – BERKSHIRE BLANKET & HOME CO., INC.

TABLE 66 KEY INFORMATION – AMERICAN BLANKET COMPANY

TABLE 67 KEY INFORMATION – FLEECEPRO

TABLE 68 KEY INFORMATION – ADORNIT

TABLE 69 KEY INFORMATION – PLUSH ADDICT LTD.

TABLE 70 KEY INFORMATION – ROBERT KAUFMAN CO., INC.

TABLE 71 KEY INFORMATION – SHANNON FABRICS, INC.

TABLE 72 KEY INFORMATION – VENUS GROUP, INC.

List Of Figures

LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

I would like to order

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