

Global Heated Mattress Pads Market By Application (Households, Hotels, Hospitals, and Other Applications), By Distribution Channel (Offline and Online), By Region, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Global Heated Mattress Pads Market size is expected to reach \$482 Million by 2026, rising at a market growth of 6.1% CAGR during the forecast period. A heated mattress pad comprises wire heating components woven across the surface which help in warding off very cold nights as well as mitigates ache and pain through achieving desirable temperature. Additionally, a higher advantage of the personal and customized heat settings from 2 to 11, on an average offer friendly to the purchaser.

Moreover, dual control features for enormous or queen size beds so as to accommodate two individuals sharing a bed and accessibility of cooling settings have brought about noteworthy infiltration of the item among residential consumers. Also, heated mattress pads are getting prominent footing due to its economical, proficient, and feasible characteristics contrasted with its alternative items, for example, room heaters, woven blankets, and indoor fireplaces. Expanding examples of poor sleeping, back pain, arthritis, and sore muscles are resulting in the growing infiltration of the item among customers.

Growing demand for luxury and comfort among consumers is setting off the expanding popularity of product premiumization in bedding items, which is decidedly influencing the sales of heated mattress pads. Moreover, high inclination towards therapeutic mattresses as an aid to giving recuperating or reviving sleep quality is gathering more noteworthy foothold towards the adoption of heated bedding items, subsequently fueling the demand for heated mattress pads among customers.

Since the onset of Covid-19, and consequent lockdown in almost every country of the world, there has been a negative impact on the persons' disposable income and their

purchasing behavior. Even countries start reopening their market, but customers across the world are constantly experiencing low income. These factors act as a potential barrier in the growth of heated mattress pad market in the next few years. However, the demand for heated mattress pad will continue to rise in cold regions such as Europe and Russia because they experience extreme temperature fall in winter season.

Based on Application, the market is segmented into Households, Hotels, Hospitals, and Other Applications. Based on Distribution Channel, the market is segmented into Offline and Online. Based on Regions, the market is segmented into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

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.), Sleep Number Corporation, Bed Bath & Beyond, Inc., Electro Warmth Products, LLC, Delutti, Inc., Perfect Fit Industries, LLC (Cross River, LLC), Therapedic International, Tuck.com, LLC, Kryo, Inc. and Biddeford Blankets LLC (Microlife Corporation).

Scope of the Study

Market Segmentation:

By Application

Households

Hotels

Hospitals

Other Applications

By Distribution Channel

Offline

Online

By Geography

North America

- o US
- o Canada
- o Mexico
- o Rest of North America

Europe

- o Germany
- o UK
- o France
- o Russia
- o Spain
- o Italy
- o Rest of Europe

Asia Pacific

- o China
- o Japan
- o India
- o South Korea
- o Singapore
- o Malaysia
- o Rest of Asia Pacific

LAMEA

- o Brazil
- o Argentina
- o UAE
- o Saudi Arabia

- o South Africa
 - o Nigeria
 - o Rest of LAMEA
- Companies Profiled

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

Sleep Number Corporation

Bed Bath & Beyond, Inc.

Electro Warmth Products, LLC

Delutti, Inc.

Perfect Fit Industries, LLC (Cross River, LLC)

Therapedic International

Tuck.com, LLC

Kryo, Inc.

Biddeford Blankets LLC (Microlife Corporation)

Unique Offerings from KBV Research

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Highest number of market tables and figures

Subscription based model available

Guaranteed best price

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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 Global Heated Mattress Pads Market, by Application
 - 1.4.2 Global Heated Mattress Pads Market, by Distribution Channel
 - 1.4.3 Global Heated Mattress Pads Market, by Geography
- 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. GLOBAL HEATED MATTRESS PADS MARKET BY APPLICATIONS

- 3.1 Global Households Market by Region
- 3.2 Global Hotels Market by Region
- 3.3 Global Hospitals Market by Region
- 3.4 Global Other Applications Market by Region

CHAPTER 4. GLOBAL HEATED MATTRESS PADS MARKET BY DISTRIBUTION CHANNEL

- 4.1 Global Offline Market by Region
- 4.2 Global Online Market by Region

CHAPTER 5. GLOBAL HEATED MATTRESS PADS MARKET BY REGION

- 5.1 North America Heated Mattress Pads Market
 - 5.1.1 North America Heated Mattress Pads Market by Applications

- 5.1.1.1 North America Households Market by Country
- 5.1.1.2 North America Hotels Market by Country
- 5.1.1.3 North America Hospitals Market by Country
- 5.1.1.4 North America Other Applications Market by Country
- 5.1.2 North America Heated Mattress Pads Market by Distribution Channel
 - 5.1.2.1 North America Offline Market by Country
 - 5.1.2.2 North America Online Market by Country
- 5.1.3 North America Heated Mattress Pads Market by Country
 - 5.1.3.1 USA Heated Mattress Pads Market
 - 5.1.3.1.1 USA Heated Mattress Pads Market by Applications
 - 5.1.3.1.2 USA Heated Mattress Pads Market by Distribution Channel
 - 5.1.3.2 Canada Heated Mattress Pads Market
 - 5.1.3.2.1 Canada Heated Mattress Pads Market by Applications
 - 5.1.3.2.2 Canada Heated Mattress Pads Market by Distribution Channel
 - 5.1.3.3 Mexico Heated Mattress Pads Market
 - 5.1.3.3.1 Mexico Heated Mattress Pads Market by Applications
 - 5.1.3.3.2 Mexico Heated Mattress Pads Market by Distribution Channel
 - 5.1.3.4 Rest of North America Heated Mattress Pads Market
 - 5.1.3.4.1 Rest of North America Heated Mattress Pads Market by Applications
 - 5.1.3.4.2 Rest of North America Heated Mattress Pads Market by Distribution Channel
- 5.2 Europe Heated Mattress Pads Market
 - 5.2.1 Europe Heated Mattress Pads Market by Applications
 - 5.2.1.1 Europe Households Market by Country
 - 5.2.1.2 Europe Hotels Market by Country
 - 5.2.1.3 Europe Hospitals Market by Country
 - 5.2.1.4 Europe Other Applications Market by Country
 - 5.2.2 Europe Heated Mattress Pads Market by Distribution Channel
 - 5.2.2.1 Europe Offline Market by Country
 - 5.2.2.2 Europe Online Market by Country
 - 5.2.3 Europe Heated Mattress Pads Market by Country
 - 5.2.3.1 Germany Heated Mattress Pads Market
 - 5.2.3.1.1 Germany Heated Mattress Pads Market by Applications
 - 5.2.3.1.2 Germany Heated Mattress Pads Market by Distribution Channel
 - 5.2.3.2 UK Heated Mattress Pads Market
 - 5.2.3.2.1 UK Heated Mattress Pads Market by Applications
 - 5.2.3.2.2 UK Heated Mattress Pads Market by Distribution Channel
 - 5.2.3.3 France Heated Mattress Pads Market
 - 5.2.3.3.1 France Heated Mattress Pads Market by Applications

- 5.2.3.3.2 France Heated Mattress Pads Market by Distribution Channel
- 5.2.3.4 Russia Heated Mattress Pads Market
 - 5.2.3.4.1 Russia Heated Mattress Pads Market by Applications
 - 5.2.3.4.2 Russia Heated Mattress Pads Market by Distribution Channel
- 5.2.3.5 Spain Heated Mattress Pads Market
 - 5.2.3.5.1 Spain Heated Mattress Pads Market by Applications
 - 5.2.3.5.2 Spain Heated Mattress Pads Market by Distribution Channel
- 5.2.3.6 Italy Heated Mattress Pads Market
 - 5.2.3.6.1 Italy Heated Mattress Pads Market by Applications
 - 5.2.3.6.2 Italy Heated Mattress Pads Market by Distribution Channel
- 5.2.3.7 Rest of Europe Heated Mattress Pads Market
 - 5.2.3.7.1 Rest of Europe Heated Mattress Pads Market by Applications
 - 5.2.3.7.2 Rest of Europe Heated Mattress Pads Market by Distribution Channel
- 5.3 Asia Pacific Heated Mattress Pads Market
 - 5.3.1 Asia Pacific Heated Mattress Pads Market by Applications
 - 5.3.1.1 Asia Pacific Households Market by Country
 - 5.3.1.2 Asia Pacific Hotels Market by Country
 - 5.3.1.3 Asia Pacific Hospitals Market by Country
 - 5.3.1.4 Asia Pacific Other Applications Market by Country
 - 5.3.2 Asia Pacific Heated Mattress Pads Market by Distribution Channel
 - 5.3.2.1 Asia Pacific Offline Market by Country
 - 5.3.2.2 Asia Pacific Online Market by Country
 - 5.3.3 Asia Pacific Heated Mattress Pads Market by Country
 - 5.3.3.1 China Heated Mattress Pads Market
 - 5.3.3.1.1 China Heated Mattress Pads Market by Applications
 - 5.3.3.1.2 China Heated Mattress Pads Market by Distribution Channel
 - 5.3.3.2 Japan Heated Mattress Pads Market
 - 5.3.3.2.1 Japan Heated Mattress Pads Market by Applications
 - 5.3.3.2.2 Japan Heated Mattress Pads Market by Distribution Channel
 - 5.3.3.3 India Heated Mattress Pads Market
 - 5.3.3.3.1 India Heated Mattress Pads Market by Applications
 - 5.3.3.3.2 India Heated Mattress Pads Market by Distribution Channel
 - 5.3.3.4 South Korea Heated Mattress Pads Market
 - 5.3.3.4.1 South Korea Heated Mattress Pads Market by Applications
 - 5.3.3.4.2 South Korea Heated Mattress Pads Market by Distribution Channel
 - 5.3.3.5 Singapore Heated Mattress Pads Market
 - 5.3.3.5.1 Singapore Heated Mattress Pads Market by Applications
 - 5.3.3.5.2 Singapore Heated Mattress Pads Market by Distribution Channel
 - 5.3.3.6 Malaysia Heated Mattress Pads Market

- 5.3.3.6.1 Malaysia Heated Mattress Pads Market by Applications
- 5.3.3.6.2 Malaysia Heated Mattress Pads Market by Distribution Channel
- 5.3.3.7 Rest of Asia Pacific Heated Mattress Pads Market
 - 5.3.3.7.1 Rest of Asia Pacific Heated Mattress Pads Market by Applications
 - 5.3.3.7.2 Rest of Asia Pacific Heated Mattress Pads Market by Distribution Channel
- 5.4 LAMEA Heated Mattress Pads Market
 - 5.4.1 LAMEA Heated Mattress Pads Market by Applications
 - 5.4.1.1 LAMEA Households Market by Country
 - 5.4.1.2 LAMEA Hotels Market by Country
 - 5.4.1.3 LAMEA Hospitals Market by Country
 - 5.4.1.4 LAMEA Other Applications Market by Country
 - 5.4.2 LAMEA Heated Mattress Pads Market by Distribution Channel
 - 5.4.2.1 LAMEA Offline Market by Country
 - 5.4.2.2 LAMEA Online Market by Country
 - 5.4.3 LAMEA Heated Mattress Pads Market by Country
 - 5.4.3.1 Brazil Heated Mattress Pads Market
 - 5.4.3.1.1 Brazil Heated Mattress Pads Market by Applications
 - 5.4.3.1.2 Brazil Heated Mattress Pads Market by Distribution Channel
 - 5.4.3.2 Argentina Heated Mattress Pads Market
 - 5.4.3.2.1 Argentina Heated Mattress Pads Market by Applications
 - 5.4.3.2.2 Argentina Heated Mattress Pads Market by Distribution Channel
 - 5.4.3.2.3 UAE Heated Mattress Pads Market by Applications
 - 5.4.3.2.4 UAE Heated Mattress Pads Market by Distribution Channel
 - 5.4.3.3 Saudi Arabia Heated Mattress Pads Market
 - 5.4.3.3.1 Saudi Arabia Heated Mattress Pads Market by Applications
 - 5.4.3.3.2 Saudi Arabia Heated Mattress Pads Market by Distribution Channel
 - 5.4.3.4 South Africa Heated Mattress Pads Market
 - 5.4.3.4.1 South Africa Heated Mattress Pads Market by Applications
 - 5.4.3.4.2 South Africa Heated Mattress Pads Market by Distribution Channel
 - 5.4.3.5 Nigeria Heated Mattress Pads Market
 - 5.4.3.5.1 Nigeria Heated Mattress Pads Market by Applications
 - 5.4.3.5.2 Nigeria Heated Mattress Pads Market by Distribution Channel
 - 5.4.3.6 Rest of LAMEA Heated Mattress Pads Market
 - 5.4.3.6.1 Rest of LAMEA Heated Mattress Pads Market by Applications
 - 5.4.3.6.2 Rest of LAMEA Heated Mattress Pads Market by Distribution Channel

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 Sleep Number Corporation
 - 6.2.1 Company Overview
 - 6.2.2 Financial Analysis
 - 6.2.3 Research & Development Expenses
- 6.3 Bed Bath & Beyond, Inc.
 - 6.3.1 Company Overview
 - 6.3.2 Financial Analysis
- 6.4 Electro Warmth Products, LLC
 - 6.4.1 Company Overview
- 6.5 Delutti, Inc.
 - 6.5.1 Company Overview
- 6.6 Perfect Fit Industries, LLC (Cross River, LLC)
 - 6.6.1 Company Overview
- 6.7 Therapedic International
 - 6.7.1 Company Overview
 - 6.7.2 Recent strategies and developments:
 - 6.7.2.1 Product Launches and Product Expansions:
- 6.8 Tuck.com, LLC
 - 6.8.1 Company Overview
- 6.9 Kryo, Inc.
 - 6.9.1 Company Overview
 - 6.9.2 Recent strategies and developments:
 - 6.9.2.1 Partnerships, Collaborations, and Agreements:
 - 6.9.2.2 Product Launches and Product Expansions:
- 6.10. Biddeford Blankets LLC (Microlife Corporation)
 - 6.10.1 Company Overview

List Of Tables

LIST OF TABLES

- TABLE 1 Global Heated Mattress Pads Market, 2016 - 2019, USD Million
- TABLE 2 Global Heated Mattress Pads Market, 2020 - 2026, USD Million
- TABLE 3 Global Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million
- TABLE 4 Global Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million
- TABLE 5 Global Households Market by Region, 2016 - 2019, USD Million
- TABLE 6 Global Households Market by Region, 2020 - 2026, USD Million
- TABLE 7 Global Hotels Market by Region, 2016 - 2019, USD Million
- TABLE 8 Global Hotels Market by Region, 2020 - 2026, USD Million
- TABLE 9 Global Hospitals Market by Region, 2016 - 2019, USD Million
- TABLE 10 Global Hospitals Market by Region, 2020 - 2026, USD Million
- TABLE 11 Global Other Applications Market by Region, 2016 - 2019, USD Million
- TABLE 12 Global Other Applications Market by Region, 2020 - 2026, USD Million
- TABLE 13 Global Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million
- TABLE 14 Global Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million
- TABLE 15 Global Offline Market by Region, 2016 - 2019, USD Million
- TABLE 16 Global Offline Market by Region, 2020 - 2026, USD Million
- TABLE 17 Global Online Market by Region, 2016 - 2019, USD Million
- TABLE 18 Global Online Market by Region, 2020 - 2026, USD Million
- TABLE 19 Global Heated Mattress Pads Market by Region, 2016 - 2019, USD Million
- TABLE 20 Global Heated Mattress Pads Market by Region, 2020 - 2026, USD Million
- TABLE 21 North America Heated Mattress Pads Market, 2016 - 2019, USD Million
- TABLE 22 North America Heated Mattress Pads Market, 2020 - 2026, USD Million
- TABLE 23 North America Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million
- TABLE 24 North America Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million
- TABLE 25 North America Households Market by Country, 2016 - 2019, USD Million
- TABLE 26 North America Households Market by Country, 2020 - 2026, USD Million
- TABLE 27 North America Hotels Market by Country, 2016 - 2019, USD Million
- TABLE 28 North America Hotels Market by Country, 2020 - 2026, USD Million
- TABLE 29 North America Hospitals Market by Country, 2016 - 2019, USD Million

TABLE 30 North America Hospitals Market by Country, 2020 - 2026, USD Million

TABLE 31 North America Other Applications Market by Country, 2016 - 2019, USD Million

TABLE 32 North America Other Applications Market by Country, 2020 - 2026, USD Million

TABLE 33 North America Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 34 North America Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 35 North America Offline Market by Country, 2016 - 2019, USD Million

TABLE 36 North America Offline Market by Country, 2020 - 2026, USD Million

TABLE 37 North America Online Market by Country, 2016 - 2019, USD Million

TABLE 38 North America Online Market by Country, 2020 - 2026, USD Million

TABLE 39 North America Heated Mattress Pads Market by Country, 2016 - 2019, USD Million

TABLE 40 North America Heated Mattress Pads Market by Country, 2020 - 2026, USD Million

TABLE 41 USA Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 42 USA Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 43 USA Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 44 USA Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 45 USA Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 46 USA Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 47 Canada Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 48 Canada Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 49 Canada Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 50 Canada Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 51 Canada Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 52 Canada Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 53 Mexico Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 54 Mexico Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 55 Mexico Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 56 Mexico Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 57 Mexico Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 58 Mexico Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 59 Rest of North America Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 60 Rest of North America Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 61 Rest of North America Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 62 Rest of North America Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 63 Rest of North America Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 64 Rest of North America Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 65 Europe Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 66 Europe Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 67 Europe Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 68 Europe Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 69 Europe Households Market by Country, 2016 - 2019, USD Million

TABLE 70 Europe Households Market by Country, 2020 - 2026, USD Million

TABLE 71 Europe Hotels Market by Country, 2016 - 2019, USD Million

TABLE 72 Europe Hotels Market by Country, 2020 - 2026, USD Million

TABLE 73 Europe Hospitals Market by Country, 2016 - 2019, USD Million

TABLE 74 Europe Hospitals Market by Country, 2020 - 2026, USD Million

TABLE 75 Europe Other Applications Market by Country, 2016 - 2019, USD Million

TABLE 76 Europe Other Applications Market by Country, 2020 - 2026, USD Million

TABLE 77 Europe Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 78 Europe Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 79 Europe Offline Market by Country, 2016 - 2019, USD Million

TABLE 80 Europe Offline Market by Country, 2020 - 2026, USD Million

TABLE 81 Europe Online Market by Country, 2016 - 2019, USD Million

TABLE 82 Europe Online Market by Country, 2020 - 2026, USD Million

TABLE 83 Europe Heated Mattress Pads Market by Country, 2016 - 2019, USD Million

TABLE 84 Europe Heated Mattress Pads Market by Country, 2020 - 2026, USD Million

TABLE 85 Germany Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 86 Germany Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 87 Germany Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 88 Germany Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 89 Germany Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 90 Germany Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 91 UK Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 92 UK Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 93 UK Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 94 UK Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 95 UK Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 96 UK Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 97 France Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 98 France Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 99 France Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 100 France Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 101 France Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 102 France Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 103 Russia Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 104 Russia Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 105 Russia Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 106 Russia Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 107 Russia Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 108 Russia Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 109 Spain Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 110 Spain Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 111 Spain Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 112 Spain Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 113 Spain Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 114 Spain Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 115 Italy Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 116 Italy Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 117 Italy Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 118 Italy Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 119 Italy Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 120 Italy Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 121 Rest of Europe Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 122 Rest of Europe Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 123 Rest of Europe Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 124 Rest of Europe Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 125 Rest of Europe Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 126 Rest of Europe Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 127 Asia Pacific Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 128 Asia Pacific Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 129 Asia Pacific Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 130 Asia Pacific Heated Mattress Pads Market by Applications, 2020 - 2026,

USD Million

TABLE 131 Asia Pacific Households Market by Country, 2016 - 2019, USD Million

TABLE 132 Asia Pacific Households Market by Country, 2020 - 2026, USD Million

TABLE 133 Asia Pacific Hotels Market by Country, 2016 - 2019, USD Million

TABLE 134 Asia Pacific Hotels Market by Country, 2020 - 2026, USD Million

TABLE 135 Asia Pacific Hospitals Market by Country, 2016 - 2019, USD Million

TABLE 136 Asia Pacific Hospitals Market by Country, 2020 - 2026, USD Million

TABLE 137 Asia Pacific Other Applications Market by Country, 2016 - 2019, USD Million

TABLE 138 Asia Pacific Other Applications Market by Country, 2020 - 2026, USD Million

TABLE 139 Asia Pacific Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 140 Asia Pacific Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 141 Asia Pacific Offline Market by Country, 2016 - 2019, USD Million

TABLE 142 Asia Pacific Offline Market by Country, 2020 - 2026, USD Million

TABLE 143 Asia Pacific Online Market by Country, 2016 - 2019, USD Million

TABLE 144 Asia Pacific Online Market by Country, 2020 - 2026, USD Million

TABLE 145 Asia Pacific Heated Mattress Pads Market by Country, 2016 - 2019, USD Million

TABLE 146 Asia Pacific Heated Mattress Pads Market by Country, 2020 - 2026, USD Million

TABLE 147 China Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 148 China Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 149 China Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 150 China Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 151 China Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 152 China Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 153 Japan Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 154 Japan Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 155 Japan Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 156 Japan Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 157 Japan Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 158 Japan Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 159 India Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 160 India Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 161 India Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 162 India Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 163 India Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 164 India Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 165 South Korea Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 166 South Korea Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 167 South Korea Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 168 South Korea Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 169 South Korea Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 170 South Korea Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 171 Singapore Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 172 Singapore Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 173 Singapore Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 174 Singapore Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 175 Singapore Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 176 Singapore Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 177 Malaysia Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 178 Malaysia Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 179 Malaysia Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 180 Malaysia Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

Million

TABLE 181 Malaysia Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 182 Malaysia Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 183 Rest of Asia Pacific Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 184 Rest of Asia Pacific Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 185 Rest of Asia Pacific Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 186 Rest of Asia Pacific Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 187 Rest of Asia Pacific Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 188 Rest of Asia Pacific Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 189 LAMEA Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 190 LAMEA Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 191 LAMEA Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 192 LAMEA Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 193 LAMEA Households Market by Country, 2016 - 2019, USD Million

TABLE 194 LAMEA Households Market by Country, 2020 - 2026, USD Million

TABLE 195 LAMEA Hotels Market by Country, 2016 - 2019, USD Million

TABLE 196 LAMEA Hotels Market by Country, 2020 - 2026, USD Million

TABLE 197 LAMEA Hospitals Market by Country, 2016 - 2019, USD Million

TABLE 198 LAMEA Hospitals Market by Country, 2020 - 2026, USD Million

TABLE 199 LAMEA Other Applications Market by Country, 2016 - 2019, USD Million

TABLE 200 LAMEA Other Applications Market by Country, 2020 - 2026, USD Million

TABLE 201 LAMEA Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 202 LAMEA Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 203 LAMEA Offline Market by Country, 2016 - 2019, USD Million

TABLE 204 LAMEA Offline Market by Country, 2020 - 2026, USD Million

TABLE 205 LAMEA Online Market by Country, 2016 - 2019, USD Million

TABLE 206 LAMEA Online Market by Country, 2020 - 2026, USD Million

TABLE 207 LAMEA Heated Mattress Pads Market by Country, 2016 - 2019, USD Million

TABLE 208 LAMEA Heated Mattress Pads Market by Country, 2020 - 2026, USD Million

TABLE 209 Brazil Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 210 Brazil Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 211 Brazil Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 212 Brazil Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 213 Brazil Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 214 Brazil Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 215 Argentina Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 216 Argentina Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 217 Argentina Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 218 Argentina Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 219 Argentina Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 220 Argentina Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 221 UAE Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 222 UAE Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 223 UAE Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 224 UAE Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 225 UAE Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 226 UAE Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 227 Saudi Arabia Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 228 Saudi Arabia Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 229 Saudi Arabia Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 230 Saudi Arabia Heated Mattress Pads Market by Applications, 2020 - 2026,

USD Million

TABLE 231 Saudi Arabia Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 232 Saudi Arabia Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 233 South Africa Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 234 South Africa Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 235 South Africa Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 236 South Africa Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 237 South Africa Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 238 South Africa Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 239 Nigeria Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 240 Nigeria Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 241 Nigeria Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 242 Nigeria Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 243 Nigeria Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 244 Nigeria Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 245 Rest of LAMEA Heated Mattress Pads Market, 2016 - 2019, USD Million

TABLE 246 Rest of LAMEA Heated Mattress Pads Market, 2020 - 2026, USD Million

TABLE 247 Rest of LAMEA Heated Mattress Pads Market by Applications, 2016 - 2019, USD Million

TABLE 248 Rest of LAMEA Heated Mattress Pads Market by Applications, 2020 - 2026, USD Million

TABLE 249 Rest of LAMEA Heated Mattress Pads Market by Distribution Channel, 2016 - 2019, USD Million

TABLE 250 Rest of LAMEA Heated Mattress Pads Market by Distribution Channel, 2020 - 2026, USD Million

TABLE 251 Key information – Newell Brands, Inc.

TABLE 252 Key Information – Sleep Number Corporation

TABLE 253 Key Information – Bed Bath & Beyond, Inc.

TABLE 254 Key Information – Electro Warmth Products, LLC

- TABLE 255 Key Information – Delutti, Inc.
- TABLE 256 key information – Perfect Fit Industries, LLC
- TABLE 257 Key information – Therapedic International
- TABLE 258 Key Information – Tuck.com, LLC
- TABLE 259 Key Information – Kryo, Inc.
- TABLE 260 Key Information – Biddeford Blankets LLC

List Of Figures

LIST OF FIGURES

FIG 1 Methodology for the research

FIG 2 Recent strategies and developments: Kryo, Inc.

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