

# **LAMEA 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 Latin America, Middle East and Africa Plush Blankets Market would witness market growth of 10% CAGR during the forecast period (2020-2026).

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.

Moreover, the presence of fluctuating climate patterns seen recently has been moving the purpose of utilizing blankets for some particular months of winter to throughout the entire year. Hence, expanding the incorporation of plush soft and lightweight material, giving definite warmth and heat, has fuelled the popularity of plush blankets.

Also, increasing residential and commercial sectors, including travel and hospitality, military and defense, and charity, are anticipated to positively affect market development. Expanding the development of private houses is also increasing the demand for plush blankets. In July 2019, it was expressed by the International Monetary Fund that the worldwide housing market has been consistently moving up. Another

significant component is the housing index, which mirrors the changing costs of residential properties.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

#### 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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