

# **North America 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 North America Plush Blankets Market would witness market growth of 8.4% CAGR during the forecast period (2020-2026).

Soft throws and blankets, which are easy to store, wash, and are travel-accommodating, are being progressed with different sorts of fabrics, which are soft and, at the same time, can help keep comfortable. Initially, throws were utilized as shawls by ladies to fold over themselves during winters; notwithstanding, they are currently utilized in different forms, including home decor, bedding, and lifestyle or fashion item. In this way, the rise of a plush blanket as a type of the soft toss has been gaining demand from buyers as it additionally satisfies the purpose for a delightful decorative piece, which isn't just utilized for warmth but besides enhances the magnificence of the room.

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 U.S., Mexico, Canada, and Rest of North America.

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

US

Canada

Mexico

Rest of North America

### 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 North America Plush Blankets Market, by Distribution Channels
  - 1.4.2 North America Plush Blankets Market, by Applications
  - 1.4.3 North America 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. NORTH AMERICA PLUSH BLANKETS MARKET BY DISTRIBUTION CHANNELS**

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

### **CHAPTER 4. NORTH AMERICA PLUSH BLANKETS MARKET BY APPLICATIONS**

- 4.1 North America Residential Market by Country
- 4.2 North America Commercial Market by Country

### **CHAPTER 5. NORTH AMERICA PLUSH BLANKETS MARKET BY COUNTRY**

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

- 5.1.2 USA Plush Blankets Market by Applications
- 5.2 Canada Plush Blankets Market
  - 5.2.1 Canada Plush Blankets Market by Distribution Channels
  - 5.2.2 Canada Plush Blankets Market by Applications
- 5.3 Mexico Plush Blankets Market
  - 5.3.1 Mexico Plush Blankets Market by Distribution Channels
  - 5.3.2 Mexico Plush Blankets Market by Applications
- 5.4 Rest of North America Plush Blankets Market
  - 5.4.1 Rest of North America Plush Blankets Market by Distribution Channels
  - 5.4.2 Rest of North America 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 NORTH AMERICA PLUSH BLANKETS MARKET, 2016 - 2019, USD MILLION

TABLE 2 NORTH AMERICA PLUSH BLANKETS MARKET, 2020 - 2026, USD MILLION

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TABLE 18 NORTH AMERICA COMMERCIAL MARKET BY COUNTRY, 2020 - 2026,

USD MILLION

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

TABLE 20 NORTH AMERICA PLUSH BLANKETS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TABLE 39 REST OF NORTH AMERICA PLUSH BLANKETS MARKET, 2016 - 2019, USD MILLION

TABLE 40 REST OF NORTH AMERICA PLUSH BLANKETS MARKET, 2020 - 2026, USD MILLION



TABLE 41 REST OF NORTH AMERICA PLUSH BLANKETS MARKET BY DISTRIBUTION CHANNELS, 2016 - 2019, USD MILLION

TABLE 42 REST OF NORTH AMERICA PLUSH BLANKETS MARKET BY DISTRIBUTION CHANNELS, 2020 - 2026, USD MILLION

TABLE 43 REST OF NORTH AMERICA PLUSH BLANKETS MARKET BY APPLICATIONS, 2016 - 2019, USD MILLION

TABLE 44 REST OF NORTH AMERICA PLUSH BLANKETS MARKET BY APPLICATIONS, 2020 - 2026, USD MILLION

TABLE 45 KEY INFORMATION – NEWELL BRANDS, INC.

TABLE 46 KEY INFORMATION – HOME DEPOT, INC.

TABLE 47 KEY INFORMATION – BERKSHIRE BLANKET & HOME CO., INC.

TABLE 48 KEY INFORMATION – AMERICAN BLANKET COMPANY

TABLE 49 KEY INFORMATION – FLEECEPRO

TABLE 50 KEY INFORMATION – ADORNIT

TABLE 51 KEY INFORMATION – PLUSH ADDICT LTD.

TABLE 52 KEY INFORMATION – ROBERT KAUFMAN CO., INC.

TABLE 53 KEY INFORMATION – SHANNON FABRICS, INC.

TABLE 54 KEY INFORMATION – VENUS GROUP, INC.

## List Of Figures

### LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

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