

2018-2023 Global Electric Blankets Consumption Market Report

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Abstracts

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In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Electric Blankets market for 2018-2023.

An electric blanket has an electrical heating device built in that is meant to be placed above the bed sheet. In Commonwealth countries, however, it refers to an electric mattress pad that is kept below the bottom bed sheet. They comprise a control unit that allows the user to adjust the heat produced by the device. Larger size beds may even have two separate control units for both sides of the bed. An electric blanket can be useful to heat the bed to a certain level before sleeping to keep the occupant cosy and warm. Typical low voltage electric blankets work on 12-24 volts and are made of thin carbon fibre wires. The electric blanket was invented more than a century ago by American inventor Samuel Russell, while the first recorded sale in the electric blanket market was by the Samson United Corporation in 1930.

One of the key drivers of the electric blanket market is the affordability, comfort and convenience afforded. Electric blankets are much less expensive than heaters. They can be of great use in countries in the polar or temperate regions which suffer from long and harsh winters. A lot of buyers are able to save substantially on their electric bills by looking at the electric blanket market to satisfy their needs. While electric blankets were very poorly insulated and notoriously thin in the past, they are now made of thick fleece which provides enough natural insulation and warmth even without the help of electricity. Modern electric blankets can also be washed along with pillow cases and bed sheets which allow people to carry them anywhere and use anytime.

While electric blankets offer users a cost-effective and convenient experience, there are certainly legitimate concerns that users may have. Frequent use of electric blankets can

negatively impact a man's fertility. As per the American Pregnancy Association, a man's sperm count can decrease if the testicles become too warm from using electric blankets. Even pregnant women are advised caution while using an electric blanket as overheating the body can have dangerous consequences for the foetus. Diabetics should also be careful as high glucose levels can lead to diabetic neuropathy which can cause numbness in an affected area. A diabetic with a loss of feeling may not realise how hot the blanket is and could even suffer burns in the process.

The second challenge in the electric blanket market is a lack of awareness. People may not know that such a product exists and even if they do, they might use it incorrectly. The New York Police Department estimates that blankets over a decade old cause 99% of electric blanket fires. Most fires are due to bad cords, igniting materials close by or overheating. Proper use greatly reduces the fire risk. Some concerns have also been raised about possible carcinogenic properties. These blankets create electromagnetic fields which may cause certain types of cancer. While most research is inconclusive, this can worry potential customers in the electric blanket market and proper education is required.

Over the next five years, LPI(LP Information) projects that Electric Blankets will register a 1.5% CAGR in terms of revenue, reach US\$ 1920 million by 2023, from US\$ 1750 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Electric Blankets market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Underblankets

Overblankets

Segmentation by application:

Commercial use

Home use

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Rainbow Group

Sunbeam

Caiyang

Shanghai Xiaomianyang Electric

Qingdao Qindao Electric

Perfect Fit Industries, LLC.

Beurer

Tenacta Group S.p.A.

Bokuk Electronics CO.

Morphy Richards

Slumberland

Biddeford

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Electric Blankets consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Electric Blankets market by identifying its various subsegments.

Focuses on the key global Electric Blankets manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Electric Blankets with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Electric Blankets submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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