

Electric Blanket Market: Trends, Opportunities and Competitive Analysis [2023-2028]

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Abstracts

Electric Blanket Market Trends and Forecast

The future of the electric blanket market looks promising with opportunities in the hotel, hospital, and household sectors. The global electric blanket market is expected to reach an estimated \$1.56 billion by 2028, with a CAGR of 6.9% from 2023 to 2028. The major drivers for this market are increasing need for these blankets among customers who live in extremely cold climates and experience various pain-related problems, and increasing use of these blankets as an affordable alternative to heaters.

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown below.

Electric Blanket Market by Segment

The study includes a forecast for the global electric blanket market by distribution channel, end use industry, and region, as follows:

Electric Blanket Market by Distribution Channel [Value (\$B) Shipment Analysis from 2017 to 2028]:

Offline

Online

Electric Blanket Market by End Use Industry [Value (\$B) Shipment Analysis from 2017

to 2028]:

Hotels

Hospitals

Households

Electric Blanket Market by Region [Value (\$B) Shipment Analysis from 2017 to 2028]:

North America

Europe

Asia Pacific

The Rest of the World

List of Electric Blanket Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies electric blanket companies cater to increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the electric blanket companies profiled in this report include.

Jarden

Shanghai Shenda

Morphy Richards

Snugnights UK

Beurer

Electric Blanket Market Insights

Lucintel forecasts that online is expected to witness higher growth over the forecast period due to the rising number of online purchases and tech-savvy consumers and continuous expansion of customer base as e-retailers provide high-quality products to support the market.

Household is expected to remain the largest segment due to the continuously changing lifestyle of the people, increasing use of convenient consumer goods based on technology, and high demand from all age groups for these blankets.

APAC will remain the largest region due to the growing preference for electric blanket as it is affordable and is readily available at department stores and garage sales and enormous purchasing and usage of these blankets in China.

Features of the Electric Blanket Market

Market Size Estimates: Electric blanket market size estimation in terms of value (\$B)

Trend And Forecast Analysis: Market trends (2017-2022) and forecast (2023-2028) by various segments and regions.

Segmentation Analysis: Electric blanket market size by various segments, such as by distribution channel, end use industry, and region

Regional Analysis: Electric blanket market breakdown by North America, Europe, Asia Pacific, and the Rest of the World.

Growth Opportunities: Analysis on growth opportunities in different by distribution channel, end use industry, and regions for the electric blanket market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape for the electric blanket market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

FAQ

Q1. What is the electric blanket market size?

Answer: The global electric blanket market is expected to reach an estimated \$1.56 billion by 2028.

Q2. What is the growth forecast for electric blanket market?

Answer: The global electric blanket market is expected to grow with a CAGR of 6.9% from 2023 to 2028.

Q3. What are the major drivers influencing the growth of the electric blanket market?

Answer: The major drivers for this market are increasing need for these blankets among customers who live in extremely cold climates and experience various pain-related problems and increasing use of electric blankets as an affordable alternative to heaters.

Q4. What are the major segments for electric blanket market?

Answer: The future of the electric blanket market looks promising with opportunities in the hotel, hospital, and household sectors.

Q5. Who are the key electric blanket companies?

Answer: Some of the key electric blanket companies are as follows:

Jarden

Shanghai Shenda

Morphy Richards

Snuggly UK

Beurer

Q6. Which electric blanket segment will be the largest in future?

Answer: Lucintel forecasts that online is expected to witness higher growth over the forecast period due to the rising number of online purchases and tech-savvy consumers and continuous expansion of customer base as e-retailers provide high-quality products to support the market.

Q7. In electric blanket market, which region is expected to be the largest in next 5 years?

Answer: APAC will remain the largest region due to the growing preference for electric blanket as it is affordable and is readily available at department stores and garage sales and enormous purchasing and usage of these blankets in China.

Q8. Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% Customization Without any Additional Cost.

This report answers following 11 key questions

Q.1. What are some of the most promising, high-growth opportunities for the electric blanket market by distribution channel (offline and online), end use industry (hotels, hospitals, and households), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat

do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to electric blanket market or related to electric blanket companies, electric blanket market size, electric blanket market share, electric blanket analysis, write Lucintel analyst at email: helpdesk@lucintel.com we will be glad to get back to you soon.

Contents

1. EXECUTIVE SUMMARY

2. GLOBAL ELECTRIC BLANKET MARKET: MARKET DYNAMICS

2.1: Introduction, Background, and Classifications

2.2: Supply Chain

2.3: Industry Drivers and Challenges

3. MARKET TRENDS AND FORECAST ANALYSIS FROM 2017 TO 2028

3.1: Macroeconomic Trends (2017-2022) and Forecast (2023-2028)

3.2: Global Electric Blanket Market Trends (2017-2022) and Forecast (2023-2028)

3.3: Global Electric Blanket Market by Distribution Channel

3.3.1: Offline

3.3.2: Online

3.4: Global Electric Blanket Market by End Use Industry

3.4.1: Hotels

3.4.2: Hospitals

3.4.3: Households

4. MARKET TRENDS AND FORECAST ANALYSIS BY REGION FROM 2017 TO 2028

4.1: Global Electric Blanket Market by Region

4.2: North American Electric Blanket Market

4.2.1: North American Electric Blanket Market by Distribution Channel: Offline and Online

4.2.2: North American Electric Blanket Market by End Use Industry: Hotels, Hospitals, and Households

4.3: European Electric Blanket Market

4.3.1: European Electric Blanket Market by Distribution Channel: Offline and Online

4.3.2: European Electric Blanket Market by End Use Industry: Hotels, Hospitals, and Households

4.4: APAC Electric Blanket Market

4.4.1: APAC Electric Blanket Market by Distribution Channel: Offline and Online

4.4.2: APAC Electric Blanket Market by End Use Industry: Hotels, Hospitals, and Households

4.5: ROW Electric Blanket Market

4.5.1: ROW Electric Blanket Market by Raw Material: plastics and metal

4.5.2: ROW Electric Blanket Market by End Use Industry: Hotels, Hospitals, and Households

5. COMPETITOR ANALYSIS

5.1: Product Portfolio Analysis

5.2: Operational Integration

5.3: Porter's Five Forces Analysis

6. GROWTH OPPORTUNITIES AND STRATEGIC ANALYSIS

6.1: Growth Opportunity Analysis

6.1.1: Growth Opportunities for the Global Electric Blanket Market by Distribution Channel

6.1.2: Growth Opportunities for the Global Electric Blanket Market by End Use Industry

6.1.3: Growth Opportunities for the Global Electric Blanket Market by Region

6.2: Emerging Trends in the Global Electric Blanket Market

6.3: Strategic Analysis

6.3.1: New Product Development

6.3.2: Capacity Expansion of the Global Electric Blanket Market

6.3.3: Mergers, Acquisitions, and Joint Ventures in the Global Electric Blanket Market

6.3.4: Certification and Licensing

7. COMPANY PROFILES OF LEADING PLAYERS

7.1: Jarden

7.2: Shanghai Shenda

7.3: Morphy Richards

7.4: Snuggly UK

7.5: BEURER

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