

Electric Blankets - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The Electric Blankets Market size is estimated at USD 1.13 billion in 2024, and is expected to reach USD 1.53 billion by 2029, growing at a CAGR of 6.24% during the forecast period (2024-2029).

The electric blankets market is a thriving industry that has experienced significant growth in recent years. With an electrical heating element woven into the fabric, electric blankets are intended to produce heat and offer warmth and comfort. People who need extra warmth because of medical issues or those who live in cold climates frequently use them. These blankets come in handy in nations with long and hard winters and are less expensive than heaters. Businesses have created thick, fleece-lined, well-insulated sheets offering plenty of natural warmth and insulation. They are also introducing goods that can be washed and are portable.

To guarantee that the electric current supply to the blanket is cut off after a predetermined time, the existing suppliers in the electric blankets market ensure that their blanket and throw goods include an automatic shut-off mechanism. This feature increases the safety factor of heated throws and blankets. Heated blankets with two controllers are also trendy these days. With the dual-controller capability, two persons can enjoy different temperature settings according to their needs.

Electric Blankets Market Trends

Offline Sales Dominating the Market

Throughout the forecast period, offline sales are anticipated to dominate the market. Offline distribution channels with a limited market reach include physical retail

establishments and specialty shops. They provide accessibility to a broad spectrum of consumers, including those who prefer to handle and feel items before purchasing. Offline distribution channels offer the possibility of personalized consumer encounters. In real locations, customers can ask inquiries and receive timely answers from salespeople while also receiving professional guidance. The ability to physically handle and test the goods leads to higher conversion rates, enhancing customer satisfaction and building trust. Product demos through offline channels allow customers to examine features, temperatures, and safety measures firsthand.

However, in developed countries like the United States and Canada, online sales of electric blankets were more prevalent due to the high penetration of e-commerce platforms and the ease of online shopping for consumers. In the Asia-Pacific region, online sales of electric blankets were proliferating due to the increasing adoption of e-commerce platforms and changing consumer behavior. Apart from the advent of independent online distributors, this development has also brought in e-commerce companies that provide high-quality merchandise to connect with the ever-growing consumer base.

Europe Expected to Dominate the Market During the Forecast Period

Europe's electric blanket business has been steadily expanding in recent years. Due to factors including chilly weather, rising disposable incomes, and the need for energy-efficient solutions, Europe is a major market for electric blankets. Electric blankets are in significant demand across the United Kingdom, Germany, France, and the Nordic nations. Because of their lengthy and bitterly cold winters, electric blankets are a common alternative for warmth and comfort in these countries.

Electric blankets are common in the region because dependable and effective heating solutions are necessary. Electric blankets have become a more realistic heating solution for consumers due to increased energy efficiency. As energy costs rise across Europe, more consumers seek energy-efficient items, making electric blankets a viable substitute. The industry for electric blankets has undergone technological advancements in recent years. This covers the development of safer and more dependable heating elements, improved temperature control features, and the application of smart technology. The need for electric blankets has grown even more in Europe because of these advances.

Electric Blankets Industry Overview

The electric blankets market is moderately consolidated. To strengthen their position in the heated bedding market, players employ various strategies, including partnerships, mergers and acquisitions, strategic alliances, overseas expansion, and new product and service updates. Some prominent electric blankets market players are Newell Brands Inc., Jarden Corporation, Beurer, Homefront, and Dreamland.

Additional Benefits:

The market estimate (ME) sheet in Excel format

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