

# Electric Blanket Global Market Insights 2025, Analysis and Forecast to 2030, by Manufacturers, Regions, Technology, Application

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## Abstracts

### Electric Blanket Market Overview

The global electric blanket market is poised for significant growth from 2025 to 2030, driven by increasing consumer demand for energy-efficient heating solutions and the rising adoption of smart home technologies. Electric blankets, known for their ability to provide personalized warmth and comfort, are gaining traction across residential and commercial sectors. The market is expected to grow at a compound annual growth rate (CAGR) of 5.2% during the forecast period, reaching a valuation of \$1.8 billion by 2030.

### Market Size and Share Analysis

In 2025, the electric blanket market is projected to be valued at \$1.4 billion, with a steady growth trajectory. By product type, the market is segmented into underblankets, overblankets, and electric mattress pads. Among these, overblankets hold the largest market share of 45%, owing to their versatility and ease of use. Underblankets and electric mattress pads account for 30% and 25% of the market share, respectively.

Geographically, North America dominates the market with a 35% share, followed by Europe at 30%, and the Asia-Pacific region at 25%. The remaining 10% is distributed across Latin America, the Middle East, and Africa. The Asia-Pacific region is expected to witness the highest growth rate of 6.8% CAGR due to increasing urbanization and rising disposable incomes.

### Key Players and Competitive Landscape

The electric blanket market is highly competitive, with key players such as Sunbeam, Dreamland, Bokuk Electronics, Beurer, Biddeford Blankets, Chengdu Rainbow, Qingdao Qindao, Cyoang Group, Shanghai Xiaomianyang, Qindao Yumin, Shijiazhuang

Wangfeng, Zunyi Aerospace, Shijiazhuang Mengjie, and Shanghai Morita leading the industry. These companies are focusing on product innovation, strategic partnerships, and expanding their distribution networks to strengthen their market presence.

In 2025, Sunbeam held the largest market share at 20%, followed by Dreamland at 15%, and Beurer at 12%. Other players collectively account for the remaining 53% of the market.

### Market Trends and Drivers

The electric blanket market is driven by several key trends:

**Energy Efficiency:** Consumers are increasingly opting for energy-efficient electric blankets, which consume 10%-20% less energy compared to traditional heating systems.

**Smart Technology Integration:** The integration of smart features such as app-controlled temperature settings and timers is gaining popularity, with 30% of new electric blankets featuring these capabilities.

**Health and Wellness:** Electric blankets with therapeutic features, such as heat therapy for muscle relaxation, are witnessing a surge in demand, particularly among the aging population.

### Market Segmentation

#### By Product Type

Overblankets: 45% market share

Underblankets: 30% market share

Electric Mattress Pads: 25% market share

#### By Application

**Online Sales:** 40% market share, driven by the convenience of e-commerce platforms.

**Offline Sales:** 60% market share, with specialty stores and supermarkets being the primary distribution channels.

#### By End-Use

Residential: 70% market share, as electric blankets are widely used in households for personal comfort.

Commercial: 30% market share, with applications in hotels, hospitals, and elderly care facilities.

### By Region

North America: 35% market share

Europe: 30% market share

Asia-Pacific: 25% market share

Latin America, Middle East, and Africa: 10% market share

### Market News on Policy and Companies

In 2025, several regulatory policies were introduced to promote energy-efficient appliances, including electric blankets. For instance, the European Union implemented stricter energy efficiency standards, requiring electric blankets to meet a minimum energy rating of Class A. This has prompted manufacturers to innovate and develop more energy-efficient products.

On the corporate front, Sunbeam announced a strategic partnership with a leading smart home technology provider to integrate IoT capabilities into their electric blankets. Similarly, Beurer launched a new line of therapeutic electric blankets designed specifically for arthritis patients, capturing a niche market segment.

### Segment Forecasts (2025 - 2030)

The electric blanket market is expected to witness robust growth across all segments:

**Product Type:** Overblankets will continue to dominate, with a projected growth rate of 5.5% CAGR, while electric mattress pads are expected to grow at 6.2% CAGR.

**Application:** Online sales are anticipated to grow at 7% CAGR, driven by the increasing penetration of e-commerce platforms.

**End-Use:** The commercial segment is expected to grow at 6.5% CAGR, fueled by the rising demand for electric blankets in healthcare facilities.

**Region:** The Asia-Pacific region is projected to grow at 6.8% CAGR, making it the fastest-growing market during the forecast period.

## Conclusion

The electric blanket market is set to experience steady growth from 2025 to 2030, driven by technological advancements, increasing consumer awareness, and supportive regulatory policies. With key players focusing on innovation and expanding their market reach, the industry is well-positioned to meet the growing demand for energy-efficient and smart heating solutions. The Asia-Pacific region, in particular, offers significant growth opportunities, making it a key focus area for market players.

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