

Blanket Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Regular Blanket, Electric Blanket), By Application (Residential, Commercial), By Sales Channel (Supermarkets/Hypermarkets, Multi Branded Stores, Online, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Blanket Market is projected to expand from a valuation of USD 8.71 Billion in 2025 to USD 13.05 Billion by 2031, reflecting a compound annual growth rate of 6.97%. A blanket, characterized as a substantial piece of fabric made from wool, cotton, or synthetics, serves primarily as a bedding layer to ensure thermal retention and comfort. This market growth is fundamentally underpinned by the booming residential real estate sector and a thriving hospitality industry, both of which require a steady supply of premium bedding. Furthermore, increasing disposable incomes in emerging markets are enabling consumers to spend more on home furnishings, thereby reinforcing demand for a wide variety of material compositions.

Conversely, the industry confronts significant hurdles due to the unpredictable pricing of raw materials, such as natural fibers and synthetic derivatives, which can severely squeeze manufacturing margins. This financial unpredictability is frequently exacerbated by shifting global trade policies that disrupt established supply chains. Despite these pressures, the sector shows specific strength; according to the International Textile Manufacturers Federation in 2025, the home textile category was unique in recording a positive business balance for order intake, displaying distinct resilience even as the wider global textile industry struggled with a negative balance of 15 percentage points.

Market Driver

The robust growth of the global hospitality and tourism industry serves as a major engine for the blanket market, fueling a continuous cycle of replacement for high-grade thermal bedding. With rising hotel occupancy, there is a critical requirement for durable, industrial-strength bedding that withstands repeated laundering while ensuring guest comfort. This increase in procurement is closely tied to the recovery of international travel, prompting institutions to heavily update their inventories. According to the 'World Tourism Barometer' by UN Tourism in September 2024, international tourist arrivals rebounded to 96 percent of pre-pandemic figures in the first seven months of the year, generating substantial demand for hospitality-standard textiles in key destinations.

Concurrently, escalating consumer appetite for sustainable and eco-conscious materials is driving a structural transformation in manufacturing, favoring organic cotton, bamboo, and recycled fibers over conventional synthetics. This shift goes beyond aesthetics, stemming from environmental ethics that heavily sway retail purchasing choices. Data from Cotton Incorporated's '2024 Global Lifestyle Monitor' indicates that 62 percent of consumers consider sustainability a decisive factor in textile buying. However, implementing this change at scale is difficult; the Textile Exchange's 'Materials Market Report 2024' noted in October 2024 that global fiber production hit a record 124 million tonnes, underscoring the massive scale of raw material adaptation required to satisfy these emerging green standards.

Market Challenge

The instability of raw material prices presents a significant obstacle to the growth of the global blanket market, establishing a risky operational landscape for producers. Manufacturing blankets is material-intensive, depending heavily on the consistent acquisition of inputs like cotton, wool, and synthetic fibers. When commodity prices swing unpredictably, cost structures and financial strategies are thrown into disarray. Because the bedding market is intensely competitive, manufacturers often cannot pass these higher costs onto buyers, forcing them to absorb the expenses, which diminishes profit margins and reduces funds available for expanding production or market reach.

This economic strain is corroborated by recent figures regarding synthetic fibers, which are essential for budget-friendly bedding. As reported by the Confederation of Indian Textile Industry (CITI) in 2025, the domestic price for Polyester Staple Fiber (PSF) held a substantial premium compared to international standards, with the price gap staying

consistently above 33 percent. Such a marked discrepancy in input costs severely undermines the competitive standing of manufacturers. Faced with such high premiums for necessary raw materials, producers are often forced to curtail production or suspend growth plans, effectively slowing the overall advancement of the global blanket sector.

Market Trends

The widespread adoption of weighted blankets for sleep therapy and anxiety relief has become a prevailing trend, transforming the market focus from simple warmth to therapeutic wellness. Consumers are increasingly relying on products that offer deep pressure stimulation to address insomnia and mental health issues, treating bedding as a vital component of physiological regulation. This shift towards medical-grade bedding compels manufacturers to design products with specific weight ratios and precise bead distribution. The strength of this wellness focus is highlighted by the National Sleep Foundation's '2025 Sleep in America Poll' from March 2025, which found that 88 percent of adults reporting good sleep satisfaction also described themselves as 'flourishing,' reinforcing the strong wellness mandate driving this sector.

In parallel, the innovation of energy-efficient, low-voltage electric throws is gaining momentum as households look for targeted heating methods to offset rising central heating expenses. This movement emphasizes 'heating the human, not the home,' with modern throws offering zone-specific warming and minimal energy usage to attract budget-conscious consumers. The economic impact of this trend is evident in retail results; Dunelm Group plc's 'First Quarter Trading Update' in October 2025 reported a 6.2 percent rise in total sales, explicitly linking this growth to increased demand for warming textiles as families prepared for colder weather. This confirms that energy efficiency is now a primary functional criterion for new blanket purchases.

Key Market Players

American Blanket Company

Pendleton Woolen Mills

Hudson's Bay Company

Boll & Branch

URBANARA GmbH

Shanghai Easun Group

Medline Industries, Inc.

Chellco Industries Limited

Biddeford Blankets, LLC

Youngman Woollen Mills Private Limited

Report Scope

In this report, the Global Blanket Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Blanket Market, By Product Type

Regular Blanket

Electric Blanket

Blanket Market, By Application

Residential

Commercial

Blanket Market, By Sales Channel

Supermarkets/Hypermarkets

Multi Branded Stores

Online

Others

Blanket Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Blanket Market.

Available Customizations:

Global Blanket Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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