

# **Wearable Blankets Market - Global Industry Size, Share, Trends, Opportunity and Forecast, Segmented By End User (Adult and Children), By Distribution Channel (Supermarkets/ Hypermarkets, Specialty Stores, Online, Others), By Region & Competition, 2021-2031F**

<https://marketpublishers.com/r/W9F4F7E2DF27EN.html>

Date: January 2026

Pages: 185

Price: US\$ 4,500.00 (Single User License)

ID: W9F4F7E2DF27EN

## **Abstracts**

The Global Wearable Blankets Market is projected to expand from USD 1.25 Billion in 2025 to USD 2.33 Billion by 2031, registering a CAGR of 10.94%. These products, typically crafted from insulating fabrics like fleece or sherpa, combine the warmth of bedding with the freedom of movement found in apparel. The market's growth is fundamentally anchored in the endurance of remote work policies and escalating residential energy expenses, which drive consumers toward cost-efficient personal heating solutions. This demand is most prominent during peak retail periods; the National Retail Federation reported that in 2025, clothing and accessories dominated consumer shopping lists, with 48% of shoppers purchasing within this category during the winter holidays, highlighting the substantial market desire for wearable comfort items.

Despite these favorable dynamics, the industry faces a considerable obstacle in the form of acute seasonality. Consumer interest is sharply focused on the colder months, creating complex challenges for manufacturers and retailers regarding inventory control and revenue stability during the warmer spring and summer seasons. This seasonal imbalance can significantly hinder the market's ability to achieve consistent, year-round growth as stakeholders struggle to manage the operational volatility associated with fluctuating demand.

## Market Driver

Rising energy prices and the subsequent need for economical personal heating have emerged as the central economic factors driving the Global Wearable Blankets Market. As household utility costs remain unpredictable, consumers are increasingly pivoting to a strategy of heating the individual rather than the entire home, favoring thermal apparel that permits lower central thermostat usage without compromising comfort. This behavioral change has elevated wearable blankets from novelty gifts to essential energy-saving devices, a shift manufacturers are capitalizing on by highlighting financial efficiency. For example, in November 2024, the Daily Record noted that major retailer Marks & Spencer promoted its "Snuggle" heated wearable blanket by emphasizing its operating cost of less than 3p per hour, a direct appeal to customers seeking tangible relief from expensive winter heating bills.

Concurrently, the growth of e-commerce platforms and vigorous social media marketing have significantly broadened the market's scope. Both direct-to-consumer brands and large retailers are utilizing channels such as TikTok and Instagram to generate viral interest, marketing these oversized items as essential lifestyle products suitable for remote work and gifting. This digital-centric strategy enables companies to overcome traditional retail limitations and scale rapidly through community interaction. Forbes Australia reported in October 2024 that the premier brand The Oodie has amassed over \$600 million in total sales since launching, demonstrating the efficacy of socially driven customer acquisition. This strong performance is reflected in the wider retail landscape, with Marks & Spencer reporting a 5.3% sales increase in its Clothing & Home division for the fiscal year ending May 2024, confirming sustained consumer demand for comfort-oriented apparel and homeware.

## Market Challenge

The intense seasonality characteristic of the wearable blanket market presents a major hurdle to sustained growth by confining the primary revenue generation period to the colder months. This compressed sales cycle compels manufacturers to adopt a volatile business structure wherein the vast majority of operational capital is accrued during the fourth and first quarters. As a result, companies encounter stark cash flow imbalances during the spring and summer, which severely restricts their capacity to finance product development or market expansion initiatives during the off-season.

Furthermore, reliance on such a limited timeframe introduces significant inventory risks. Due to the bulky nature of these garments, unsold stock results in excessive

warehousing costs or requires steep price reductions that diminish profit margins. The heavy dependence on this peak season is statistically supported by the National Retail Federation, which noted a 2.8% increase in clothing and accessory sales during the 2024 holiday season, highlighting the vital role this window plays in apparel revenue. Consequently, any interruption during this brief period immediately impacts a company's ability to sustain the year-round liquidity necessary for long-term advancement.

## **Market Trends**

The integration of pop culture and brand licensing is fundamentally reshaping product development strategies, converting standard home textiles into highly sought-after fan merchandise. Manufacturers are increasingly acquiring rights to entertainment franchises, video games, and sports teams to attract dedicated fanbases, a move that effectively separates sales performance from strictly functional cold-weather requirements. This approach utilizes emotional connections to stimulate year-round purchasing, especially among younger consumers who perceive these items as collectible apparel rather than merely utilitarian. The economic success of this trend is reflected in the wider sector; according to Licensing International's '2025 Global Licensing Industry Study' released in August 2025, fashion licensing expanded by 8.1% in 2024, surpassing the general licensing industry's 3.7% growth, driven by the extension of licensed brands into new apparel and home segments.

In parallel, there is a growing shift toward eco-friendly and recycled fabrics as brands attempt to reduce the environmental footprint associated with synthetic fleece manufacturing. With rising scrutiny on textile waste, producers are moving away from virgin polyester in favor of materials made from post-consumer plastic bottles (rPET) and organic fibers to meet the demands of environmentally aware shoppers. This evolution in the supply chain is essential for preserving brand value in a market that traditionally relies on synthetic insulating fabrics. The magnitude of this transition is evident in data from Textile Exchange's 'Materials Market Report 2025' published in October 2025, which showed that global recycled polyester production rose from 8.9 million tons in 2023 to 9.3 million tons in 2024, signaling a deepening industrial commitment to incorporating sustainable fiber alternatives into mass-market textiles.

## **Key Market Players**

Cozy Comfort Company LLC

The Burt's Bees Products Company

aden & anais, Inc

TILLYOU

The Baby Merlin Company

Hudson Childrenswear

Waitu

The Oodie

Buy Buy Baby, Inc.

Caravan Group LLC

## **Report Scope**

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

Wearable Blankets Market, By End User

Adult

Children

Wearable Blankets Market, By Distribution Channel

Supermarkets/ Hypermarkets

Specialty Stores

Online

Others

## Wearable Blankets 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 Wearable Blankets Market.

### **Available Customizations:**

Global Wearable Blankets 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).

## Contents

### **1. PRODUCT OVERVIEW**

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### **4. VOICE OF CUSTOMER**

### **5. GLOBAL WEARABLE BLANKETS MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By End User (Adult, Children)
  - 5.2.2. By Distribution Channel (Supermarkets/ Hypermarkets, Specialty Stores, Online, Others)
  - 5.2.3. By Region

- 5.2.4. By Company (2025)
- 5.3. Market Map

## **6. NORTH AMERICA WEARABLE BLANKETS MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By End User
  - 6.2.2. By Distribution Channel
  - 6.2.3. By Country
- 6.3. North America: Country Analysis
  - 6.3.1. United States Wearable Blankets Market Outlook
    - 6.3.1.1. Market Size & Forecast
      - 6.3.1.1.1. By Value
    - 6.3.1.2. Market Share & Forecast
      - 6.3.1.2.1. By End User
      - 6.3.1.2.2. By Distribution Channel
  - 6.3.2. Canada Wearable Blankets Market Outlook
    - 6.3.2.1. Market Size & Forecast
      - 6.3.2.1.1. By Value
    - 6.3.2.2. Market Share & Forecast
      - 6.3.2.2.1. By End User
      - 6.3.2.2.2. By Distribution Channel
  - 6.3.3. Mexico Wearable Blankets Market Outlook
    - 6.3.3.1. Market Size & Forecast
      - 6.3.3.1.1. By Value
    - 6.3.3.2. Market Share & Forecast
      - 6.3.3.2.1. By End User
      - 6.3.3.2.2. By Distribution Channel

## **7. EUROPE WEARABLE BLANKETS MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By End User
  - 7.2.2. By Distribution Channel
  - 7.2.3. By Country

### 7.3. Europe: Country Analysis

#### 7.3.1. Germany Wearable Blankets Market Outlook

##### 7.3.1.1. Market Size & Forecast

###### 7.3.1.1.1. By Value

##### 7.3.1.2. Market Share & Forecast

###### 7.3.1.2.1. By End User

###### 7.3.1.2.2. By Distribution Channel

#### 7.3.2. France Wearable Blankets Market Outlook

##### 7.3.2.1. Market Size & Forecast

###### 7.3.2.1.1. By Value

##### 7.3.2.2. Market Share & Forecast

###### 7.3.2.2.1. By End User

###### 7.3.2.2.2. By Distribution Channel

#### 7.3.3. United Kingdom Wearable Blankets Market Outlook

##### 7.3.3.1. Market Size & Forecast

###### 7.3.3.1.1. By Value

##### 7.3.3.2. Market Share & Forecast

###### 7.3.3.2.1. By End User

###### 7.3.3.2.2. By Distribution Channel

#### 7.3.4. Italy Wearable Blankets Market Outlook

##### 7.3.4.1. Market Size & Forecast

###### 7.3.4.1.1. By Value

##### 7.3.4.2. Market Share & Forecast

###### 7.3.4.2.1. By End User

###### 7.3.4.2.2. By Distribution Channel

#### 7.3.5. Spain Wearable Blankets Market Outlook

##### 7.3.5.1. Market Size & Forecast

###### 7.3.5.1.1. By Value

##### 7.3.5.2. Market Share & Forecast

###### 7.3.5.2.1. By End User

###### 7.3.5.2.2. By Distribution Channel

## 8. ASIA PACIFIC WEARABLE BLANKETS MARKET OUTLOOK

### 8.1. Market Size & Forecast

#### 8.1.1. By Value

### 8.2. Market Share & Forecast

#### 8.2.1. By End User

#### 8.2.2. By Distribution Channel

### 8.2.3. By Country

## 8.3. Asia Pacific: Country Analysis

### 8.3.1. China Wearable Blankets Market Outlook

#### 8.3.1.1. Market Size & Forecast

##### 8.3.1.1.1. By Value

#### 8.3.1.2. Market Share & Forecast

##### 8.3.1.2.1. By End User

##### 8.3.1.2.2. By Distribution Channel

### 8.3.2. India Wearable Blankets Market Outlook

#### 8.3.2.1. Market Size & Forecast

##### 8.3.2.1.1. By Value

#### 8.3.2.2. Market Share & Forecast

##### 8.3.2.2.1. By End User

##### 8.3.2.2.2. By Distribution Channel

### 8.3.3. Japan Wearable Blankets Market Outlook

#### 8.3.3.1. Market Size & Forecast

##### 8.3.3.1.1. By Value

#### 8.3.3.2. Market Share & Forecast

##### 8.3.3.2.1. By End User

##### 8.3.3.2.2. By Distribution Channel

### 8.3.4. South Korea Wearable Blankets Market Outlook

#### 8.3.4.1. Market Size & Forecast

##### 8.3.4.1.1. By Value

#### 8.3.4.2. Market Share & Forecast

##### 8.3.4.2.1. By End User

##### 8.3.4.2.2. By Distribution Channel

### 8.3.5. Australia Wearable Blankets Market Outlook

#### 8.3.5.1. Market Size & Forecast

##### 8.3.5.1.1. By Value

#### 8.3.5.2. Market Share & Forecast

##### 8.3.5.2.1. By End User

##### 8.3.5.2.2. By Distribution Channel

## 9. MIDDLE EAST & AFRICA WEARABLE BLANKETS MARKET OUTLOOK

### 9.1. Market Size & Forecast

#### 9.1.1. By Value

### 9.2. Market Share & Forecast

#### 9.2.1. By End User

- 9.2.2. By Distribution Channel
- 9.2.3. By Country
- 9.3. Middle East & Africa: Country Analysis
  - 9.3.1. Saudi Arabia Wearable Blankets Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By End User
      - 9.3.1.2.2. By Distribution Channel
  - 9.3.2. UAE Wearable Blankets Market Outlook
    - 9.3.2.1. Market Size & Forecast
      - 9.3.2.1.1. By Value
    - 9.3.2.2. Market Share & Forecast
      - 9.3.2.2.1. By End User
      - 9.3.2.2.2. By Distribution Channel
  - 9.3.3. South Africa Wearable Blankets Market Outlook
    - 9.3.3.1. Market Size & Forecast
      - 9.3.3.1.1. By Value
    - 9.3.3.2. Market Share & Forecast
      - 9.3.3.2.1. By End User
      - 9.3.3.2.2. By Distribution Channel

## **10. SOUTH AMERICA WEARABLE BLANKETS MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By End User
  - 10.2.2. By Distribution Channel
  - 10.2.3. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil Wearable Blankets Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By End User
      - 10.3.1.2.2. By Distribution Channel
  - 10.3.2. Colombia Wearable Blankets Market Outlook
    - 10.3.2.1. Market Size & Forecast

- 10.3.2.1.1. By Value
- 10.3.2.2. Market Share & Forecast
  - 10.3.2.2.1. By End User
  - 10.3.2.2.2. By Distribution Channel
- 10.3.3. Argentina Wearable Blankets Market Outlook
  - 10.3.3.1. Market Size & Forecast
    - 10.3.3.1.1. By Value
  - 10.3.3.2. Market Share & Forecast
    - 10.3.3.2.1. By End User
    - 10.3.3.2.2. By Distribution Channel

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

## **13. GLOBAL WEARABLE BLANKETS MARKET: SWOT ANALYSIS**

## **14. PORTER'S FIVE FORCES ANALYSIS**

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

## **15. COMPETITIVE LANDSCAPE**

- 15.1. Cozy Comfort Company LLC
  - 15.1.1. Business Overview
  - 15.1.2. Products & Services
  - 15.1.3. Recent Developments
  - 15.1.4. Key Personnel

- 15.1.5. SWOT Analysis
- 15.2. The Burt's Bees Products Company
- 15.3. aden & anais, Inc
- 15.4. TILLYOU
- 15.5. The Baby Merlin Company
- 15.6. Hudson Childrenswear
- 15.7. Waitu
- 15.8. The Oodie
- 15.9. Buy Buy Baby, Inc.
- 15.10. Caravan Group LLC

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**

## I would like to order

Product name: Wearable Blankets Market - Global Industry Size, Share, Trends, Opportunity and Forecast, Segmented By End User (Adult and Children), By Distribution Channel (Supermarkets/ Hypermarkets, Specialty Stores, Online, Others), By Region & Competition, 2021-2031F

Product link: <https://marketpublishers.com/r/W9F4F7E2DF27EN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/W9F4F7E2DF27EN.html>