

Heated Clothing Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Jackets, Pants, Gloves, Others (Socks, Beanies etc.)), By Application (Construction, Sports, Others (Military & Defense, etc.)) By End Use (Men, Women), By Distribution Channel (Online, Offline), By Region, Competition

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# **Abstracts**

The global heated clothing market is expected to witness robust growth in the forecast period due to the increasing popularity of winter sports such as snowboarding and ice skating. Additionally, the growing consumer awareness about these products, along with new product launches by market players, are contributing factors to this anticipated growth.

Heated clothing refers to garments that are connected to rechargeable batteries, with integrated thin wires. When turned on, these wires generate heat through a small electric charge. This enables individuals to regulate their body temperature while on the move, ensuring that they are always wearing the ideal layer to prevent overheating or becoming too cold. The heat provided by these garments enhances blood flow to the muscles and aids in joint flexibility, thereby reducing the risk of injuries.

Market players in the heated clothing industry are focusing on launching new products and expanding their product portfolios to cater to the increasing demand from consumers. For example, Columbia Sportswear introduced Omni-Heat Infinity technology in 2021, which utilizes a gold metallic lining material to optimize warmth and breathability. Inspired by NASA's reflective technology, the pattern of gold metallic dots reflects and retains natural body heat, providing instant and lightweight warmth without



compromising breathability or adding bulk. Similarly, Venustas Heated Apparel launched new colors for its unisex heated jackets in 2022, which feature a dual control button for heating specific areas. These jackets are wind- and water-resistant, allowing users to enjoy outdoor activities even on rainy or snowy days. Makita also launched its latest heated jacket in 2022, equipped with an 18V LXT battery that offers longer continuous runtimes. ORORO heated apparel introduced a new line of heated hunting apparel in 2021, including vests, jackets, and hand warmers, further contributing to the growth of the heated clothing market.

The market is also being driven by the rising demand for heated garments among athletes. These garments offer various benefits, such as improving overall performance, reducing recovery time, enhancing muscle efficiency, increasing flexibility and range of motion, and decreasing the likelihood of injury or soreness. Heated clothing companies are also partnering with sports teams to expand their sales and promote their products. For example, in 2021, the Green Bay Packers announced a sponsorship with Ororo Heated Gear, making them the first official heated apparel partner of the football team. This partnership allows spectators and stadium employees to experience the benefits of Ororo's outerwear, which features carbon nano heating technology.

Furthermore, the concept of heated clothing is gaining popularity among consumers due to its contribution to reducing carbon emissions. Affordable heated clothing, powered by rechargeable lithium-ion battery packs, is readily available in the market. The low cost of overnight battery charging makes it an energy-efficient option compared to gas burning, which releases significant amounts of CO2 into the atmosphere. This consumer awareness about the environmental benefits, coupled with a focus on reducing energy bills, is expected to drive the growth of the heated clothing market in the forecast period.

#### Market Segmentation

The global heated clothing market is segmented based on product type, application, end use, distribution channel, region, and competitional landscape. Based on product type, the market is fragmented into jackets, pants, gloves and others (socks, beanies, etc.). Based on application, the market is segmented into construction, sports, and others (military and defense, etc.). On the basis of end use, the market is segregated into men and women. Based on distribution channel, the market is segmented into offline and online. The market analysis also studies the regional segmentation to devise regional market segmentation, divided among Americas, Europe, Asia-Pacific, and Middle East & Africa.

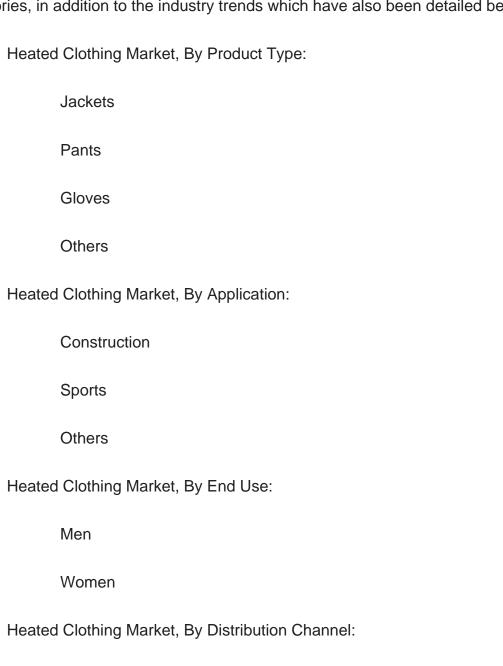


# **Company Profiles**

H2C Brands LLC, Langis LLC, Gerbing Heated Gear, LLC, Matsum, Inc., Ravean Heated, Blaze Wear Group Limited, Warmthrough Ltd, Warm & Safe Heated Gear LLC, ActionHeat, Gears Canada are among the major market players in the global platform that lead the market growth of the global heated clothing market.

## Report Scope:

In this report, the global heated clothing market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:



Offline



# Online

# Heated Clothing Market, By Region:

## **Americas**

**United States** 

Canada

Mexico

Brazil

# Europe

France

Germany

United Kingdom

Italy

Spain

Asia-Pacific

China

India

Japan

South Korea

Australia



Middle	East & Africa
	Saudi Arabia
	South Africa
	UAE
	Turkey

# Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global heated clothing market.

#### Available Customizations:

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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