

Heated Jacket Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F. Segmented By Application (Construction, Sports, Others (Military & Defense, etc.)), By End Use (Men, Women, and Unisex), By Distribution Channel (Online, Offline), By Region, Competition

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Abstracts

Global Heated Jacket market is expected to be driven by growing interest in outdoor activities and an active lifestyle among adolescents and young people. Furthermore, there is a growing demand among people suffering from various types of sickness as it helps to maintain the amount of heat required by the body in making them feel better, which is expected to fuel the growth of the heated jacket market.

Heated jackets are garments worn by workers in cold environments to complete outdoor tasks and provide warmth and comfort on the job site. They are frequently equipped with a USB power supply that can simultaneously power up to two USB-compatible power devices or electronic equipment while also transmitting warming stored energy to the heated jacket.

Growing Trend in Recreational Activities to Increase Demand for Heated Jackets

Demand for heated jackets is anticipated to increase as adventure and recreational activities like hiking and trekking gain popularity. It is also because heated clothing is more effective than a standard jacket or sweater in keeping the body warm. According to the data published by the Snowsports Industries America (SIA) 2021-2022, 24.4 million people participated in winter sports during the winter season. Furthermore, there is an increasing demand for the product from people who work and train in search and

rescue operations, as their job requires them to spend days and nights in extreme cold weather conditions. Additionally, people with health conditions like acute bronchitis, pneumonia, and others, are increasingly using the product as their symptoms worsen in colder climates. Similarly, the growing trends of people visiting cold places increases the use of the product by assisting them in adjusting to the new and unfamiliar freezing environment. As a result, these factors will contribute to the expansion of profitable business opportunities in the global heated jacket market during the forecast period.

Advancement of New Product to Fuel the Heated Jacket Among Consumers.

New product launches, as well as new and unique accessory combinations in heated jacket kits, are regarded as important factors in driving market growth. Furthermore, the product is made of long-lasting, water and air-resistant materials, and buyers' desire for slimmer heated jackets with maximum heating areas that can be maintained and cleaned in low-temperature conditions. As a result, all the preceding factors contribute to the expansion of the heated jacket market. Thus, heated jacket market participants are concentrating on releasing new items and broadening their product portfolio in order to meet the rising demand. For instance, in 2021, Columbia Sportswear launched Omni-Heat Infinity technology which features a gold metallic lining with a scientifically developed pattern that maximizes warmth and breathability. The design of gold metallic dots, influenced by the reflecting technology used by NASA, reflects and maintains natural body heat, offering 'instant and lightweight warmth without compromising breathability or adding bulk.'. Similarly in 2022, Venustas Heated Apparel has introduced new colors for its classic unisex heated jacket to enliven and bolster the winter.. When it comes to heated clothing, the colors are always monotonous, such as black and grey. Venustas Team designed it with two bright colors such as green and yellow, to give customers more options. This factor is expected to boost the market growth of the heated jacket market during the forecast period.

Ease of Online Purchase Driving the Sales of Heated Jackets

Heated jackets are usually offered through online channels. The growth of online sales channels is anticipated to be beneficial for the global market for heated jackets. Businesses are increasingly depending on technological development and material innovation as customers become more brand and quality conscious. The development of the heated jackets market will be significantly influenced by competitive pricing and a broad selection of products available to both men and women. Moreover, consumer awareness of these products, as well as the growing concept of heated clothing, which

aids in the reduction of carbon emissions, are expected to drive the subsequent market growth during the forecast period.

Market Segmentation

The global heated jacket market is segmented based on application, end use, distribution channel, region, and competition landscape. Based on application, the market is segmented into construction, sports, and others (military and defense). On the basis of end use, the market is segregated into men, women, and unisex. Based on distribution channels, the market is further segmented into offline and online. The market analysis also studies the regional segmentation to devise regional market segmentation, divided among North America, Europe, Asia-Pacific, South America, and Middle East & Africa.

Company Profiles

Gerbing Heated Gear, LLC, Warm & Safe Heated Gear LLC, Stanley Black & Decker, Inc., ORORO Heated Apparel, Kelvin Ware LLC, Blaze Wear Group Limited, JustBrand Limited (ActionHeat), Gears Canada, Milwaukee Electric Tool Corporation, H2C Brands LLC (Volt), are among the major market players in the global platform that lead the market growth of the global heated jacket market.

Report Scope:

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

Heated Jacket Market, By Application:

Construction

Sports

Others (Military & Defense, etc.)

Heated Jacket Market, By End Use:

Men

Women

Unisex

Heated Jacket Market, By Distribution Channel:

Offline

Online

Heated Jacket Market, By Region:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Spain

Italy

Asia-Pacific

China

Japan

India

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

Turkey

South Africa

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global heated jacket 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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