

**Electric Blanket Market By Material (Polyester, Cotton, Fleece, Faux Fur, Others), By Size (Twin, Full, Queen, King), By Heat Setting (Low, Medium, High), By Distribution Channel (Online, Offline), By End-user (Household, Hotel, Hospital): Global Opportunity Analysis and Industry Forecast, 2023-2032**

Market Report | 2023-06-01 | 300 pages | Allied Market Research

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**Report description:**

The global electric blanket market is anticipated to reach \$1,122.2 million by 2032, growing from \$496.2 million in 2022 at a CAGR of 8.3% from 2023 to 2032. An electric blanket is a type of blanket that is equipped with heating elements to provide warmth. It contains insulated wires or heating components embedded within the fabric. These heating elements can be adjusted to different temperature settings, allowing the user to control the level of warmth generated by the blanket. Electric blankets are typically powered by electricity from an electrical outlet or batteries. They usually come with a control unit that allows the user to regulate the temperature and set timers for automatic shutoff.

Electric blankets allow users to directly warm themselves without having to heat an entire room. This targeted approach reduces energy waste by avoiding the need to heat unused spaces. Zoned heating feature enables individuals to adjust the heat settings based on their personal preferences, reducing the overall energy consumption. Most electric blankets are equipped with thermostats that automatically regulate the temperature. Once the desired warmth is achieved, the blanket will maintain a consistent temperature, preventing unnecessary energy usage. Some electric blankets come with energy-saving features, such as timers or automatic shut-off functions. These features allow users to set a specific time for the blanket to turn off or automatically shut off after a certain duration. Due to these energy-saving features and benefits, electric blankets have gained popularity as a cost-effective and environmentally friendly heating option for consumers concerned about energy consumption and sustainability. Pregnant women and individuals with certain medical conditions may be advised against using electric blankets due to potential health risks. These issues can restrict the market's potential customer base and pose challenges in terms of marketing and consumer education. Electric blankets, especially if they have faulty temperature controls or are left on for prolonged periods, can potentially cause burns or exacerbate the symptoms of these conditions. Consequently, individuals with such conditions are often

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advised against using electric blankets. Certain medical devices, such as pacemakers, could potentially be affected by the electromagnetic fields generated by electric blankets. Although modern electric blankets generally produce low levels of electromagnetic fields, caution is advised for individuals with medical devices, as it could interfere with their proper functioning. Electric blankets can enhance guest comfort and satisfaction in hotels and resorts, particularly during winter seasons or in colder regions. Offering electric blankets as an additional amenity can provide guests with a cozy and warm sleeping experience, ultimately improving their overall stay. Electric blankets can also be beneficial in hospitals and nursing homes, where patients may require extra warmth due to medical conditions or recovery processes. These blankets can help regulate body temperature and provide comfort to patients, contributing to their recovery and overall satisfaction. Moreover, similar to hospitals and nursing homes, assisted living facilities cater to elderly individuals who may benefit from the use of electric blankets. These blankets can help provide warmth and alleviate any discomfort associated with colder temperatures, promoting a better quality of life for the residents.

The COVID-19 pandemic has had a significant impact on the market for electric blanket. The pandemic disrupted global supply chains, affecting the manufacturing and distribution of various products, including electric blankets. Factory closures, reduced production capacities, and transportation challenges have led to delays in the availability of certain products, potential shortages, and increased prices in some cases. Electric blanket manufacturers may have faced difficulties due to reduced workforce, social distancing requirements, and other safety measures in factories. These factors have affected production capacities and potentially resulted in delays or decreased output. The pandemic caused disruptions in global supply chains due to factory closures, transportation restrictions, and other logistical challenges. These disruptions have affected the manufacturing, distribution, and availability of electric blankets, potentially leading to supply shortages or delays.

The key players profiled in this report include Newell Brands Inc., Jarden Corporation, Beurer, Homefront, Dreamland, Slumberdown, Mylek, Silentnight, Lakeland, and Morphy Richards Ltd. The market players are continuously striving to achieve a dominant position in this competitive market using strategies such as collaborations and acquisitions.

#### Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the electric blanket market analysis from 2022 to 2032 to identify the prevailing electric blanket market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the electric blanket market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global electric blanket market trends, key players, market segments, application areas, and market growth strategies.

#### Key Market Segments

##### By Size

- Twin
- Full
- Queen
- King

##### By Material

- Polyester
- Cotton
- Fleece
- Faux Fur
- Others

##### By Heat Setting

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- Low
- Medium
- High
- By Distribution Channel
- Online
- Offline
- By End-user
- Household
- Hotel
- Hospital
- By Region
- North America
- U.S.
- Canada
- Mexico
- Europe
- Germany
- Russia
- Italy
- Poland
- Netherlands
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- Malaysia
- Australia
- Rest of Asia-Pacific
- Latin America
- Brazil
- Chile
- Argentina
- Rest of Latin America
- Key Market Players
- Beurer GmbH.
- Dreamland
- homefront
- Jarden Corporation
- Lakeland Inc.
- Morphy Richards Ltd.
- Mylek
- Newell Brands Inc.
- Silentnight
- Slumberland

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