

## **Europe Heated Mattress Pads - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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### **Report description:**

The Europe Heated Mattress Pads Market size is estimated at USD 142.82 million in 2025, and is expected to reach USD 187.99 million by 2030, at a CAGR of 5.65% during the forecast period (2025-2030).

The market for heated mattress pads in Europe has been experiencing steady growth. Customers are looking for more and more ways to make their sleep more comfortable. Heated mattress pads provide an additional layer of warmth, which can be especially appealing during colder seasons or in regions with colder climates. Heated mattress pads are often marketed for their potential health benefits. They can help soothe muscle aches and joint pain, improve blood circulation, and provide relief for individuals with certain medical conditions, such as arthritis.

The market has witnessed technological advancements, such as incorporating advanced temperature control systems, timers, and dual-zone heating functionality. These capabilities let users personalize their sleeping spaces and set the temperature to suit their tastes. The rise of e-commerce platforms has made heated mattress pads more accessible to consumers. Online retailers offer a wide range of product options, competitive pricing, and convenient delivery, contributing to the overall market growth.

### **Europe Heated Mattress Pads Market Trends**

#### **Increasing Online Sales is Fuelling the Market**

The European market for heated mattress pads is witnessing a surge, primarily driven by the rising trend of online sales. Online purchasing has grown significantly because of its accessibility and convenience. Consumers can now effortlessly browse and buy heated mattress pads from the comfort of their homes at their convenience. This shift has broadened the customer base,

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appealing to those with limited access to brick-and-mortar stores or who simply favor the convenience of online shopping. Online platforms offer many options, spanning brands, models, sizes, and features from multiple manufacturers and retailers. This vast selection empowers customers to find the perfect fit for their preferences and needs.

Furthermore, online retailers have streamlined delivery networks, ensuring prompt and dependable European product shipments. Notably, reputable online platforms often boast customer-centric return policies, facilitating hassle-free returns or exchanges. These factors collectively enhance the overall shopping experience, further bolstering the preference for online purchases of heated mattress pads.

#### Rise in Heated Mattress Pads Sales in Germany

Germany's large population could create a substantial consumer base for heated mattress pads. Additionally, colder climates in some areas of Germany might drive the demand for products that provide extra warmth and comfort during winter. Germany is known for its strong economy and high standard of living. This could result in a higher disposable income among consumers, allowing them to invest in premium bedding products like heated mattress pads. Germany emphasizes quality sleep and wellness. As a result, there may be a growing awareness among consumers about the benefits of heated mattress pads for improving sleep and relaxation. This increased awareness might drive demand in the market. Growing the market can also be aided by efficient marketing plans and the broad availability of heated mattress pads via various retail outlets, such as brick-and-mortar stores and online retailers.

#### Europe Heated Mattress Pads Industry Overview

The European heated mattress pad market exhibits a semi-consolidated landscape. Our report focuses on prominent global players in this sector. Presently, a few key players hold significant market shares. Yet, as technology advances and product innovation surges, mid-sized and smaller firms expand their footprint, achieving this by securing fresh contracts and exploring untapped markets. Some prominent players include DreamlandUK, Silentnight, Beurer, Morphy Richards, and Slumberland.

#### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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