

Electric Blanket Market Update 2024: Projected to Exhibit USD 1.1 Billion Revenue by 2032, Claims AMR

Europe region accounted for the highest share in the global electric blanket market in 2022 and is expected to rise at a CAGR of 9.0% during the forecast period

WILMINGTON, DE, UNITED STATES, September 20, 2024 /EINPresswire.com/ -- Electric blankets



The polyester sub-segment accounted for the highest electric blanket market share in 2022 and is expected to grow at a CAGR of 9.0% in the forecast period."

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are often marketed for their potential health benefits. The controlled heat they provide can help alleviate muscle tension, joint pain, and promote better sleep by creating a warm and soothing environment. Some electric blankets even feature therapeutic elements such as heat therapy or massage functions. Moreover, electric blankets are known for their ability to provide controlled heat, which can help relax muscles and alleviate tension.

The warmth generated by the blanket can also soothe joint pain and stiffness, providing comfort to individuals dealing

with conditions like arthritis or muscle soreness. The heat produced by electric blankets can promote better blood circulation throughout the body. Enhanced blood flow can aid in the delivery of oxygen and nutrients to the muscles and joints, helping to reduce inflammation and accelerate the healing process.

According to the report, the global [electric blanket market](#) was valued at \$496.2 million in 2022, and is projected to reach \$1.1 billion by 2032, growing at a CAGR of 8.3% from 2023 to 2032.

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Over the years, there has been an increasing demand for electric blankets, especially during the winter season due to their ability to provide warmth and comfort to the user. This increase in demand is predicted to be one of the important factors driving the growth of the global [electric blanket](#) market in the forecast timeframe. However, the safety concerns associated with electric blankets due to electric wires or heating elements may hamper the electric blanket market growth in the coming period. On the contrary, the technological advancements in electric blanket

products are expected to offer growth opportunities for the expansion of the electric blanket market in the 2023-2032 forecast period.

For more information, contact Allied Market Research (300 North Zeeb Road, Suite 100, Troy, Michigan 48067):
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Medium Sub-segment: Medium heat electric blankets market is predicted to grow by 2032

The medium sub-segment generated the highest market share in 2022 and is predicted to grow at a high CAGR of 8.6% by 2032. Medium heat electric blankets provide a comfortable level of warmth that is suitable for a wide range of users. Hence, medium heat electric blankets are one of the most sold and demanded electric blankets which is predicted to boost the sub-segment's growth by 2032.

Offline Sub-segment: Offline distribution channels market is predicted to grow by 2032

The offline sub-segment accounted for the highest electric blanket market share in 2022 and is expected to grow at a CAGR of 8.8% during the forecast period. Offline distribution channels provide accessibility to a large customer base, including those who prefer to take a good look at the product before buying it. As a result, there is a growing preference for offline distribution channels which is predicted to boost the sub-segment's growth by 2032.

Household Sub-segment: Household electric blankets market is predicted to grow by 2032

The household sub-segment accounted for the highest electric blanket market share in 2022 and is expected to grow at a CAGR of 8.7% in the forecast period. An increase in awareness about energy conservation and cost-saving measures has led to growth in demand for electric blankets which is predicted to boost the sub-segment's growth by 2032.

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Key players in the electric blanket market include:

- Newell Brands Inc.
- Dreamland
- Silentnight
- Jarden Corporation
- Slumberdown
- Lakeland
- Beurer
- Mylek
- Morphy Richards Ltd.

Homefront

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