

# Blanket Market to Reach USD 24.8 Bn by 2032, Growing at 8.4% CAGR

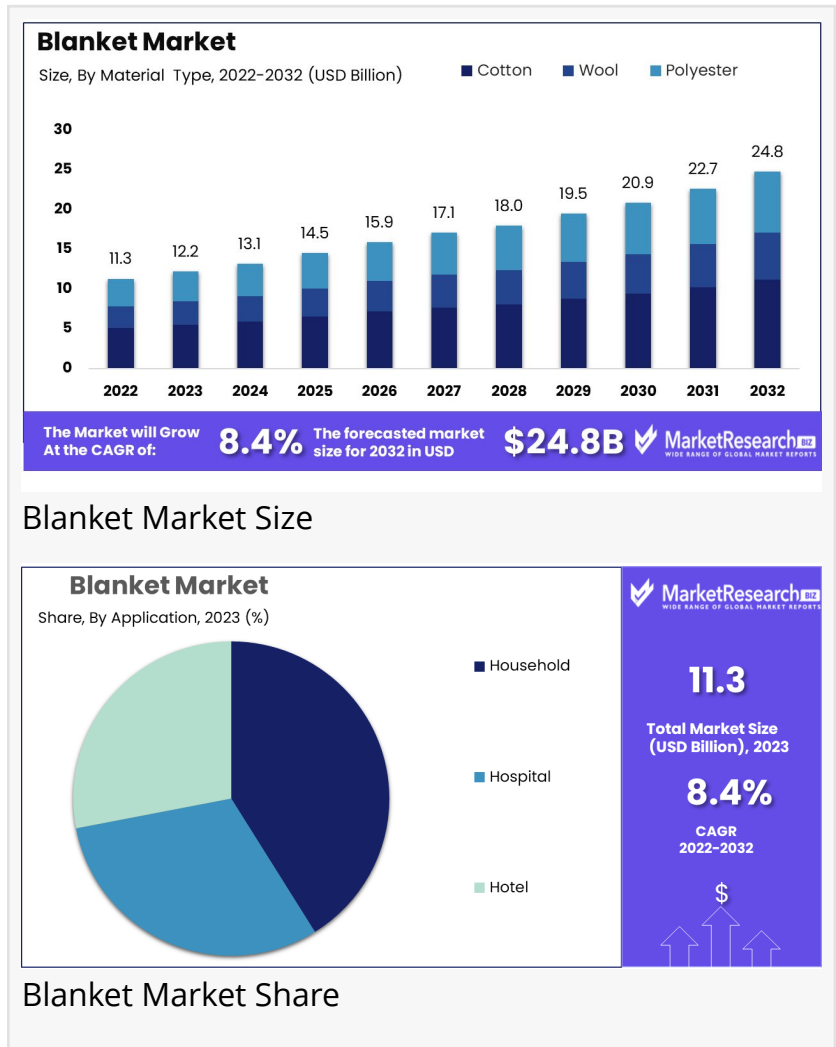
*Blanket market size is expected to be valued at USD 11.3 Billion in 2022 and is projected to reach USD 24.8 Billion by 2032, with a significant CAGR of 8.4%*

NEW YORK, NY, UNITED STATES,  
January 30, 2025 /EINPresswire.com/ --  
Market Overview

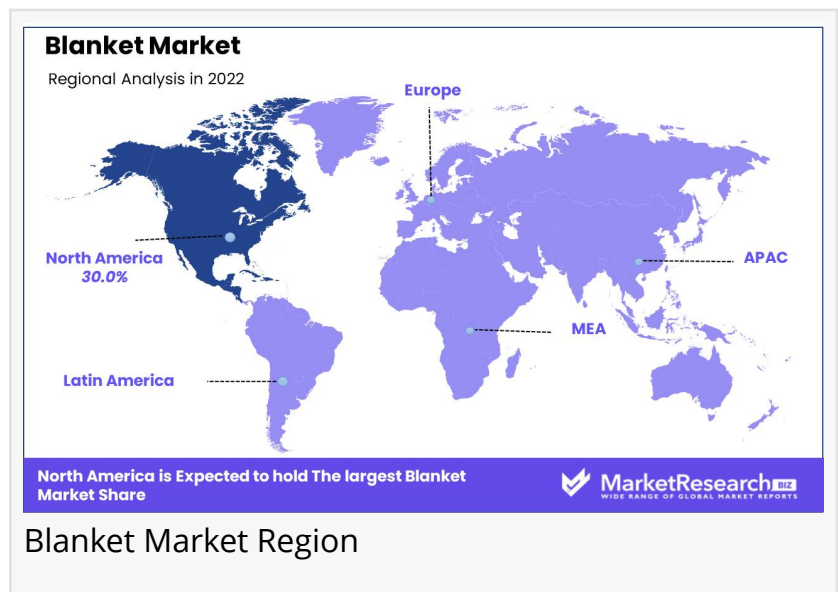
[Blanket market](#) size is expected to be valued at USD 11.3 Billion in 2022 and is projected to reach USD 24.8 Billion by 2032, with a significant CAGR of 8.4% during the forecast period of 2023 to 2032.

The blanket market refers to the industry involved in the manufacturing, distribution, and consumption of blankets, which are widely used for warmth, comfort, and decorative purposes. This market encompasses various types of blankets made from different materials such as cotton, wool, fleece, and synthetic fabrics. It serves a broad consumer base, including residential, commercial, and industrial sectors.

The blanket market has witnessed steady growth in recent years, driven by changing consumer preferences, evolving lifestyles, and increased awareness of home comfort products. Consumers are seeking high-quality, durable blankets that provide both functional benefits, such as warmth, and aesthetic appeal. Additionally, the growing trend of home personalization and luxury bedding products has boosted demand for high-end blankets, leading to innovation in designs, materials, and manufacturing techniques.



Government investments and regulations play a pivotal role in shaping the market's trajectory. Many governments have implemented standards and certifications that govern the materials and manufacturing processes used in blankets. These regulations ensure consumer safety and sustainability while promoting industry innovation. Furthermore, public sector initiatives focusing on promoting comfort and hygiene in public facilities, such as hotels and hospitals, further stimulate demand for blankets. As sustainability becomes a priority, governments are also encouraging manufacturers to adopt eco-friendly materials and practices, which will likely contribute to the growth of the market in the long term.



For both new entrants and established players in the blanket market, there are significant opportunities to drive growth. New players can capitalize on the growing consumer demand for eco-friendly and innovative products, such as sustainable blankets made from organic fibers or recyclable materials. Additionally, technological advancements in manufacturing, including the use of smart textiles and advanced weaving techniques, provide an opportunity for differentiation.

Established players can expand their market share by focusing on regional preferences, launching premium product lines, and tapping into emerging markets where disposable income and demand for home goods are on the rise. Strategic partnerships, enhanced distribution networks, and an online presence will be key factors driving growth in this competitive market.

Curious About Market Trends? Request Your Complimentary Sample Report Today:

<https://marketresearch.biz/report/blanket-market/request-sample/>

### Key Takeaway

--The global blanket market is expected to grow from USD 11.3 billion in 2022 to USD 24.8 billion by 2032, at a CAGR of 8.4%.

--Cotton dominates the material segment, driven by its hypoallergenic and breathable properties, with increasing demand for organic cotton products.

--Regular blankets hold the largest share in the product type segment, appealing to a broad consumer base due to their affordability and versatility.

--Household remains the leading application segment, fueled by the consistent demand for blankets in residential settings, with growth in home décor and seasonal updates.

--Hypermarkets/Supermarkets lead the distribution channel segment, maintaining strong sales due to their extensive reach and in-store shopping experience.

## Use Cases

### Rising Demand for Home Comfort

The blanket market is growing as consumers seek ways to enhance comfort at home, especially in colder climates. Soft, cozy blankets are becoming a staple for home relaxation and comfort. The demand for high-quality, plush blankets made from materials like fleece, cotton, and wool is on the rise, driven by consumer preferences for comfort and warmth in their living spaces.

### Seasonal Sales and Promotional Activities

The blanket market is highly seasonal, with the winter months seeing the highest demand for blankets. Retailers often offer promotions and discounts during colder seasons, which contributes to increased sales. Additionally, holiday seasons like Christmas and Thanksgiving lead to higher sales, as consumers purchase blankets as gifts or to use in their homes during family gatherings.

### Growth of Sustainable and Eco-friendly Products

Consumers are increasingly opting for blankets made from sustainable and eco-friendly materials. Organic cotton, recycled polyester, and bamboo-based fabrics are gaining popularity as environmentally conscious consumers look for products that have a lower ecological impact. The growth of eco-friendly options is driving innovation in the blanket market as manufacturers seek to meet demand for sustainable textiles.

### Customization and Personalization Trends

Personalized blankets are becoming a popular trend, especially for gifts and special occasions. Consumers are opting for blankets that feature custom embroidery, photographs, or unique designs. The ability to personalize blankets appeals to consumers looking for thoughtful and individualized items. Customization is gaining traction in the market, particularly for baby blankets, holiday-themed blankets, and corporate gifts.

### Technologically Enhanced Blankets

The development of heated blankets and weighted blankets has introduced new product categories in the blanket market. Heated blankets offer warmth with adjustable heat settings, making them a popular choice for colder regions or individuals seeking additional comfort. Weighted blankets, which are designed to provide therapeutic benefits, such as reducing anxiety and improving sleep, are also seeing growing demand as more consumers focus on wellness.

## Driving Factors

**Rising Demand for Comfort and Warmth:** Blankets are essential products for comfort, warmth, and relaxation, especially in colder climates. The growing emphasis on creating cozy, comfortable living environments, particularly during the winter months, is driving the demand for a variety of blankets, including electric, wool, and fleece blankets.

**Increase in Home Decor and Bedding Trends:** As home decor and interior design trends evolve, consumers are increasingly investing in high-quality, aesthetically pleasing blankets that match their home's decor. Fashion-forward and luxury blankets, such as those made from cashmere or organic cotton, are driving growth in the premium segment of the market.

**Popularity of Health and Wellness Products:** The growing focus on health and wellness has led to the rise of weighted blankets, which are believed to help with stress, anxiety, and sleep disorders. This has expanded the blanket market, particularly in the therapeutic category, as more consumers turn to products that promote better sleep and relaxation.

**Seasonal Demand and Holiday Gifting:** Blankets are popular gifts during the holiday season, contributing to strong seasonal demand. Additionally, promotions and discounts around events like Black Friday and Christmas further boost the market as consumers purchase blankets for personal use or as gifts for family and friends.

**Sustainability and Eco-Friendly Materials:** As consumers become more conscious of the environmental impact of their purchases, the demand for sustainable and eco-friendly blankets is on the rise. Blankets made from organic cotton, recycled fibers, and other sustainable materials are gaining popularity, leading to the growth of the eco-friendly blanket segment.

## Report Segmentation

### By Material Type

- Cotton
- Wool
- Polyester

### By Product Type

- Regular Blanket
- Electric Blanket

### By Application

- Household
- Hospital
- Hotel

## By Distribution Channel

- Hypermarkets/Supermarkets
- E-Commerce
- Multi-Brand Stores

Ready to Act on Market Opportunities? Buy Your Report Now and Get 30% off:

[https://marketresearch.biz/purchase-report/?report\\_id=10564](https://marketresearch.biz/purchase-report/?report_id=10564)

## Regional Analysis

North America commands a 30.00% share in the global blanket market, driven by strong consumer spending power and high demand for home textiles.

Key factors fueling this market dominance include a well-developed retail sector, high disposable incomes, and the presence of leading home furnishing brands. Additionally, harsh winter conditions across many parts of the U.S. and Canada significantly contribute to the consistent demand for blankets, particularly for thermal and high-quality insulated varieties.

With growing trends in luxury home decor, sustainable fabric innovation, and e-commerce expansion, North America is expected to maintain its strong position in the global blanket market in the coming years.

## Growth Opportunities

**Rising Demand for Sustainable and Organic Materials:** Consumers are increasingly interested in eco-friendly and organic products, which has led to a demand for blankets made from sustainable materials like organic cotton, bamboo, and recycled fibers. Companies can tap into this growing market by offering environmentally conscious blankets.

**Seasonal and Gift Market Growth:** The demand for blankets tends to increase during colder seasons, especially around holidays and special events. Businesses can target the seasonal market by offering gift-worthy, luxury, or personalized blankets during peak shopping periods, such as Christmas and winter holidays.

**Focus on Health and Wellness Benefits:** As consumers increasingly prioritize health and comfort, there is a growing market for blankets that offer wellness benefits, such as weighted blankets for anxiety reduction or thermal blankets for better sleep. Offering these products can appeal to health-conscious customers.

**Expanding E-Commerce Channels:** With the rise of online shopping, selling blankets through e-commerce platforms offers a significant growth opportunity. Companies can attract a wider customer base by offering a range of blankets in various styles, colors, and materials, making it easy for customers to shop from home.

Innovative Designs and Customization Options: Consumers are seeking personalized and unique blankets that fit their style and needs. Offering customization options, such as monogramming, embroidery, or the ability to design personalized blankets, can attract a broad range of customers looking for gifts or individual expression.

### Key Players

- Pendleton Woolen Mills, Inc.
- Biddeford Blankets, LLC
- Kanata Blanket Company
- Boll & Branch LLC
- American Blanket Company
- Faribault Woolen Mills, Inc.
- Beurer GmbH
- Woolrich, Inc.
- Cuddledown, Inc.
- Morphy Richards Ltd.
- Amritsar Swadeshi Textile Corporation Pvt. Ltd.
- Hudson's Bay Company
- URBANARA GmbH
- Shanghai Easun Group
- Medline Industries, Inc.
- Chellco Industries Limited
- Biddeford Blankets, LLC
- Youngman Woollen Mills Private Limited
- Silentnight Group Limited
- Barker Textiles UAB

Not Sure? Request a Sample Report and See How Our Insights Can Drive Your Business:

<https://marketresearch.biz/report/blanket-market/request-sample/>

### Conclusion

In conclusion, the markets analyzed are all experiencing growth driven by evolving consumer preferences, technological advancements, and increasing demand for customized, high-quality products. Key trends, such as the adoption of sustainable practices, integration of smart technologies, and rising disposable incomes, are shaping the competitive landscape. While challenges such as market saturation, price sensitivity, and regional differences persist, opportunities abound for companies to capitalize on niche segments, leverage digital platforms, and innovate to meet the specific needs of their target audiences. As these industries continue to expand, businesses that adapt to changing trends, prioritize customer-centric strategies, and invest in innovation will be well-positioned for long-term success.

## Related Report

Packaging Testing Market: <https://marketresearch.biz/report/packaging-testing-market/>

Castor Oil Pack Market: <https://marketresearch.biz/report/castor-oil-pack-market/>

Turmeric Soap Market: <https://marketresearch.biz/report/turmeric-soap-market/>

Tanning Gel Market: <https://marketresearch.biz/report/tanning-gel-market/>

Reusable Water Bottles Market: <https://marketresearch.biz/report/reusable-water-bottles-market/>

Lawrence John  
Prudour  
+91 91308 55334  
Lawrence@prudour.com

---

This press release can be viewed online at: <https://www.einpresswire.com/article/781617478>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.