

Athletic Tape Industry Research Report 2024

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Abstracts

Athletic taping is the process of applying tape directly to the skin in order to maintain a stable position of bones and muscles during athletic activity. It is a procedure that uses tape, attached to the skin, to physically keep in place muscles or bones at a certain position. This reduces pain and aids recovery. Taping is usually used to help recover from overuse and other injuries. The general goals of athletic taping are to restrict the motion of an injured joint, compress soft tissues to reduce swelling, support anatomical structures involved in the injury, serve as a splint or secure a splint, secure dressing or bandages, protect the injured joint from re-injury, and protect the injured part while the injured part is in the healing process.

According to APO Research, the global Athletic Tape market was valued at US\$ million in 2023 and is anticipated to reach US\$ million by 2030, witnessing a CAGR of xx% during the forecast period 2024-2030.

Global Athletic Tape key players include 3M, Kinesio Taping, SpiderTech, Johnson & Johnson, KT TAPE, etc. Global top five manufacturers hold a share over 30%.

North America is the largest market, with a share over 35%, followed by Europe, and Asia-Pacific, both have a share about 50 percent.

In terms of product, Roll Tape is the largest segment, with a share over 80%. And in terms of application, the largest application is Sports Franchised Store, followed by Pharmacy and Drugstore, Hospital, Physiotherapy and Chiropractic, Online Shop, etc.

Report Scope

This report aims to provide a comprehensive presentation of the global market for Athletic Tape, with both quantitative and qualitative analysis, to help readers develop

business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding Athletic Tape.

The report will help the Athletic Tape manufacturers, new entrants, and industry chain related companies in this market with information on the revenues, sales volume, and average price for the overall market and the sub-segments across the different segments, by company, by Type, by Application, and by regions.

The Athletic Tape market size, estimations, and forecasts are provided in terms of sales volume (K Units) and revenue (\$ millions), considering 2023 as the base year, with history and forecast data for the period from 2019 to 2030. This report segments the global Athletic Tape market comprehensively. Regional market sizes, concerning products by Type, by Application, and by players, are also provided. For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and developments, intensification of product portfolio, mergers and acquisitions, collaborations, new product innovation, and geographical expansion, undertaken by these participants to maintain their presence. Apart from business strategies, the study includes current developments and key financials. The readers will also get access to the data related to global revenue, price, and sales by manufacturers for the period 2019-2024. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

Kinesio Taping

3M

SpiderTech

KT TAPE

Johnson & Johnson

RockTape

Jaybird & Mais

Mueller

StrengthTape

Atex Medical

Towatek Korea

K-active

Healixon

LP Support

TERA Medical

Kindmax

DL Medical&Health

Socko

Medsport

GSPMED

Athletic Tape segment by Type

Roll Tape

Pre-cut Bandage

Athletic Tape segment by Application

Pharmacy and Drugstore

Online Shop

Sports Franchised Store

Hospital, Physiotherapy and Chiropractic

Others

Athletic Tape Segment by Region

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Middle East & Africa

Turkey

Saudi Arabia

UAE

Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Athletic Tape market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.
2. This report will help stakeholders to understand the global industry status and trends of Athletic Tape and provides them with information on key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.
4. This report stays updated with novel technology integration, features, and the latest developments in the market
5. This report helps stakeholders to gain insights into which regions to target globally
6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Athletic Tape.
7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

Chapter Outline

Chapter 1: Research objectives, research methods, data sources, data cross-validation;

Chapter 2: Introduces the report scope of the report, executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 3: Detailed analysis of Athletic Tape manufacturers competitive landscape, price, production and value market share, latest development plan, merger, and acquisition information, etc.

Chapter 4: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product production/output, value, price, gross margin, product introduction, recent development, etc.

Chapter 5: Production/output, value of Athletic Tape by region/country. It provides a quantitative analysis of the market size and development potential of each region in the next six years.

Chapter 6: Consumption of Athletic Tape in regional level and country level. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and production of each country in the world.

Chapter 7: Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 8: Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 9: Analysis of industrial chain, including the upstream and downstream of the industry.

Chapter 10: Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 11: The main points and conclusions of the report.

Chapter 11: The main points and conclusions of the report.

Contents

1 PREFACE

- 1.1 Scope of Report
- 1.2 Reasons for Doing This Study
- 1.3 Research Methodology
- 1.4 Research Process
- 1.5 Data Source
 - 1.5.1 Secondary Sources
 - 1.5.2 Primary Sources

2 MARKET OVERVIEW

- 2.1 Product Definition
- 2.2 Global Market Growth Prospects
 - 2.2.1 Global Athletic Tape Market Size (2019-2030) & (US\$ Million)
 - 2.2.2 Global Athletic Tape Sales (2019-2030)
 - 2.2.3 Global Athletic Tape Market Average Price (2019-2030)
- 2.3 Athletic Tape by Type
 - 2.3.1 Market Value Comparison by Type (2019 VS 2023 VS 2030) & (US\$ Million)
 - 2.3.2 Roll Tape
 - 2.3.3 Pre-cut Bandage
- 2.4 Athletic Tape by Application
 - 2.4.1 Market Value Comparison by Application (2019 VS 2023 VS 2030) & (US\$ Million)
 - 2.4.2 Pharmacy and Drugstore
 - 2.4.3 Online Shop
 - 2.4.4 Sports Franchised Store
 - 2.4.5 Hospital, Physiotherapy and Chiropractic
 - 2.4.6 Others

3 MARKET COMPETITIVE LANDSCAPE BY MANUFACTURERS

- 3.1 Global Athletic Tape Market Competitive Situation by Manufacturers (2019 Versus 2023)
- 3.2 Global Athletic Tape Sales (K Units) of Manufacturers (2019-2024)
- 3.3 Global Athletic Tape Revenue of Manufacturers (2019-2024)
- 3.4 Global Athletic Tape Average Price by Manufacturers (2019-2024)

- 3.5 Global Athletic Tape Industry Ranking, 2022 VS 2023 VS 2024
- 3.6 Global Manufacturers of Athletic Tape, Manufacturing Sites & Headquarters
- 3.7 Global Manufacturers of Athletic Tape, Product Type & Application
- 3.8 Global Manufacturers of Athletic Tape, Date of Enter into This Industry
- 3.9 Global Athletic Tape Market CR5 and HHI
- 3.10 Global Manufacturers Mergers & Acquisition

4 MANUFACTURERS PROFILED

4.1 Kinesio Taping

- 4.1.1 Kinesio Taping Company Information
- 4.1.2 Kinesio Taping Business Overview
- 4.1.3 Kinesio Taping Athletic Tape Sales, Revenue and Gross Margin (2019-2024)
- 4.1.4 Kinesio Taping Athletic Tape Product Portfolio
- 4.1.5 Kinesio Taping Recent Developments

4.2 3M

- 4.2.1 3M Company Information
- 4.2.2 3M Business Overview
- 4.2.3 3M Athletic Tape Sales, Revenue and Gross Margin (2019-2024)
- 4.2.4 3M Athletic Tape Product Portfolio
- 4.2.5 3M Recent Developments

4.3 SpiderTech

- 4.3.1 SpiderTech Company Information
- 4.3.2 SpiderTech Business Overview
- 4.3.3 SpiderTech Athletic Tape Sales, Revenue and Gross Margin (2019-2024)
- 4.3.4 SpiderTech Athletic Tape Product Portfolio
- 4.3.5 SpiderTech Recent Developments

4.4 KT TAPE

- 4.4.1 KT TAPE Company Information
- 4.4.2 KT TAPE Business Overview
- 4.4.3 KT TAPE Athletic Tape Sales, Revenue and Gross Margin (2019-2024)
- 4.4.4 KT TAPE Athletic Tape Product Portfolio
- 4.4.5 KT TAPE Recent Developments

4.5 Johnson & Johnson

- 4.5.1 Johnson & Johnson Company Information
- 4.5.2 Johnson & Johnson Business Overview
- 4.5.3 Johnson & Johnson Athletic Tape Sales, Revenue and Gross Margin (2019-2024)
- 4.5.4 Johnson & Johnson Athletic Tape Product Portfolio

- 4.5.5 Johnson & Johnson Recent Developments
- 4.6 RockTape
 - 4.6.1 RockTape Company Information
 - 4.6.2 RockTape Business Overview
 - 4.6.3 RockTape Athletic Tape Sales, Revenue and Gross Margin (2019-2024)
 - 4.6.4 RockTape Athletic Tape Product Portfolio
 - 4.6.5 RockTape Recent Developments
- 4.7 Jaybird & Mais
 - 4.7.1 Jaybird & Mais Company Information
 - 4.7.2 Jaybird & Mais Business Overview
 - 4.7.3 Jaybird & Mais Athletic Tape Sales, Revenue and Gross Margin (2019-2024)
 - 4.7.4 Jaybird & Mais Athletic Tape Product Portfolio
 - 4.7.5 Jaybird & Mais Recent Developments
- 4.8 Mueller
 - 4.8.1 Mueller Company Information
 - 4.8.2 Mueller Business Overview
 - 4.8.3 Mueller Athletic Tape Sales, Revenue and Gross Margin (2019-2024)
 - 4.8.4 Mueller Athletic Tape Product Portfolio
 - 4.8.5 Mueller Recent Developments
- 4.9 StrengthTape
 - 4.9.1 StrengthTape Company Information
 - 4.9.2 StrengthTape Business Overview
 - 4.9.3 StrengthTape Athletic Tape Sales, Revenue and Gross Margin (2019-2024)
 - 4.9.4 StrengthTape Athletic Tape Product Portfolio
 - 4.9.5 StrengthTape Recent Developments
- 4.10 Atex Medical
 - 4.10.1 Atex Medical Company Information
 - 4.10.2 Atex Medical Business Overview
 - 4.10.3 Atex Medical Athletic Tape Sales, Revenue and Gross Margin (2019-2024)
 - 4.10.4 Atex Medical Athletic Tape Product Portfolio
 - 4.10.5 Atex Medical Recent Developments
- 4.11 Towatek Korea
 - 4.11.1 Towatek Korea Company Information
 - 4.11.2 Towatek Korea Business Overview
 - 4.11.3 Towatek Korea Athletic Tape Sales, Revenue and Gross Margin (2019-2024)
 - 4.11.4 Towatek Korea Athletic Tape Product Portfolio
 - 4.11.5 Towatek Korea Recent Developments
- 4.12 K-active
 - 4.12.1 K-active Company Information

- 4.12.2 K-active Business Overview
- 4.12.3 K-active Athletic Tape Sales, Revenue and Gross Margin (2019-2024)
- 4.12.4 K-active Athletic Tape Product Portfolio
- 4.12.5 K-active Recent Developments
- 4.13 Healixon
 - 4.13.1 Healixon Company Information
 - 4.13.2 Healixon Business Overview
 - 4.13.3 Healixon Athletic Tape Sales, Revenue and Gross Margin (2019-2024)
 - 4.13.4 Healixon Athletic Tape Product Portfolio
 - 4.13.5 Healixon Recent Developments
- 4.14 LP Support
 - 4.14.1 LP Support Company Information
 - 4.14.2 LP Support Business Overview
 - 4.14.3 LP Support Athletic Tape Sales, Revenue and Gross Margin (2019-2024)
 - 4.14.4 LP Support Athletic Tape Product Portfolio
 - 4.14.5 LP Support Recent Developments
- 4.15 TERA Medical
 - 4.15.1 TERA Medical Company Information
 - 4.15.2 TERA Medical Business Overview
 - 4.15.3 TERA Medical Athletic Tape Sales, Revenue and Gross Margin (2019-2024)
 - 4.15.4 TERA Medical Athletic Tape Product Portfolio
 - 4.15.5 TERA Medical Recent Developments
- 4.16 Kindmax
 - 4.16.1 Kindmax Company Information
 - 4.16.2 Kindmax Business Overview
 - 4.16.3 Kindmax Athletic Tape Sales, Revenue and Gross Margin (2019-2024)
 - 4.16.4 Kindmax Athletic Tape Product Portfolio
 - 4.16.5 Kindmax Recent Developments
- 4.17 DL Medical&Health
 - 4.17.1 DL Medical&Health Company Information
 - 4.17.2 DL Medical&Health Business Overview
 - 4.17.3 DL Medical&Health Athletic Tape Sales, Revenue and Gross Margin (2019-2024)
 - 4.17.4 DL Medical&Health Athletic Tape Product Portfolio
 - 4.17.5 DL Medical&Health Recent Developments
- 4.18 Socko
 - 4.18.1 Socko Company Information
 - 4.18.2 Socko Business Overview
 - 4.18.3 Socko Athletic Tape Sales, Revenue and Gross Margin (2019-2024)

- 4.18.4 Socko Athletic Tape Product Portfolio
- 4.18.5 Socko Recent Developments
- 4.19 Medsport
 - 4.19.1 Medsport Company Information
 - 4.19.2 Medsport Business Overview
 - 4.19.3 Medsport Athletic Tape Sales, Revenue and Gross Margin (2019-2024)
 - 4.19.4 Medsport Athletic Tape Product Portfolio
 - 4.19.5 Medsport Recent Developments
- 4.20 GSPMED
 - 4.20.1 GSPMED Company Information
 - 4.20.2 GSPMED Business Overview
 - 4.20.3 GSPMED Athletic Tape Sales, Revenue and Gross Margin (2019-2024)
 - 4.20.4 GSPMED Athletic Tape Product Portfolio
 - 4.20.5 GSPMED Recent Developments

5 GLOBAL ATHLETIC TAPE MARKET SCENARIO BY REGION

- 5.1 Global Athletic Tape Market Size by Region: 2019 VS 2023 VS 2030
- 5.2 Global Athletic Tape Sales by Region: 2019-2030
 - 5.2.1 Global Athletic Tape Sales by Region: 2019-2024
 - 5.2.2 Global Athletic Tape Sales by Region: 2025-2030
- 5.3 Global Athletic Tape Revenue by Region: 2019-2030
 - 5.3.1 Global Athletic Tape Revenue by Region: 2019-2024
 - 5.3.2 Global Athletic Tape Revenue by Region: 2025-2030
- 5.4 North America Athletic Tape Market Facts & Figures by Country
 - 5.4.1 North America Athletic Tape Market Size by Country: 2019 VS 2023 VS 2030
 - 5.4.2 North America Athletic Tape Sales by Country (2019-2030)
 - 5.4.3 North America Athletic Tape Revenue by Country (2019-2030)
 - 5.4.4 U.S.
 - 5.4.5 Canada
- 5.5 Europe Athletic Tape Market Facts & Figures by Country
 - 5.5.1 Europe Athletic Tape Market Size by Country: 2019 VS 2023 VS 2030
 - 5.5.2 Europe Athletic Tape Sales by Country (2019-2030)
 - 5.5.3 Europe Athletic Tape Revenue by Country (2019-2030)
 - 5.5.4 Germany
 - 5.5.5 France
 - 5.5.6 U.K.
 - 5.5.7 Italy
 - 5.5.8 Russia

5.6 Asia Pacific Athletic Tape Market Facts & Figures by Country

5.6.1 Asia Pacific Athletic Tape Market Size by Country: 2019 VS 2023 VS 2030

5.6.2 Asia Pacific Athletic Tape Sales by Country (2019-2030)

5.6.3 Asia Pacific Athletic Tape Revenue by Country (2019-2030)

5.6.4 China

5.6.5 Japan

5.6.6 South Korea

5.6.7 India

5.6.8 Australia

5.6.9 China Taiwan

5.6.10 Indonesia

5.6.11 Thailand

5.6.12 Malaysia

5.7 Latin America Athletic Tape Market Facts & Figures by Country

5.7.1 Latin America Athletic Tape Market Size by Country: 2019 VS 2023 VS 2030

5.7.2 Latin America Athletic Tape Sales by Country (2019-2030)

5.7.3 Latin America Athletic Tape Revenue by Country (2019-2030)

5.7.4 Mexico

5.7.5 Brazil

5.7.6 Argentina

5.8 Middle East and Africa Athletic Tape Market Facts & Figures by Country

5.8.1 Middle East and Africa Athletic Tape Market Size by Country: 2019 VS 2023 VS 2030

5.8.2 Middle East and Africa Athletic Tape Sales by Country (2019-2030)

5.8.3 Middle East and Africa Athletic Tape Revenue by Country (2019-2030)

5.8.4 Turkey

5.8.5 Saudi Arabia

5.8.6 UAE

6 SEGMENT BY TYPE

6.1 Global Athletic Tape Sales by Type (2019-2030)

6.1.1 Global Athletic Tape Sales by Type (2019-2030) & (K Units)

6.1.2 Global Athletic Tape Sales Market Share by Type (2019-2030)

6.2 Global Athletic Tape Revenue by Type (2019-2030)

6.2.1 Global Athletic Tape Sales by Type (2019-2030) & (US\$ Million)

6.2.2 Global Athletic Tape Revenue Market Share by Type (2019-2030)

6.3 Global Athletic Tape Price by Type (2019-2030)

7 SEGMENT BY APPLICATION

7.1 Global Athletic Tape Sales by Application (2019-2030)

7.1.1 Global Athletic Tape Sales by Application (2019-2030) & (K Units)

7.1.2 Global Athletic Tape Sales Market Share by Application (2019-2030)

7.2 Global Athletic Tape Revenue by Application (2019-2030)

7.2.1 Global Athletic Tape Sales by Application (2019-2030) & (US\$ Million)

7.2.2 Global Athletic Tape Revenue Market Share by Application (2019-2030)

7.3 Global Athletic Tape Price by Application (2019-2030)

8 VALUE CHAIN AND SALES CHANNELS ANALYSIS OF THE MARKET

8.1 Athletic Tape Value Chain Analysis

8.1.1 Athletic Tape Key Raw Materials

8.1.2 Raw Materials Key Suppliers

8.1.3 Athletic Tape Production Mode & Process

8.2 Athletic Tape Sales Channels Analysis

8.2.1 Direct Comparison with Distribution Share

8.2.2 Athletic Tape Distributors

8.2.3 Athletic Tape Customers

9 GLOBAL ATHLETIC TAPE ANALYZING MARKET DYNAMICS

9.1 Athletic Tape Industry Trends

9.2 Athletic Tape Industry Drivers

9.3 Athletic Tape Industry Opportunities and Challenges

9.4 Athletic Tape Industry Restraints

10 REPORT CONCLUSION

11 DISCLAIMER

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