

# Global Athletic Tape Market Analysis and Forecast 2024-2030

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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 is projected to grow from US\$ million in 2024 to US\$ million by 2030, at a Compound Annual Growth Rate (CAGR) of % during the forecast period.

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.

This report presents an overview of global market for Athletic Tape, sales, revenue and price. Analyses of the global market trends, with historic market revenue or sales data

for 2019 - 2023, estimates for 2024, and projections of CAGR through 2030.

This report researches the key producers of Athletic Tape, also provides the sales of main regions and countries. Of the upcoming market potential for Athletic Tape, and key regions or countries of focus to forecast this market into various segments and sub-segments. Country specific data and market value analysis for the U.S., Canada, Mexico, Brazil, China, Japan, South Korea, Southeast Asia, India, Germany, the U.K., Italy, Middle East, Africa, and Other Countries.

This report focuses on the Athletic Tape sales, revenue, market share and industry ranking of main manufacturers, data from 2019 to 2024. Identification of the major stakeholders in the global Athletic Tape market, and analysis of their competitive landscape and market positioning based on recent developments and segmental revenues. This report will help stakeholders to understand the competitive landscape and gain more insights and position their businesses and market strategies in a better way.

This report analyzes the segments data by Type and by Application, sales, revenue, and price, from 2019 to 2030. Evaluation and forecast the market size for Athletic Tape sales, projected growth trends, production technology, application and end-user industry.

Descriptive company profiles of the major global players, including Kinesio Taping, 3M, SpiderTech, KT TAPE, Johnson & Johnson, RockTape, Jaybird & Mais, Mueller and StrengthTape, etc.

#### Athletic Tape segment by Company

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

## Study Objectives

1. To analyze and research the global status and future forecast, involving growth rate (CAGR), market share, historical and forecast.
2. To present the key manufacturers, sales, revenue, market share, and Recent Developments.
3. To split the breakdown data by regions, type, manufacturers, and Application.

4. To analyze the global and key regions market potential and advantage, opportunity and challenge, restraints, and risks.
5. To identify significant trends, drivers, influence factors in global and regions.
6. To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

### 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 sales 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: Introduces the report scope of the report, executive summary of different market segments (by type and by 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 2: 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 3: Sales (consumption), revenue of Athletic Tape in global, 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 of each country in the world.

Chapter 4: Detailed analysis of Athletic Tape manufacturers competitive landscape, price, sales, revenue, market share and industry ranking, latest development plan, merger, and acquisition information, etc.

Chapter 5: Provides the analysis of various market segments by type, covering the sales, revenue, average price, and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 6: Provides the analysis of various market segments by application, covering the sales, revenue, average price, and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 7: Provides profiles of key manufacturers, introducing the basic situation of the main companies in the market in detail, including product descriptions and specifications, Athletic Tape sales, revenue, price, gross margin, and recent development, etc.

Chapter 8: North America (US & Canada) by type, by application and by country, sales, and revenue for each segment.

Chapter 9: Europe by type, by application and by country, sales, and revenue for each segment.

Chapter 10: China type, by application, sales, and revenue for each segment.

Chapter 11: Asia (excluding China) type, by application and by region, sales, and revenue for each segment.

Chapter 12: Middle East, Africa, and Latin America type, by application and by country, sales, and revenue for each segment.

Chapter 13: Analysis of industrial chain, sales channel, key raw materials, distributors and customers.

Chapter 14: The main concluding insights of the report.

Chapter 14: The main concluding insights of the report.

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