

# **Global Kinesio Tape Market Size study, by Type (Precut Strips, Single Rolls, Bulk Rolls, Others) by Application (Rehabilitation, Alignment, Pain Management, Others) by Distribution Channel (Franchised Store, Supermarket, On-line Shop, Sport Team, Clinical) by End-Users (Hospitals, Rehab Centers, Professional Athletes, Others) and Regional Forecasts 2021-2027**

<https://marketpublishers.com/r/G3BEA171961BEN.html>

Date: December 2021

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G3BEA171961BEN

## **Abstracts**

Global Kinesio Tape Market is valued approximately USD XXXX billion in 2020 and is anticipated to grow with a healthy growth rate of more than XXXX % over the forecast period 2021-2027. Kinesio Tape is a therapeutic tape that's applied strategically to the body part to provide support, lessen pain, reduce swelling. Kinesio tape is made of fine, breathable, stretchable material, usually cotton or a cotton blend. Its elasticity does not overly restrict the area of application. And it is designed to provide enough pressure and support of provide strength and support to muscles and tissues. The increasing in number of musculoskeletal pains have caused the growth for the kinesio tape market globally. According to WHO, in year 2019, musculoskeletal disorder, low back pain causes the highest burden with a prevalence of 568 million people. And approximately 1.71 billion people have musculoskeletal condition worldwide. As kinesio tape provides support and stability to the muscles & joints without hindering the body movement. Also, product innovation and profitable opportunities would grow the market in the forecasted period. However, presence of strict regulation restricts the new entry in the market over the forecast period of 2021-2027.

The key regions considered for the global Kinesio Tape market study includes Asia

Pacific, North America, Europe, Latin America and Rest of the World. North America is dominating the overall market in the forecasted period. As there is presence of key market player in the region. And there is high prevalence of accidents and muscle pains and spasms in the region. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate over the forecast period 2021-2027. Factors such as increasing in geriatric population would create lucrative growth prospects for the Kinesio tape market across Asia-Pacific region.

Major market player included in this report are:

Boca Systems

Kinesio Holding Corporation

KT Tape

Microcom Corporation

Pyramid Technologies Inc.

Spidertech Inc.

ATEX CO., LTD

Star Micronics Co., Ltd.

STRENGTHTAPE

NITTO DENKO CORPORATION

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Precut Strips

Single Rolls

Bulk Rolls

Others

By Application:

Rehabilitation

Alignment

Pain Management

Others

**By Distribution Channel:**

Franchised Store

Supermarket

On-line Shop

Sport Team

Clinical

**By End-Users:**

Hospitals

Rehab Centers

Professional Athletes

Others

**By Region:**

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027

Target Audience of the Global Kinesio Tape Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2027 (USD Billion)
  - 1.2.1. Kinesio Tape Market, by Region, 2019-2027 (USD Billion)
  - 1.2.2. Kinesio Tape Market, by Type, 2019-2027 (USD Billion)
  - 1.2.3. Kinesio Tape Market, by Application, 2019-2027 (USD Billion)
  - 1.2.4. Kinesio Tape Market, by Distribution Channel, 2019-2027 (USD Billion)
  - 1.2.5. Kinesio Tape Market, by End-Users, 2019-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL KINESIO TAPE MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL KINESIO TAPE MARKET DYNAMICS

- 3.1. Kinesio Tape Market Impact Analysis (2019-2027)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Increasing musculoskeletal pain
    - 3.1.1.2. Support and stability
  - 3.1.2. Market Challenges
    - 3.1.2.1. Rules and regulations
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Product innovation

### CHAPTER 4. GLOBAL KINESIO TAPE MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers

- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2027)
- 4.2. PEST Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion
- 4.5. Top investment opportunity
- 4.6. Top winning strategies

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

- 5.1.1. Assessment of the overall impact of COVID-19 on the industry
- 5.1.2. Pre COVID-19 and post COVID-19 market scenario

## **CHAPTER 6. GLOBAL KINESIO TAPE MARKET, BY TYPE**

- 6.1. Market Snapshot
- 6.2. Global Kinesio Tape Market by Type, Performance - Potential Analysis
- 6.3. Global Kinesio Tape Market Estimates & Forecasts by Type 2018-2027 (USD Billion)
- 6.4. Kinesio Tape Market, Sub Segment Analysis
  - 6.4.1. Precut Strips
  - 6.4.2. Single Rolls
  - 6.4.3. Bulk Rolls
  - 6.4.4. Others

## **CHAPTER 7. GLOBAL KINESIO TAPE MARKET, BY APPLICATION**

- 7.1. Market Snapshot
- 7.2. Global Kinesio Tape Market by Application, Performance - Potential Analysis
- 7.3. Global Kinesio Tape Market Estimates & Forecasts by Application 2018-2027 (USD Billion)
- 7.4. Kinesio Tape Market, Sub Segment Analysis

- 7.4.1. Rehabilitation
- 7.4.2. Alignment
- 7.4.3. Pain Management
- 7.4.4. Others

## **CHAPTER 8. GLOBAL KINESIO TAPE MARKET, BY DISTRIBUTION CHANNEL**

- 8.1. Market Snapshot
- 8.2. Global Kinesio Tape Market by Distribution Channel, Performance - Potential Analysis
- 8.3. Global Kinesio Tape Market Estimates & Forecasts by Distribution Channel 2018-2027 (USD Billion)
- 8.4. Kinesio Tape Market, Sub Segment Analysis
  - 8.4.1. Franchised Store
  - 8.4.2. Supermarket
  - 8.4.3. On-line Shop
  - 8.4.4. Sport Team
  - 8.4.5. Clinical

## **CHAPTER 9. GLOBAL KINESIO TAPE MARKET, BY END-USERS**

- 9.1. Market Snapshot
- 9.2. Global Kinesio Tape Market by End-Users, Performance - Potential Analysis
- 9.3. Global Kinesio Tape Market Estimates & Forecasts by End-Users 2018-2027 (USD Billion)
- 9.4. Kinesio Tape Market, Sub Segment Analysis
  - 9.4.1. Hospitals
  - 9.4.2. Rehab Centers
  - 9.4.3. Professional Athletes
  - 9.4.4. Others

## **CHAPTER 10. GLOBAL KINESIO TAPE MARKET, REGIONAL ANALYSIS**

- 10.1. Kinesio Tape Market, Regional Market Snapshot
- 10.2. North America Kinesio Tape Market
  - 10.2.1. U.S. Kinesio Tape Market
    - 10.2.1.1. Type breakdown estimates & forecasts, 2018-2027
    - 10.2.1.2. Application breakdown estimates & forecasts, 2018-2027
    - 10.2.1.3. Distribution Channel breakdown estimates & forecasts, 2018-2027

- 10.2.1.4. End-Users breakdown estimates & forecasts, 2018-2027
- 10.2.2. Canada Kinesio Tape Market
- 10.3. Europe Kinesio Tape Market Snapshot
  - 10.3.1. U.K. Kinesio Tape Market
  - 10.3.2. Germany Kinesio Tape Market
  - 10.3.3. France Kinesio Tape Market
  - 10.3.4. Spain Kinesio Tape Market
  - 10.3.5. Italy Kinesio Tape Market
  - 10.3.6. Rest of Europe Kinesio Tape Market
- 10.4. Asia-Pacific Kinesio Tape Market Snapshot
  - 10.4.1. China Kinesio Tape Market
  - 10.4.2. India Kinesio Tape Market
  - 10.4.3. Japan Kinesio Tape Market
  - 10.4.4. Australia Kinesio Tape Market
  - 10.4.5. South Korea Kinesio Tape Market
  - 10.4.6. Rest of Asia Pacific Kinesio Tape Market
- 10.5. Latin America Kinesio Tape Market Snapshot
  - 10.5.1. Brazil Kinesio Tape Market
  - 10.5.2. Mexico Kinesio Tape Market
- 10.6. Rest of The World Kinesio Tape Market

## **CHAPTER 11. COMPETITIVE INTELLIGENCE**

- 11.1. Top Market Strategies
- 11.2. Company Profiles
  - 11.2.1. Boca Systems
    - 11.2.1.1. Key Information
    - 11.2.1.2. Overview
    - 11.2.1.3. Financial (Subject to Data Availability)
    - 11.2.1.4. Product Summary
    - 11.2.1.5. Recent Developments
  - 11.2.2. Kinesio Holding Corporation
  - 11.2.3. KT Tape
  - 11.2.4. Microcom Corporation
  - 11.2.5. Pyramid Technologies Inc.
  - 11.2.6. Spidertech Inc.
  - 11.2.7. ATEX CO., LTD
  - 11.2.8. Star Micronics Co., Ltd.
  - 11.2.9. STRENGTHTAPE



## 11.2.10. NITTO DENKO CORPORATION

### **CHAPTER 12. RESEARCH PROCESS**

#### 12.1. Research Process

##### 12.1.1. Data Mining

##### 12.1.2. Analysis

##### 12.1.3. Market Estimation

##### 12.1.4. Validation

##### 12.1.5. Publishing

#### 12.2. Research Attributes

#### 12.3. Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Kinesio Tape market, report scope

TABLE 2. Global Kinesio Tape market estimates & forecasts by Region 2018-2027  
(USD Billion)

TABLE 3. Global Kinesio Tape market estimates & forecasts by Type 2018-2027 (USD Billion)

TABLE 4. Global Kinesio Tape market estimates & forecasts by Application 2018-2027  
(USD Billion)

TABLE 5. Global Kinesio Tape market estimates & forecasts by Distribution Channel 2018-2027 (USD Billion)

TABLE 6. Global Kinesio Tape market estimates & forecasts by End-Users 2018-2027  
(USD Billion)

TABLE 7. Global Kinesio Tape market by segment, estimates & forecasts, 2018-2027  
(USD Billion)

TABLE 8. Global Kinesio Tape market by region, estimates & forecasts, 2018-2027  
(USD Billion)

TABLE 9. Global Kinesio Tape market by segment, estimates & forecasts, 2018-2027  
(USD Billion)

TABLE 10. Global Kinesio Tape market by region, estimates & forecasts, 2018-2027  
(USD Billion)

TABLE 11. Global Kinesio Tape market by segment, estimates & forecasts, 2018-2027  
(USD Billion)

TABLE 12. Global Kinesio Tape market by region, estimates & forecasts, 2018-2027  
(USD Billion)

TABLE 13. Global Kinesio Tape market by segment, estimates & forecasts, 2018-2027  
(USD Billion)

TABLE 14. Global Kinesio Tape market by region, estimates & forecasts, 2018-2027  
(USD Billion)

TABLE 15. Global Kinesio Tape market by segment, estimates & forecasts, 2018-2027  
(USD Billion)

TABLE 16. Global Kinesio Tape market by region, estimates & forecasts, 2018-2027  
(USD Billion)

TABLE 17. U.S. Kinesio Tape market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 18. U.S. Kinesio Tape market estimates & forecasts by segment 2018-2027  
(USD Billion)

TABLE 19. U.S. Kinesio Tape market estimates & forecasts by segment 2018-2027

(USD Billion)

TABLE 20. Canada Kinesio Tape market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 21. Canada Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 22. Canada Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 23. UK Kinesio Tape market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 24. UK Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 25. UK Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 26. Germany Kinesio Tape market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 27. Germany Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 28. Germany Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 29. RoE Kinesio Tape market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 30. RoE Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 31. RoE Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 32. China Kinesio Tape market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 33. China Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 34. China Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 35. India Kinesio Tape market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 36. India Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 37. India Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 38. Japan Kinesio Tape market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 39. Japan Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 40. Japan Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 41. RoAPAC Kinesio Tape market estimates & forecasts, 2018-2027 (USD

Billion)

TABLE 42. RoAPAC Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 43. RoAPAC Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 44. Brazil Kinesio Tape market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 45. Brazil Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 46. Brazil Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 47. Mexico Kinesio Tape market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 48. Mexico Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 49. Mexico Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 50. RoLA Kinesio Tape market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 51. RoLA Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 52. RoLA Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 53. Row Kinesio Tape market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 54. Row Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 55. Row Kinesio Tape market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 56. List of secondary sources, used in the study of global Kinesio Tape market

TABLE 57. List of primary sources, used in the study of global Kinesio Tape market

TABLE 58. Years considered for the study

TABLE 59. Exchange rates considered

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Kinesio Tape market, research methodology
- FIG 2. Global Kinesio Tape market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Kinesio Tape market, key trends 2020
- FIG 5. Global Kinesio Tape market, growth prospects 2021-2027
- FIG 6. Global Kinesio Tape market, porters 5 force model
- FIG 7. Global Kinesio Tape market, pest analysis
- FIG 8. Global Kinesio Tape market, value chain analysis
- FIG 9. Global Kinesio Tape market by segment, 2018 & 2027 (USD Billion)
- FIG 10. Global Kinesio Tape market by segment, 2018 & 2027 (USD Billion)
- FIG 11. Global Kinesio Tape market by segment, 2018 & 2027 (USD Billion)
- FIG 12. Global Kinesio Tape market by segment, 2018 & 2027 (USD Billion)
- FIG 13. Global Kinesio Tape market by segment, 2018 & 2027 (USD Billion)
- FIG 14. Global Kinesio Tape market, regional snapshot 2018 & 2027
- FIG 15. North America Kinesio Tape market 2018 & 2027 (USD Billion)
- FIG 16. Europe Kinesio Tape market 2018 & 2027 (USD Billion)
- FIG 17. Asia pacific Kinesio Tape market 2018 & 2027 (USD Billion)
- FIG 18. Latin America Kinesio Tape market 2018 & 2027 (USD Billion)
- FIG 19. Global Kinesio Tape market, company market share analysis (2020)

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