

# **Global Tape Measure Market Size study, by Product Type (Cloth Tape, Metallic (Steel) Tape), by End Use Industry (Construction, Architecture & Interior Designing, Woodworking Industry, Clothing Industry, Others (Landscaping, Surveying, Commercial Industry etc.)), by Length (Less than 5m, 5m-10 m, More Than 10 m), by Price Range (Less than US\$ 15, US\$ 15 – US\$ 25, More Than US\$ 25), by Sales Channel (Wholesalers/ Distributors, Supermarkets/ Hypermarkets, Specialty Stores, Multi-Brand Stores, Online Retailers, Others) and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Tape Measure Market is valued at approximately USD XX billion in 2020 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2021-2027. Tape Measure is a ruler used to measure distance or size etc. It is used in woodworking industry, clothing industry and construction industry etc. The growing woodworking, and furniture designing has led to the adoption of Tape Measure across the forecast period. For Instance: according to Statista in 2020, the global furniture industry is increasing rapidly for residential and commercial sectors. The value of global furniture market is USD 509.8 billion. Increasing construction industry pushes the market growth of Tape Measure. Also, with the increasing technological advancements in measuring equipment, the adoption & demand for Tape Measure is likely to increase the market growth during the forecast period. However, threat of

substitutes impedes the growth of the market over the forecast period of 2021-2027.

The geographical regions considered for the global Tape Measure market analysis includes Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is considered as the leading region across the world in terms of huge market share due to growing interior designing in commercial and residential constructions etc. Whereas, Europe is also estimated to attain a maximum growth rate during 2021-2027. Factors such as rising disposable income and adoption of luxurious lifestyles and rising interior designing etc. would create beneficial growth forecasts for the Tape Measure market across Europe region.

Major market players included in this report are:

Stanley Black & Decker

Komelon

Kutir

Techtronic Industries

Apex Tool Group

AdirPro

Perfect Measuring Tape Company

Yamayo

eTape16

Quick Draw

and Tajima Tool Corporation among others.

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 Product:

Cloth Tape

Metallic (Steel) Tape

By Length:

Less than 5m

5m – 10m

More than 10m

By Price Range:

Less than US\$ 15

US\$ 15 – US\$ 25

More than US\$ 25

By End Use Industry:

Construction

Architecture & Interior Designing

Woodworking Industry

Clothing Industry

Others (Landscaping, Surveying, Commercial Industry etc.)

By Sales Channel:

Wholesalers/ Distributors

Supermarkets/ Hypermarkets

Specialty Stores

Multi-brand Stores

Online Retailers

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 Tape Measure 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

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