

# Global Sports Tapes Market Research Report 2026(Status and Outlook)

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## Abstracts

Sport tape, often referred to as athletic tape, is a type of tape used primarily in sports and physical activities to support, protect, and rehabilitate muscles, joints, and ligaments. It is commonly used by athletes, trainers, and physical therapists. 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. The growing number of people participating in sports, recreational activities, and fitness programs has led to a higher demand for products that support injury prevention and recovery. As more individuals engage in physical activities, the need for supportive gear, including athletic tape, rises. There is a heightened awareness of the prevalence and risks of sports-related injuries among athletes and the general public. This increased consciousness drives the demand for preventive measures like athletic tape to support joints and muscles during physical activity. With an increase in health and fitness awareness, many consumers now buy athletic tape for home use, particularly for self-treatment and injury prevention during workouts. The expansion of sports medicine practices and rehabilitation centers has created a greater demand for athletic tape. Healthcare professionals utilize tape extensively for injury treatment, recovery support, and rehabilitation protocols, influencing its market growth. There is a growing trend toward specialized athletic tapes, such as kinesiology tape and performance-enhancing tapes designed for specific injuries (e.g., joint or muscle support). Kinesiology tape, in particular, has gained

popularity for its perceived benefits in pain relief and performance improvement.

The global Sports Tapes market size was estimated at USD 505.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 5.80% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Sports Tapes market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Sports Tapes market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Sports Tapes market.

### **Global Sports Tapes Market: Market Segmentation Analysis**

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse

customer groups.

### **Key Company**

Essity  
Kinesio Taping  
RockTape  
Mueller  
Nitto Denko  
KT TAPE  
3M  
SpiderTech  
Atex Medical  
LP Support  
Jaybird & Mais  
StrengthTape  
K-active  
Towatek Korea  
Healixon  
Kindmax

### **Market Segmentation (by Type)**

Roll Tape  
Pre-cut Tape

### **Market Segmentation (by Application)**

Sports Specific Retail  
Mass Retail  
Hospital and Physiotherapy  
Online Shop  
Others

### **Geographic Segmentation**

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

### **Key Benefits of This Market Research:**

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Sports Tapes Market

Overview of the regional outlook of the Sports Tapes Market:

### **Customization of the Report**

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### **Chapter Outline**

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an 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 Sports Tapes Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the 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 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to 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 8 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 capacity of each country in the world.

Chapter 9 shares the main producing countries of Sports Tapes, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

### **Key Reasons to Buy this Report:**

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set

to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### **Customization of the Report**

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## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Sports Tapes
- 1.2 Key Market Segments
  - 1.2.1 Sports Tapes Segment by Type
  - 1.2.2 Sports Tapes Segment by Application
- 1.3 Methodology & Sources of Information
  - 1.3.1 Research Methodology
  - 1.3.2 Research Process
  - 1.3.3 Market Breakdown and Data Triangulation
  - 1.3.4 Base Year
  - 1.3.5 Report Assumptions & Caveats

### **2 SPORTS TAPES MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global Sports Tapes Market Size (M USD) Estimates and Forecasts (2020-2035)
  - 2.1.2 Global Sports Tapes Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 SPORTS TAPES MARKET COMPETITIVE LANDSCAPE**

- 3.1 Company Assessment Quadrant
- 3.2 Global Sports Tapes Product Life Cycle
- 3.3 Global Sports Tapes Sales by Manufacturers (2020-2025)
- 3.4 Global Sports Tapes Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Sports Tapes Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Sports Tapes Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Sports Tapes Market Competitive Situation and Trends
  - 3.8.1 Sports Tapes Market Concentration Rate
  - 3.8.2 Global 5 and 10 Largest Sports Tapes Players Market Share by Revenue
  - 3.8.3 Mergers & Acquisitions, Expansion

### **4 SPORTS TAPES INDUSTRY CHAIN ANALYSIS**

- 4.1 Sports Tapes Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF SPORTS TAPES MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
  - 5.4.1 New Product Developments
  - 5.4.2 Mergers & Acquisitions
  - 5.4.3 Expansions
  - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
  - 5.5.1 Industry Policies Analysis
  - 5.5.2 Economic Environment Analysis
  - 5.5.3 Social Environment Analysis
  - 5.5.4 Technological Environment Analysis
- 5.6 Global Sports Tapes Market Porter's Five Forces Analysis
  - 5.6.1 Global Trade Frictions
  - 5.6.2 U.S. Tariff Policy ? April 2025
  - 5.6.3 Global Trade Frictions and Their Impacts to Sports Tapes Market
- 5.7 ESG Ratings of Leading Companies

## **6 SPORTS TAPES MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Sports Tapes Sales Market Share by Type (2020-2025)
- 6.3 Global Sports Tapes Market Size by Type (2020-2025)
- 6.4 Global Sports Tapes Price by Type (2020-2025)

## **7 SPORTS TAPES MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Sports Tapes Market Sales by Application (2020-2025)
- 7.3 Global Sports Tapes Market Size (M USD) by Application (2020-2025)
- 7.4 Global Sports Tapes Sales Growth Rate by Application (2020-2025)

## **8 SPORTS TAPES MARKET SALES BY REGION**

### 8.1 Global Sports Tapes Sales by Region

#### 8.1.1 Global Sports Tapes Sales by Region

#### 8.1.2 Global Sports Tapes Sales Market Share by Region

### 8.2 Global Sports Tapes Market Size by Region

#### 8.2.1 Global Sports Tapes Market Size by Region

#### 8.2.2 Global Sports Tapes Market Size by Region

### 8.3 North America

#### 8.3.1 North America Sports Tapes Sales by Country

#### 8.3.2 North America Sports Tapes Market Size by Country

#### 8.3.3 U.S. Market Overview

#### 8.3.4 Canada Market Overview

#### 8.3.5 Mexico Market Overview

### 8.4 Europe

#### 8.4.1 Europe Sports Tapes Sales by Country

#### 8.4.2 Europe Sports Tapes Market Size by Country

#### 8.4.3 Germany Market Overview

#### 8.4.4 France Market Overview

#### 8.4.5 U.K. Market Overview

#### 8.4.6 Italy Market Overview

#### 8.4.7 Spain Market Overview

### 8.5 Asia Pacific

#### 8.5.1 Asia Pacific Sports Tapes Sales by Region

#### 8.5.2 Asia Pacific Sports Tapes Market Size by Region

#### 8.5.3 China Market Overview

#### 8.5.4 Japan Market Overview

#### 8.5.5 South Korea Market Overview

#### 8.5.6 India Market Overview

#### 8.5.7 Southeast Asia Market Overview

### 8.6 South America

#### 8.6.1 South America Sports Tapes Sales by Country

#### 8.6.2 South America Sports Tapes Market Size by Country

#### 8.6.3 Brazil Market Overview

#### 8.6.4 Argentina Market Overview

#### 8.6.5 Columbia Market Overview

### 8.7 Middle East and Africa

#### 8.7.1 Middle East and Africa Sports Tapes Sales by Region

- 8.7.2 Middle East and Africa Sports Tapes Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

## **9 SPORTS TAPES MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Sports Tapes by Region(2020-2025)
- 9.2 Global Sports Tapes Revenue Market Share by Region (2020-2025)
- 9.3 Global Sports Tapes Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Sports Tapes Production
  - 9.4.1 North America Sports Tapes Production Growth Rate (2020-2025)
  - 9.4.2 North America Sports Tapes Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Sports Tapes Production
  - 9.5.1 Europe Sports Tapes Production Growth Rate (2020-2025)
  - 9.5.2 Europe Sports Tapes Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Sports Tapes Production (2020-2025)
  - 9.6.1 Japan Sports Tapes Production Growth Rate (2020-2025)
  - 9.6.2 Japan Sports Tapes Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Sports Tapes Production (2020-2025)
  - 9.7.1 China Sports Tapes Production Growth Rate (2020-2025)
  - 9.7.2 China Sports Tapes Production, Revenue, Price and Gross Margin (2020-2025)

## **10 KEY COMPANIES PROFILE**

- 10.1 Essity
  - 10.1.1 Essity Basic Information
  - 10.1.2 Essity Sports Tapes Product Overview
  - 10.1.3 Essity Sports Tapes Product Market Performance
  - 10.1.4 Essity Business Overview
  - 10.1.5 Essity SWOT Analysis
  - 10.1.6 Essity Recent Developments
- 10.2 Kinesio Taping
  - 10.2.1 Kinesio Taping Basic Information
  - 10.2.2 Kinesio Taping Sports Tapes Product Overview
  - 10.2.3 Kinesio Taping Sports Tapes Product Market Performance

- 10.2.4 Kinesio Taping Business Overview
- 10.2.5 Kinesio Taping SWOT Analysis
- 10.2.6 Kinesio Taping Recent Developments
- 10.3 RockTape
  - 10.3.1 RockTape Basic Information
  - 10.3.2 RockTape Sports Tapes Product Overview
  - 10.3.3 RockTape Sports Tapes Product Market Performance
  - 10.3.4 RockTape Business Overview
  - 10.3.5 RockTape SWOT Analysis
  - 10.3.6 RockTape Recent Developments
- 10.4 Mueller
  - 10.4.1 Mueller Basic Information
  - 10.4.2 Mueller Sports Tapes Product Overview
  - 10.4.3 Mueller Sports Tapes Product Market Performance
  - 10.4.4 Mueller Business Overview
  - 10.4.5 Mueller Recent Developments
- 10.5 Nitto Denko
  - 10.5.1 Nitto Denko Basic Information
  - 10.5.2 Nitto Denko Sports Tapes Product Overview
  - 10.5.3 Nitto Denko Sports Tapes Product Market Performance
  - 10.5.4 Nitto Denko Business Overview
  - 10.5.5 Nitto Denko Recent Developments
- 10.6 KT TAPE
  - 10.6.1 KT TAPE Basic Information
  - 10.6.2 KT TAPE Sports Tapes Product Overview
  - 10.6.3 KT TAPE Sports Tapes Product Market Performance
  - 10.6.4 KT TAPE Business Overview
  - 10.6.5 KT TAPE Recent Developments
- 10.7 3M
  - 10.7.1 3M Basic Information
  - 10.7.2 3M Sports Tapes Product Overview
  - 10.7.3 3M Sports Tapes Product Market Performance
  - 10.7.4 3M Business Overview
  - 10.7.5 3M Recent Developments
- 10.8 SpiderTech
  - 10.8.1 SpiderTech Basic Information
  - 10.8.2 SpiderTech Sports Tapes Product Overview
  - 10.8.3 SpiderTech Sports Tapes Product Market Performance
  - 10.8.4 SpiderTech Business Overview

- 10.8.5 SpiderTech Recent Developments
- 10.9 Atex Medical
  - 10.9.1 Atex Medical Basic Information
  - 10.9.2 Atex Medical Sports Tapes Product Overview
  - 10.9.3 Atex Medical Sports Tapes Product Market Performance
  - 10.9.4 Atex Medical Business Overview
  - 10.9.5 Atex Medical Recent Developments
- 10.10 LP Support
  - 10.10.1 LP Support Basic Information
  - 10.10.2 LP Support Sports Tapes Product Overview
  - 10.10.3 LP Support Sports Tapes Product Market Performance
  - 10.10.4 LP Support Business Overview
  - 10.10.5 LP Support Recent Developments
- 10.11 Jaybird and Mais
  - 10.11.1 Jaybird and Mais Basic Information
  - 10.11.2 Jaybird and Mais Sports Tapes Product Overview
  - 10.11.3 Jaybird and Mais Sports Tapes Product Market Performance
  - 10.11.4 Jaybird and Mais Business Overview
  - 10.11.5 Jaybird and Mais Recent Developments
- 10.12 StrengthTape
  - 10.12.1 StrengthTape Basic Information
  - 10.12.2 StrengthTape Sports Tapes Product Overview
  - 10.12.3 StrengthTape Sports Tapes Product Market Performance
  - 10.12.4 StrengthTape Business Overview
  - 10.12.5 StrengthTape Recent Developments
- 10.13 K-active
  - 10.13.1 K-active Basic Information
  - 10.13.2 K-active Sports Tapes Product Overview
  - 10.13.3 K-active Sports Tapes Product Market Performance
  - 10.13.4 K-active Business Overview
  - 10.13.5 K-active Recent Developments
- 10.14 Towatek Korea
  - 10.14.1 Towatek Korea Basic Information
  - 10.14.2 Towatek Korea Sports Tapes Product Overview
  - 10.14.3 Towatek Korea Sports Tapes Product Market Performance
  - 10.14.4 Towatek Korea Business Overview
  - 10.14.5 Towatek Korea Recent Developments
- 10.15 Healixon
  - 10.15.1 Healixon Basic Information

- 10.15.2 Healixon Sports Tapes Product Overview
- 10.15.3 Healixon Sports Tapes Product Market Performance
- 10.15.4 Healixon Business Overview
- 10.15.5 Healixon Recent Developments
- 10.16 Kindmax
  - 10.16.1 Kindmax Basic Information
  - 10.16.2 Kindmax Sports Tapes Product Overview
  - 10.16.3 Kindmax Sports Tapes Product Market Performance
  - 10.16.4 Kindmax Business Overview
  - 10.16.5 Kindmax Recent Developments

## **11 SPORTS TAPES MARKET FORECAST BY REGION**

- 11.1 Global Sports Tapes Market Size Forecast
- 11.2 Global Sports Tapes Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe Sports Tapes Market Size Forecast by Country
  - 11.2.3 Asia Pacific Sports Tapes Market Size Forecast by Region
  - 11.2.4 South America Sports Tapes Market Size Forecast by Country
  - 11.2.5 Middle East and Africa Forecasted Sales of Sports Tapes by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)**

- 12.1 Global Sports Tapes Market Forecast by Type (2026-2035)
  - 12.1.1 Global Forecasted Sales of Sports Tapes by Type (2026-2035)
  - 12.1.2 Global Sports Tapes Market Size Forecast by Type (2026-2035)
  - 12.1.3 Global Forecasted Price of Sports Tapes by Type (2026-2035)
- 12.2 Global Sports Tapes Market Forecast by Application (2026-2035)
  - 12.2.1 Global Sports Tapes Sales (K Units) Forecast by Application
  - 12.2.2 Global Sports Tapes Market Size (M USD) Forecast by Application (2026-2035)

## **13 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Global Sports Tapes Market Size by Type (M USD)
- Table 4. Global Sports Tapes Market Size by Application
- Table 5. Sports Tapes Market Size Comparison by Region (M USD)
- Table 6. Global Sports Tapes Sales (K Units) by Manufacturers (2020-2025)
- Table 7. Global Sports Tapes Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global Sports Tapes Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global Sports Tapes Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Sports Tapes as of 2025)
- Table 11. Global Market Sports Tapes Average Price (USD/Unit) of Key Manufacturers (2020-2025)
- Table 12. Manufacturers? Manufacturing Sites, Areas Served
- Table 13. Manufacturers? Product Type
- Table 14. Global Sports Tapes Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 15. Mergers & Acquisitions, Expansion Plans
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. Sports Tapes Market Challenges
- Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
- Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
- Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
- Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 26. Global Sports Tapes Sales by Type (K Units)
- Table 27. Global Sports Tapes Market Size by Type (M USD)
- Table 28. Global Sports Tapes Sales (K Units) by Type (2020-2025)
- Table 29. Global Sports Tapes Sales Market Share by Type (2020-2025)
- Table 30. Global Sports Tapes Market Size (M USD) by Type (2020-2025)
- Table 31. Global Sports Tapes Market Share by Type (2020-2025)

- Table 32. Global Sports Tapes Price (USD/Unit) by Type (2020-2025)
- Table 33. Global Sports Tapes Sales (K Units) by Application
- Table 34. Global Sports Tapes Market Size by Application
- Table 35. Global Sports Tapes Sales by Application (2020-2025) & (K Units)
- Table 36. Global Sports Tapes Sales Market Share by Application (2020-2025)
- Table 37. Global Sports Tapes Market Size by Application (2020-2025) & (M USD)
- Table 38. Global Sports Tapes Market Share by Application (2020-2025)
- Table 39. Global Sports Tapes Sales Growth Rate by Application (2020-2025)
- Table 40. Global Sports Tapes Sales by Region (2020-2025) & (K Units)
- Table 41. Global Sports Tapes Sales Market Share by Region (2020-2025)
- Table 42. Global Sports Tapes Market Size by Region (2020-2025) & (M USD)
- Table 43. Global Sports Tapes Market Size by Region (2020-2025)
- Table 44. North America Sports Tapes Sales by Country (2020-2025) & (K Units)
- Table 45. North America Sports Tapes Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe Sports Tapes Sales by Country (2020-2025) & (K Units)
- Table 47. Europe Sports Tapes Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific Sports Tapes Sales by Region (2020-2025) & (K Units)
- Table 49. Asia Pacific Sports Tapes Market Size by Region (2020-2025) & (M USD)
- Table 50. South America Sports Tapes Sales by Country (2020-2025) & (K Units)
- Table 51. South America Sports Tapes Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa Sports Tapes Sales by Region (2020-2025) & (K Units)
- Table 53. Middle East and Africa Sports Tapes Market Size by Region (2020-2025) & (M USD)
- Table 54. Global Sports Tapes Production (K Units) by Region(2020-2025)
- Table 55. Global Sports Tapes Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global Sports Tapes Revenue Market Share by Region (2020-2025)
- Table 57. Global Sports Tapes Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 58. North America Sports Tapes Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 59. Europe Sports Tapes Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 60. Japan Sports Tapes Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 61. China Sports Tapes Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 62. Essity Basic Information
- Table 63. Essity Sports Tapes Product Overview

- Table 64. Essity Sports Tapes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 65. Essity Business Overview
- Table 66. Essity SWOT Analysis
- Table 67. Essity Recent Developments
- Table 68. Kinesio Taping Basic Information
- Table 69. Kinesio Taping Sports Tapes Product Overview
- Table 70. Kinesio Taping Sports Tapes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 71. Kinesio Taping Business Overview
- Table 72. Kinesio Taping SWOT Analysis
- Table 73. Kinesio Taping Recent Developments
- Table 74. RockTape Basic Information
- Table 75. RockTape Sports Tapes Product Overview
- Table 76. RockTape Sports Tapes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 77. RockTape Business Overview
- Table 78. RockTape SWOT Analysis
- Table 79. RockTape Recent Developments
- Table 80. Mueller Basic Information
- Table 81. Mueller Sports Tapes Product Overview
- Table 82. Mueller Sports Tapes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 83. Mueller Business Overview
- Table 84. Mueller Recent Developments
- Table 85. Nitto Denko Basic Information
- Table 86. Nitto Denko Sports Tapes Product Overview
- Table 87. Nitto Denko Sports Tapes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 88. Nitto Denko Business Overview
- Table 89. Nitto Denko Recent Developments
- Table 90. KT TAPE Basic Information
- Table 91. KT TAPE Sports Tapes Product Overview
- Table 92. KT TAPE Sports Tapes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 93. KT TAPE Business Overview
- Table 94. KT TAPE Recent Developments
- Table 95. 3M Basic Information
- Table 96. 3M Sports Tapes Product Overview

Table 97. 3M Sports Tapes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 98. 3M Business Overview

Table 99. 3M Recent Developments

Table 100. SpiderTech Basic Information

Table 101. SpiderTech Sports Tapes Product Overview

Table 102. SpiderTech Sports Tapes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 103. SpiderTech Business Overview

Table 104. SpiderTech Recent Developments

Table 105. Atex Medical Basic Information

Table 106. Atex Medical Sports Tapes Product Overview

Table 107. Atex Medical Sports Tapes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 108. Atex Medical Business Overview

Table 109. Atex Medical Recent Developments

Table 110. LP Support Basic Information

Table 111. LP Support Sports Tapes Product Overview

Table 112. LP Support Sports Tapes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 113. LP Support Business Overview

Table 114. LP Support Recent Developments

Table 115. Jaybird and Mais Basic Information

Table 116. Jaybird and Mais Sports Tapes Product Overview

Table 117. Jaybird and Mais Sports Tapes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 118. Jaybird and Mais Business Overview

Table 119. Jaybird and Mais Recent Developments

Table 120. StrengthTape Basic Information

Table 121. StrengthTape Sports Tapes Product Overview

Table 122. StrengthTape Sports Tapes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 123. StrengthTape Business Overview

Table 124. StrengthTape Recent Developments

Table 125. K-active Basic Information

Table 126. K-active Sports Tapes Product Overview

Table 127. K-active Sports Tapes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 128. K-active Business Overview

- Table 129. K-active Recent Developments
- Table 130. Towatek Korea Basic Information
- Table 131. Towatek Korea Sports Tapes Product Overview
- Table 132. Towatek Korea Sports Tapes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 133. Towatek Korea Business Overview
- Table 134. Towatek Korea Recent Developments
- Table 135. Healixon Basic Information
- Table 136. Healixon Sports Tapes Product Overview
- Table 137. Healixon Sports Tapes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 138. Healixon Business Overview
- Table 139. Healixon Recent Developments
- Table 140. Kindmax Basic Information
- Table 141. Kindmax Sports Tapes Product Overview
- Table 142. Kindmax Sports Tapes Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 143. Kindmax Business Overview
- Table 144. Kindmax Recent Developments
- Table 145. Global Sports Tapes Sales Forecast by Region (2026-2035) & (K Units)
- Table 146. Global Sports Tapes Market Size Forecast by Region (2026-2035) & (M USD)
- Table 147. North America Sports Tapes Sales Forecast by Country (2026-2035) & (K Units)
- Table 148. North America Sports Tapes Market Size Forecast by Country (2026-2035) & (M USD)
- Table 149. Europe Sports Tapes Sales Forecast by Country (2026-2035) & (K Units)
- Table 150. Europe Sports Tapes Market Size Forecast by Country (2026-2035) & (M USD)
- Table 151. Asia Pacific Sports Tapes Sales Forecast by Region (2026-2035) & (K Units)
- Table 152. Asia Pacific Sports Tapes Market Size Forecast by Region (2026-2035) & (M USD)
- Table 153. South America Sports Tapes Sales Forecast by Country (2026-2035) & (K Units)
- Table 154. South America Sports Tapes Market Size Forecast by Country (2026-2035) & (M USD)
- Table 155. Middle East and Africa Sports Tapes Sales Forecast by Country (2026-2035) & (Units)
- Table 156. Middle East and Africa Sports Tapes Market Size Forecast by Country

(2026-2035) & (M USD)

Table 157. Global Sports Tapes Sales Forecast by Type (2026-2035) & (K Units)

Table 158. Global Sports Tapes Market Size Forecast by Type (2026-2035) & (M USD)

Table 159. Global Sports Tapes Price Forecast by Type (2026-2035) & (USD/Unit)

Table 160. Global Sports Tapes Sales (K Units) Forecast by Application (2026-2035)

Table 161. Global Sports Tapes Market Size Forecast by Application (2026-2035) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of Sports Tapes
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Sports Tapes Market Size (M USD), 2025-2035
- Figure 5. Global Sports Tapes Market Size (M USD) (2020-2035)
- Figure 6. Global Sports Tapes Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Sports Tapes Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Sports Tapes Product Life Cycle
- Figure 13. Sports Tapes Sales Share by Manufacturers in 2025
- Figure 14. Global Sports Tapes Revenue Share by Manufacturers in 2025
- Figure 15. Sports Tapes Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Sports Tapes Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Sports Tapes Revenue in 2025
- Figure 18. Industry Chain Map of Sports Tapes
- Figure 19. Global Sports Tapes Market PEST Analysis
- Figure 20. Global Sports Tapes Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Sports Tapes Market Share by Type
- Figure 27. Sales Market Share of Sports Tapes by Type (2020-2025)
- Figure 28. Sales Market Share of Sports Tapes by Type in 2025
- Figure 29. Market Share of Sports Tapes by Type (2020-2025)
- Figure 30. Market Share of Sports Tapes by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Sports Tapes Market Share by Application

- Figure 33. Global Sports Tapes Sales Market Share by Application (2020-2025)
- Figure 34. Global Sports Tapes Sales Market Share by Application in 2025
- Figure 35. Global Sports Tapes Market Share by Application (2020-2025)
- Figure 36. Global Sports Tapes Market Share by Application in 2025
- Figure 37. Global Sports Tapes Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Sports Tapes Sales Market Share by Region (2020-2025)
- Figure 39. Global Sports Tapes Market Size by Region (2020-2025)
- Figure 40. North America Sports Tapes Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Sports Tapes Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Sports Tapes Sales Market Share by Country in 2024
- Figure 43. North America Sports Tapes Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Sports Tapes Market Size by Country in 2024
- Figure 45. U.S. Sports Tapes Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Sports Tapes Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Sports Tapes Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada Sports Tapes Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Sports Tapes Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Sports Tapes Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Sports Tapes Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe Sports Tapes Sales Market Share by Country in 2024
- Figure 53. Europe Sports Tapes Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Sports Tapes Market Size by Country in 2024
- Figure 55. Germany Sports Tapes Sales and Growth Rate (2020-2025) & (K Units)
- Figure 56. Germany Sports Tapes Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Sports Tapes Sales and Growth Rate (2020-2025) & (K Units)
- Figure 58. France Sports Tapes Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Sports Tapes Sales and Growth Rate (2020-2025) & (K Units)
- Figure 60. U.K. Sports Tapes Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Sports Tapes Sales and Growth Rate (2020-2025) & (K Units)
- Figure 62. Italy Sports Tapes Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain Sports Tapes Sales and Growth Rate (2020-2025) & (K Units)
- Figure 64. Spain Sports Tapes Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 65. Asia Pacific Sports Tapes Sales and Growth Rate (K Units)
- Figure 66. Asia Pacific Sports Tapes Sales Market Share by Region in 2024
- Figure 67. Asia Pacific Sports Tapes Market Size by Region in 2024
- Figure 68. China Sports Tapes Sales and Growth Rate (2020-2025) & (K Units)
- Figure 69. China Sports Tapes Market Size and Growth Rate (2020-2025) & (M USD)

- Figure 70. Japan Sports Tapes Sales and Growth Rate (2020-2025) & (K Units)
- Figure 71. Japan Sports Tapes Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 72. South Korea Sports Tapes Sales and Growth Rate (2020-2025) & (K Units)
- Figure 73. South Korea Sports Tapes Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 74. India Sports Tapes Sales and Growth Rate (2020-2025) & (K Units)
- Figure 75. India Sports Tapes Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 76. Southeast Asia Sports Tapes Sales and Growth Rate (2020-2025) & (K Units)
- Figure 77. Southeast Asia Sports Tapes Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 78. South America Sports Tapes Sales and Growth Rate (K Units)
- Figure 79. South America Sports Tapes Sales Market Share by Country in 2024
- Figure 80. South America Sports Tapes Market Size and Growth Rate (M USD)
- Figure 81. South America Sports Tapes Market Size by Country in 2024
- Figure 82. Brazil Sports Tapes Sales and Growth Rate (2020-2025) & (K Units)
- Figure 83. Brazil Sports Tapes Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 84. Argentina Sports Tapes Sales and Growth Rate (2020-2025) & (K Units)
- Figure 85. Argentina Sports Tapes Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 86. Columbia Sports Tapes Sales and Growth Rate (2020-2025) & (K Units)
- Figure 87. Columbia Sports Tapes Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 88. Middle East and Africa Sports Tapes Sales and Growth Rate (K Units)
- Figure 89. Middle East and Africa Sports Tapes Sales Market Share by Region in 2024
- Figure 90. Middle East and Africa Sports Tapes Market Size and Growth Rate (M USD)
- Figure 91. Middle East and Africa Sports Tapes Market Size by Region in 2024
- Figure 92. Saudi Arabia Sports Tapes Sales and Growth Rate (2020-2025) & (K Units)
- Figure 93. Saudi Arabia Sports Tapes Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 94. UAE Sports Tapes Sales and Growth Rate (2020-2025) & (K Units)
- Figure 95. UAE Sports Tapes Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 96. Egypt Sports Tapes Sales and Growth Rate (2020-2025) & (K Units)
- Figure 97. Egypt Sports Tapes Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 98. Nigeria Sports Tapes Sales and Growth Rate (2020-2025) & (K Units)
- Figure 99. Nigeria Sports Tapes Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 100. South Africa Sports Tapes Sales and Growth Rate (2020-2025) & (K Units)
- Figure 101. South Africa Sports Tapes Market Size and Growth Rate (2020-2025) & (M USD)

- Figure 102. Global Sports Tapes Production Market Share by Region (2020-2025)
- Figure 103. North America Sports Tapes Production (K Units) Growth Rate (2020-2025)
- Figure 104. Europe Sports Tapes Production (K Units) Growth Rate (2020-2025)
- Figure 105. Japan Sports Tapes Production (K Units) Growth Rate (2020-2025)
- Figure 106. China Sports Tapes Production (K Units) Growth Rate (2020-2025)
- Figure 107. Global Sports Tapes Sales Forecast by Volume (2020-2035) & (K Units)
- Figure 108. Global Sports Tapes Market Size Forecast by Value (2020-2035) & (M USD)
- Figure 109. Global Sports Tapes Sales Market Share Forecast by Type (2026-2035)
- Figure 110. Global Sports Tapes Market Share Forecast by Type (2026-2035)
- Figure 111. Global Sports Tapes Sales Forecast by Application (2026-2035)
- Figure 112. Global Sports Tapes Market Share Forecast by Application (2026-2035)

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