

Global Washi Tape Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/GF295D5458F0EN.html>

Date: December 2024

Pages: 153

Price: US\$ 2,800.00 (Single User License)

ID: GF295D5458F0EN

Abstracts

Report Overview

Washi tape, a decorative adhesive tape originating from Japan, has gained significant popularity globally for its versatility and aesthetic appeal. This niche product has evolved from traditional paper-based designs to a wide range of patterns, colors, and textures, catering to various crafting, DIY, and decorative purposes. The market positioning of washi tape lies at the intersection of stationery, crafting, and art supplies, appealing to a diverse consumer base ranging from hobbyists to professionals.

The current market size of the global washi tape industry in 2023 stands at approximately USD 130 million. With a projected Compound Annual Growth Rate (CAGR) of 5.8% from 2024 to 2032, the market is expected to reach USD 200 million by the end of the forecast period. Key growth drivers include the growing trend of DIY projects, increasing interest in personalized and customizable products, and the rise of social media platforms that showcase creative uses of washi tape.

Market trends in the washi tape industry reflect the evolving preferences of consumers and the innovative strategies adopted by manufacturers. One prominent trend is the eco-friendly shift towards sustainable materials in washi tape production, aligning with the broader consumer demand for environmentally conscious products. Additionally, collaborations between washi tape brands and artists/designers have led to limited edition collections, driving consumer engagement and brand loyalty.

Another trend shaping the market is the integration of technology, with some manufacturers offering custom printing services for personalized washi tape designs. This customization trend caters to niche markets such as weddings, events, and

corporate branding, expanding the utility of washi tape beyond traditional crafting applications.

In terms of regional market distribution, Asia-Pacific leads the global washi tape market, driven by the product's cultural significance in Japan and South Korea. The region's dominance is further fueled by the presence of key manufacturers and a strong export market. North America and Europe follow closely, with increasing adoption of washi tape in mainstream retail channels and e-commerce platforms. The market dynamics in these regions are influenced by factors such as consumer disposable income, cultural trends, and the presence of established craft and stationery industries.

Despite the positive growth trajectory, the washi tape market faces challenges such as price volatility in raw materials, counterfeit products impacting brand reputation, and the need for continuous product innovation to sustain consumer interest. Overcoming these challenges will require industry players to invest in quality control measures, intellectual property protection, and market research to stay ahead in this competitive landscape.

This report provides a deep insight into the global Washi Tape market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Washi Tape Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Washi Tape market in any manner.

Global Washi Tape Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on

product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

KAMOI KAKOSHI Co.,LTD.(MT Tape?

Washi Mill

3M(Scotch)

Kamiiso

Nishikawa Communications Co. Ltd.(bande)

MARK'S Inc.

Aimez le Style

ROUND TOP

KIKUSUI TAPE CO.,LTD.

Momo Washi

THE WASHI TAPE SHOP

Vibac Group S.p.a.

WashiGang

Alchemy Merch

Market Segmentation (by Type)

Gampi

Mitsumata

Paper Mulberry

Others

Market Segmentation (by Application)

Art

Clothing

Food

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 Washi Tape Market

Overview of the regional outlook of the Washi Tape Market:

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 (USD Billion) 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

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 Washi Tape 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 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 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Washi Tape

1.2 Key Market Segments

1.2.1 Washi Tape Segment by Type

1.2.2 Washi Tape 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 WASHI TAPE MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Washi Tape Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Washi Tape Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 WASHI TAPE MARKET COMPETITIVE LANDSCAPE

3.1 Global Washi Tape Sales by Manufacturers (2019-2024)

3.2 Global Washi Tape Revenue Market Share by Manufacturers (2019-2024)

3.3 Washi Tape Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Washi Tape Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Washi Tape Sales Sites, Area Served, Product Type

3.6 Washi Tape Market Competitive Situation and Trends

3.6.1 Washi Tape Market Concentration Rate

3.6.2 Global 5 and 10 Largest Washi Tape Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 WASHI TAPE INDUSTRY CHAIN ANALYSIS

4.1 Washi Tape 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 WASHI TAPE MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 WASHI TAPE MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Washi Tape Sales Market Share by Type (2019-2024)

6.3 Global Washi Tape Market Size Market Share by Type (2019-2024)

6.4 Global Washi Tape Price by Type (2019-2024)

7 WASHI TAPE MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Washi Tape Market Sales by Application (2019-2024)

7.3 Global Washi Tape Market Size (M USD) by Application (2019-2024)

7.4 Global Washi Tape Sales Growth Rate by Application (2019-2024)

8 WASHI TAPE MARKET SALES BY REGION

8.1 Global Washi Tape Sales by Region

8.1.1 Global Washi Tape Sales by Region

8.1.2 Global Washi Tape Sales Market Share by Region

8.2 Global Washi Tape Market Size by Region

8.2.1 Global Washi Tape Market Size by Region

8.2.2 Global Washi Tape Market Size Market Share by Region

8.3 North America

8.3.1 North America Washi Tape Sales by Country

8.3.2 North America Washi Tape 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 Washi Tape Sales by Country

8.4.2 Europe Washi Tape 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 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Washi Tape Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Washi Tape Market Size by Region

8.6.2 Asia Pacific Washi Tape Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Washi Tape Sales by Country

8.7.2 South America Washi Tape Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Washi Tape Sales by Region

8.8.2 Middle East and Africa Washi Tape Market Size by Region

8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 WASHI TAPE MARKET PRODUCTION BY REGION

- 9.1 Global Production of Washi Tape by Region (2019-2024)
- 9.2 Global Washi Tape Revenue Market Share by Region (2019-2024)
- 9.3 Global Washi Tape Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Washi Tape Production
 - 9.4.1 North America Washi Tape Production Growth Rate (2019-2024)
 - 9.4.2 North America Washi Tape Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Washi Tape Production
 - 9.5.1 Europe Washi Tape Production Growth Rate (2019-2024)
 - 9.5.2 Europe Washi Tape Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Washi Tape Production (2019-2024)
 - 9.6.1 Japan Washi Tape Production Growth Rate (2019-2024)
 - 9.6.2 Japan Washi Tape Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Washi Tape Production (2019-2024)
 - 9.7.1 China Washi Tape Production Growth Rate (2019-2024)
 - 9.7.2 China Washi Tape Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 KAMOI KAKOSHI Co.,LTD.(MT Tape?
 - 10.1.1 KAMOI KAKOSHI Co.,LTD.(MT Tape? Washi Tape Basic Information
 - 10.1.2 KAMOI KAKOSHI Co.,LTD.(MT Tape? Washi Tape Product Overview
 - 10.1.3 KAMOI KAKOSHI Co.,LTD.(MT Tape? Washi Tape Product Market Performance
 - 10.1.4 KAMOI KAKOSHI Co.,LTD.(MT Tape? Business Overview
 - 10.1.5 KAMOI KAKOSHI Co.,LTD.(MT Tape? Washi Tape SWOT Analysis
 - 10.1.6 KAMOI KAKOSHI Co.,LTD.(MT Tape? Recent Developments
- 10.2 Washi Mill
 - 10.2.1 Washi Mill Washi Tape Basic Information
 - 10.2.2 Washi Mill Washi Tape Product Overview
 - 10.2.3 Washi Mill Washi Tape Product Market Performance
 - 10.2.4 Washi Mill Business Overview

- 10.2.5 Washi Mill Washi Tape SWOT Analysis
- 10.2.6 Washi Mill Recent Developments
- 10.3 3M(Scotch)
 - 10.3.1 3M(Scotch) Washi Tape Basic Information
 - 10.3.2 3M(Scotch) Washi Tape Product Overview
 - 10.3.3 3M(Scotch) Washi Tape Product Market Performance
 - 10.3.4 3M(Scotch) Washi Tape SWOT Analysis
 - 10.3.5 3M(Scotch) Business Overview
 - 10.3.6 3M(Scotch) Recent Developments
- 10.4 Kamiiso
 - 10.4.1 Kamiiso Washi Tape Basic Information
 - 10.4.2 Kamiiso Washi Tape Product Overview
 - 10.4.3 Kamiiso Washi Tape Product Market Performance
 - 10.4.4 Kamiiso Business Overview
 - 10.4.5 Kamiiso Recent Developments
- 10.5 Nishikawa Communications Co. Ltd.(bande)
 - 10.5.1 Nishikawa Communications Co. Ltd.(bande) Washi Tape Basic Information
 - 10.5.2 Nishikawa Communications Co. Ltd.(bande) Washi Tape Product Overview
 - 10.5.3 Nishikawa Communications Co. Ltd.(bande) Washi Tape Product Market Performance
 - 10.5.4 Nishikawa Communications Co. Ltd.(bande) Business Overview
 - 10.5.5 Nishikawa Communications Co. Ltd.(bande) Recent Developments
- 10.6 MARK'S Inc.
 - 10.6.1 MARK'S Inc. Washi Tape Basic Information
 - 10.6.2 MARK'S Inc. Washi Tape Product Overview
 - 10.6.3 MARK'S Inc. Washi Tape Product Market Performance
 - 10.6.4 MARK'S Inc. Business Overview
 - 10.6.5 MARK'S Inc. Recent Developments
- 10.7 Aimez le Style
 - 10.7.1 Aimez le Style Washi Tape Basic Information
 - 10.7.2 Aimez le Style Washi Tape Product Overview
 - 10.7.3 Aimez le Style Washi Tape Product Market Performance
 - 10.7.4 Aimez le Style Business Overview
 - 10.7.5 Aimez le Style Recent Developments
- 10.8 ROUND TOP
 - 10.8.1 ROUND TOP Washi Tape Basic Information
 - 10.8.2 ROUND TOP Washi Tape Product Overview
 - 10.8.3 ROUND TOP Washi Tape Product Market Performance
 - 10.8.4 ROUND TOP Business Overview

10.8.5 ROUND TOP Recent Developments

10.9 KIKUSUI TAPE CO.,LTD.

10.9.1 KIKUSUI TAPE CO.,LTD. Washi Tape Basic Information

10.9.2 KIKUSUI TAPE CO.,LTD. Washi Tape Product Overview

10.9.3 KIKUSUI TAPE CO.,LTD. Washi Tape Product Market Performance

10.9.4 KIKUSUI TAPE CO.,LTD. Business Overview

10.9.5 KIKUSUI TAPE CO.,LTD. Recent Developments

10.10 Momo Washi

10.10.1 Momo Washi Washi Tape Basic Information

10.10.2 Momo Washi Washi Tape Product Overview

10.10.3 Momo Washi Washi Tape Product Market Performance

10.10.4 Momo Washi Business Overview

10.10.5 Momo Washi Recent Developments

10.11 THE WASHI TAPE SHOP

10.11.1 THE WASHI TAPE SHOP Washi Tape Basic Information

10.11.2 THE WASHI TAPE SHOP Washi Tape Product Overview

10.11.3 THE WASHI TAPE SHOP Washi Tape Product Market Performance

10.11.4 THE WASHI TAPE SHOP Business Overview

10.11.5 THE WASHI TAPE SHOP Recent Developments

10.12 Vibac Group S.p.a.

10.12.1 Vibac Group S.p.a. Washi Tape Basic Information

10.12.2 Vibac Group S.p.a. Washi Tape Product Overview

10.12.3 Vibac Group S.p.a. Washi Tape Product Market Performance

10.12.4 Vibac Group S.p.a. Business Overview

10.12.5 Vibac Group S.p.a. Recent Developments

10.13 WashiGang

10.13.1 WashiGang Washi Tape Basic Information

10.13.2 WashiGang Washi Tape Product Overview

10.13.3 WashiGang Washi Tape Product Market Performance

10.13.4 WashiGang Business Overview

10.13.5 WashiGang Recent Developments

10.14 Alchemy Merch

10.14.1 Alchemy Merch Washi Tape Basic Information

10.14.2 Alchemy Merch Washi Tape Product Overview

10.14.3 Alchemy Merch Washi Tape Product Market Performance

10.14.4 Alchemy Merch Business Overview

10.14.5 Alchemy Merch Recent Developments

11 WASHI TAPE MARKET FORECAST BY REGION

11.1 Global Washi Tape Market Size Forecast

11.2 Global Washi Tape Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Washi Tape Market Size Forecast by Country

11.2.3 Asia Pacific Washi Tape Market Size Forecast by Region

11.2.4 South America Washi Tape Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Washi Tape by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

12.1 Global Washi Tape Market Forecast by Type (2025-2032)

12.1.1 Global Forecasted Sales of Washi Tape by Type (2025-2032)

12.1.2 Global Washi Tape Market Size Forecast by Type (2025-2032)

12.1.3 Global Forecasted Price of Washi Tape by Type (2025-2032)

12.2 Global Washi Tape Market Forecast by Application (2025-2032)

12.2.1 Global Washi Tape Sales (K Units) Forecast by Application

12.2.2 Global Washi Tape Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

I would like to order

Product name: Global Washi Tape Market Research Report 2024(Status and Outlook)

Product link: <https://marketpublishers.com/r/GF295D5458F0EN.html>

Price: US\$ 2,800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GF295D5458F0EN.html>