

Global Kinesio Tape Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Kinesio Tape market size will reach 342.49 Million USD in 2025 and is projected to reach 519.76 Million USD by 2032, with a CAGR of 6.14% (2025-2032). Notably, the China Kinesio Tape market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Kinesio Tape, or kinesiology tape, is a stretchy and elastic adhesive tape designed to provide support and stability to muscles and joints without restricting movement. Developed by Dr. Kenzo Kase, a Japanese chiropractor, the tape is made from a cotton fabric with an acrylic adhesive that mimics the elasticity of human skin. Kinesio Tape is used in sports medicine and physical therapy to aid in the rehabilitation of injuries, reduce pain, and support muscles during activity. Its unique design allows it to stretch longitudinally and provide a lifting effect on the skin, which is believed to enhance blood circulation and lymphatic drainage. The tape is often applied in specific patterns based on the desired therapeutic outcome. While the scientific evidence supporting its effectiveness is still debated, Kinesio Tape has gained popularity and is commonly seen in various sports and fitness settings as a potential tool for injury prevention and recovery.

The major global manufacturers of Kinesio Tape include Kinesio Taping, KT TAPE, RockTape, SpiderTech, StrengthTape, Mueller, Nitto Denko, K-active, LP Support, Kindmax, Atex Medical, TERA Medical, Healixon, Towatek Korea, Medsport, DL

Medical & Health, GSPMED, Major Medical, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Kinesio Tape. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Kinesio Tape market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Kinesio Tape market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Kinesio Tape industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Kinesio Tape Include:

Kinesio Taping

KT TAPE

RockTape

SpiderTech

StrengthTape

Mueller

Nitto Denko

K-active

LP Support

Kindmax

Atex Medical

TERA Medical

Healixon

Towatek Korea

Medsport

DL Medical & Health

GSPMED

Major Medical

Kinesio Tape Product Segment Include:

Roll Kinesio Tape

Precut Kinesio Tape

Kinesio Tape Product Application Include:

Exclusive Shop

Online Store

Professional Sports

Supermarkets and Pharmacies

Others

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Kinesio Tape Industry PESTEL Analysis

Chapter 3: Global Kinesio Tape Industry Porter's Five Forces Analysis

Chapter 4: Global Kinesio Tape Major Regional Market Size (Revenue, Sales, Price) and Forecast Analysis

Chapter 5: Global Kinesio Tape Market Size and Forecast by Type and Application Analysis

Chapter 6: North America Kinesio Tape Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Kinesio Tape Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Kinesio Tape Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Kinesio Tape Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Kinesio Tape Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa Kinesio Tape Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global Kinesio Tape Competitive Analysis of Key Manufacturers (Sales, Revenue, Market Share, Price, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Sales, Revenue, Price and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

Contents

1 KINESIO TAPE MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 Kinesio Tape Product by Type
 - 1.2.1 Roll Kinesio Tape
 - 1.2.2 Precut Kinesio Tape
- 1.3 Kinesio Tape Product by Application
 - 1.3.1 Exclusive Shop
 - 1.3.2 Online Store
 - 1.3.3 Professional Sports
 - 1.3.4 Supermarkets and Pharmacies
 - 1.3.5 Others
- 1.4 Global Kinesio Tape Market Revenue and Sales Analysis
 - 1.4.1 Global Kinesio Tape Revenue Market Size Analysis (2020-2032)
 - 1.4.2 Global Kinesio Tape Sales Market Size Analysis (2020-2032)
 - 1.4.3 Global Kinesio Tape Market Sales Price Trend Analysis (2020-2032)
- 1.5 Kinesio Tape Industry Trends and Innovation
 - 1.5.1 Kinesio Tape Industry Trends and Innovation
 - 1.5.2 Kinesio Tape Market Drivers and Challenges

2 KINESIO TAPE MARKET PESTEL ANALYSIS

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

3 KINESIO TAPE MARKET PORTER'S FIVE FORCES ANALYSIS

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

4 GLOBAL KINESIO TAPE MARKET ANALYSIS BY REGIONS

- 4.1 Global Kinesio Tape Overall Market: 2024 VS 2025 VS 2032
- 4.2 Global Kinesio Tape Revenue and Forecast Analysis (2020-2032)
 - 4.2.1 Global Kinesio Tape Revenue and Market Share by Region (2020-2025)
 - 4.2.2 Global Kinesio Tape Revenue and Market Share Forecast by Region (2026-2032)
- 4.3 Global Kinesio Tape Sales and Forecast Analysis (2020-2032)
 - 4.3.1 Global Kinesio Tape Sales and Market Share by Region (2020-2025)
 - 4.3.2 Global Kinesio Tape Sales and Market Share Forecast by Region (2026-2032)
- 4.4 Global Kinesio Tape Sales Price Trend Analysis (2020-2032)

5 GLOBAL KINESIO TAPE MARKET SIZE BY TYPE AND APPLICATION

- 5.1 Global Kinesio Tape Market Size by Type
 - 5.1.1 Global Kinesio Tape Revenue and Forecast Analysis by Type (2020-2032)
 - 5.1.2 Global Kinesio Tape Sales and Forecast Analysis by Type (2020-2032)
- 5.2 Global Kinesio Tape Market Size by Application
 - 5.2.1 Global Kinesio Tape Revenue and Forecast Analysis by Application (2020-2032)
 - 5.2.2 Global Kinesio Tape Sales and Forecast Analysis by Application (2020-2032)

6 NORTH AMERICA

- 6.1 North America Kinesio Tape Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Manufacturers Analysis
- 6.3 North America Kinesio Tape Market Size by Type
 - 6.3.1 North America Kinesio Tape Sales by Type (2020-2032)
 - 6.3.2 North America Kinesio Tape Revenue by Type (2020-2032)
- 6.4 North America Kinesio Tape Market Size by Application
 - 6.4.1 North America Kinesio Tape Sales by Application (2020-2032)
 - 6.4.2 North America Kinesio Tape Revenue by Application (2020-2032)
- 6.5 North America Kinesio Tape Market Size by Country
 - 6.5.1 US
 - 6.5.2 Canada

7 EUROPE

- 7.1 Europe Kinesio Tape Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Manufacturers Analysis

7.3 Europe Kinesio Tape Market Size by Type

7.3.1 Europe Kinesio Tape Sales by Type (2020-2032)

7.3.2 Europe Kinesio Tape Revenue by Type (2020-2032)

7.4 Europe Kinesio Tape Market Size by Application

7.4.1 Europe Kinesio Tape Sales by Application (2020-2032)

7.4.2 Europe Kinesio Tape Revenue by Application (2020-2032)

7.5 Europe Kinesio Tape Market Size by Country

7.5.1 Germany

7.5.2 France

7.5.3 United Kingdom

7.5.4 Italy

7.5.5 Spain

7.5.6 Benelux

8 CHINA

8.1 China Kinesio Tape Market Size and Growth Rate Analysis (2020-2032)

8.2 China Key Manufacturers Analysis

8.3 China Kinesio Tape Market Size by Type

8.3.1 China Kinesio Tape Sales by Type (2020-2032)

8.3.2 China Kinesio Tape Revenue by Type (2020-2032)

8.4 China Kinesio Tape Market Size by Application

8.4.1 China Kinesio Tape Sales by Application (2020-2032)

8.4.2 China Kinesio Tape Revenue by Application (2020-2032)

9 APAC (EXCL. CHINA)

9.1 APAC (excl. China) Kinesio Tape Market Size and Growth Rate Analysis (2020-2032)

9.2 APAC (excl. China) Key Manufacturers Analysis

9.3 APAC (excl. China) Kinesio Tape Market Size by Type

9.3.1 APAC (excl. China) Kinesio Tape Sales by Type (2020-2032)

9.3.2 APAC (excl. China) Kinesio Tape Revenue by Type (2020-2032)

9.4 APAC (excl. China) Kinesio Tape Market Size by Application

9.4.1 APAC (excl. China) Kinesio Tape Sales by Application (2020-2032)

9.4.2 APAC (excl. China) Kinesio Tape Revenue by Application (2020-2032)

9.5 APAC (excl. China) Kinesio Tape Market Size by Country

9.5.1 Japan

9.5.2 South Korea

- 9.5.3 India
- 9.5.4 Australia
- 9.5.5 Southeast Asia

10 LATIN AMERICA

- 10.1 Latin America Kinesio Tape Market Size and Growth Rate Analysis (2020-2032)
- 10.2 Latin America Key Manufacturers Analysis
- 10.3 Latin America Kinesio Tape Market Size by Type
 - 10.3.1 Latin America Kinesio Tape Sales by Type (2020-2032)
 - 10.3.2 Latin America Kinesio Tape Revenue by Type (2020-2032)
- 10.4 Latin America Kinesio Tape Market Size by Application
 - 10.4.1 Latin America Kinesio Tape Sales by Application (2020-2032)
 - 10.4.2 Latin America Kinesio Tape Revenue by Application (2020-2032)
- 10.5 Latin America Kinesio Tape Market Size by Country
- 10.6 Latin America Kinesio Tape Market Size by Country
 - 10.6.1 Mexico
 - 10.6.2 Brazil

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Kinesio Tape Market Size and Growth Rate Analysis (2020-2032)
- 11.2 Middle East & Africa Key Manufacturers Analysis
- 11.3 Middle East & Africa Kinesio Tape Market Size by Type
 - 11.3.1 Middle East & Africa Kinesio Tape Sales by Type (2020-2032)
 - 11.3.2 Middle East & Africa Kinesio Tape Revenue by Type (2020-2032)
- 11.4 Middle East & Africa Kinesio Tape Market Size by Application
 - 11.4.1 Middle East & Africa Kinesio Tape Sales by Application (2020-2032)
 - 11.4.2 Middle East & Africa Kinesio Tape Revenue by Application (2020-2032)
- 11.5 Middle East Kinesio Tape Market Size by Country
 - 11.5.1 Saudi Arabia
 - 11.5.2 South Africa

12 COMPETITION BY MANUFACTURERS

- 12.1 Global Kinesio Tape Market Sales, Revenue and Price by Key Manufacturers (2021-2025)
 - 12.1.1 Global Kinesio Tape Market Sales by Key Manufacturers (2021-2025)

- 12.1.2 Global Kinesio Tape Market Revenue by Key Manufacturers (2021-2025)
- 12.1.3 Global Kinesio Tape Average Sales Price by Manufacturers (2021-2025)
- 12.2 Kinesio Tape Competitive Landscape Analysis and Market Dynamic
 - 12.2.1 Kinesio Tape Competitive Landscape Analysis
 - 12.2.2 Global Key Manufacturers Headquarter Location and Key Area Sales
 - 12.2.3 Market Dynamic

13 KEY COMPANIES ANALYSIS

13.1 Kinesio Taping

- 13.1.1 Kinesio Taping Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.1.2 Kinesio Taping Kinesio Tape Product Portfolio
- 13.1.3 Kinesio Taping Kinesio Tape Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.2 KT TAPE

- 13.2.1 KT TAPE Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.2.2 KT TAPE Kinesio Tape Product Portfolio
- 13.2.3 KT TAPE Kinesio Tape Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.3 RockTape

- 13.3.1 RockTape Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.3.2 RockTape Kinesio Tape Product Portfolio
- 13.3.3 RockTape Kinesio Tape Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.4 SpiderTech

- 13.4.1 SpiderTech Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.4.2 SpiderTech Kinesio Tape Product Portfolio
- 13.4.3 SpiderTech Kinesio Tape Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.5 StrengthTape

- 13.5.1 StrengthTape Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.5.2 StrengthTape Kinesio Tape Product Portfolio
- 13.5.3 StrengthTape Kinesio Tape Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.6 Mueller

13.6.1 Mueller Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.6.2 Mueller Kinesio Tape Product Portfolio

13.6.3 Mueller Kinesio Tape Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.7 Nitto Denko

13.7.1 Nitto Denko Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.7.2 Nitto Denko Kinesio Tape Product Portfolio

13.7.3 Nitto Denko Kinesio Tape Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.8 K-active

13.8.1 K-active Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.8.2 K-active Kinesio Tape Product Portfolio

13.8.3 K-active Kinesio Tape Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.9 LP Support

13.9.1 LP Support Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.9.2 LP Support Kinesio Tape Product Portfolio

13.9.3 LP Support Kinesio Tape Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.10 Kindmax

13.10.1 Kindmax Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.10.2 Kindmax Kinesio Tape Product Portfolio

13.10.3 Kindmax Kinesio Tape Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.11 Atex Medical

13.11.1 Atex Medical Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.11.2 Atex Medical Kinesio Tape Product Portfolio

13.11.3 Atex Medical Kinesio Tape Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.12 TERA Medical

13.12.1 TERA Medical Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

- 13.12.2 TERA Medical Kinesio Tape Product Portfolio
- 13.12.3 TERA Medical Kinesio Tape Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.13 Healixon
 - 13.13.1 Healixon Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.13.2 Healixon Kinesio Tape Product Portfolio
 - 13.13.3 Healixon Kinesio Tape Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.14 Towatek Korea
 - 13.14.1 Towatek Korea Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.14.2 Towatek Korea Kinesio Tape Product Portfolio
 - 13.14.3 Towatek Korea Kinesio Tape Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.15 Medsport
 - 13.15.1 Medsport Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.15.2 Medsport Kinesio Tape Product Portfolio
 - 13.15.3 Medsport Kinesio Tape Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.16 DL Medical & Health
 - 13.16.1 DL Medical & Health Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.16.2 DL Medical & Health Kinesio Tape Product Portfolio
 - 13.16.3 DL Medical & Health Kinesio Tape Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.17 GSPMED
 - 13.17.1 GSPMED Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.17.2 GSPMED Kinesio Tape Product Portfolio
 - 13.17.3 GSPMED Kinesio Tape Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.18 Major Medical
 - 13.18.1 Major Medical Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.18.2 Major Medical Kinesio Tape Product Portfolio
 - 13.18.3 Major Medical Kinesio Tape Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

14 INDUSTRY CHAIN ANALYSIS

- 14.1 Kinesio Tape Industry Chain Analysis
- 14.2 Kinesio Tape Industry Raw Material and Suppliers Analysis
 - 14.2.1 Kinesio Tape Key Raw Material Supply Analysis
 - 14.2.2 Raw Material Suppliers and Contact Information
- 14.3 Kinesio Tape Typical Downstream Customers
- 14.4 Kinesio Tape Sales Channel Analysis

15 RESEARCH FINDINGS AND CONCLUSION

16 METHODOLOGY AND DATA SOURCE

- 16.1 Methodology/Research Approach
- 16.2 Research Scope
- 16.3 Benchmarks and Assumptions
- 16.4 Data Source
 - 16.4.1 Primary Sources
 - 16.4.2 Secondary Sources
- 16.5 Data Cross Validation
- 16.6 Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Global Kinesio Tape Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Kinesio Tape Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Kinesio Tape Industry Development Status

Table 4: Kinesio Tape Industry Development Trends

Table 5: Global Kinesio Tape Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global Kinesio Tape Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global Kinesio Tape Revenue Market Share by Region (2020-2025)

Table 8: Global Kinesio Tape Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global Kinesio Tape Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Kinesio Tape Sales by Region (2020-2025) & (K Pcs)

Table 11: Global Kinesio Tape Sales Market Share by Region (2020-2025)

Table 12: Global Kinesio Tape Sales Forecast by Region (2026-2032) & (K Pcs)

Table 13: Global Kinesio Tape Sales Market Share Forecast by Region (2026-2032)

Table 14: Global Kinesio Tape Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 15: Global Kinesio Tape Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 16: Global Kinesio Tape Sales Analysis by Type (2020-2025) & (K Pcs)

Table 17: Global Kinesio Tape Sales Analysis Forecast by Type (2026-2032) & (K Pcs)

Table 18: Global Kinesio Tape Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 19: Global Kinesio Tape Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 20: Global Kinesio Tape Sales Analysis by Application (2020-2025) & (K Pcs)

Table 21: Global Kinesio Tape Sales Analysis Forecast by Application (2026-2032) & (K Pcs)

Table 22: Key Kinesio Tape Players in North America

Table 23: North America Kinesio Tape Sales by Type (2020-2025) & (K Pcs)

Table 24: North America Kinesio Tape Sales by Type (2026-2032) & (K Pcs)

Table 25: North America Kinesio Tape Revenue by Type (2020-2025) & (US\$ Million)

Table 26: North America Kinesio Tape Revenue by Type (2026-2032) & (US\$ Million)

Table 27: North America Kinesio Tape Sales by Application (2020-2025) & (K Pcs)

Table 28: North America Kinesio Tape Sales by Application (2026-2032) & (K Pcs)

Table 29: North America Kinesio Tape Revenue by Application (2020-2025) & (US\$ Million)

Table 30: North America Kinesio Tape Revenue by Application (2026-2032) & (US\$ Million)

Table 31: North America Kinesio Tape Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 32: North America Kinesio Tape Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 33: North America Kinesio Tape Sales Market Size by Country (2020-2025) & (K Pcs)

Table 34: North America Kinesio Tape Sales Market Size by Country (2026-2032) & (K Pcs)

Table 35: Key Kinesio Tape Players in Europe

Table 36: Europe Kinesio Tape Sales by Type (2020-2025) & (K Pcs)

Table 37: Europe Kinesio Tape Sales by Type (2026-2032) & (K Pcs)

Table 38: Europe Kinesio Tape Revenue by Type (2020-2025) & (US\$ Million)

Table 39: Europe Kinesio Tape Revenue by Type (2026-2032) & (US\$ Million)

Table 40: Europe Kinesio Tape Sales by Application (2020-2025) & (K Pcs)

Table 41: Europe Kinesio Tape Sales by Application (2026-2032) & (K Pcs)

Table 42: Europe Kinesio Tape Revenue by Application (2020-2025) & (US\$ Million)

Table 43: Europe Kinesio Tape Revenue by Application (2026-2032) & (US\$ Million)

Table 44: Europe Kinesio Tape Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 45: Europe Kinesio Tape Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 46: Europe Kinesio Tape Sales Market Size by Country (2020-2025) & (K Pcs)

Table 47: Europe Kinesio Tape Sales Market Size Forecast by Country (2026-2032) & (K Pcs)

Table 48: Key Kinesio Tape Players in China

Table 49: China Kinesio Tape Sales by Type (2020-2025) & (K Pcs)

Table 50: China Kinesio Tape Sales by Type (2026-2032) & (K Pcs)

Table 51: China Kinesio Tape Revenue by Type (2020-2025) & (US\$ Million)

Table 52: China Kinesio Tape Revenue by Type (2026-2032) & (US\$ Million)

Table 53: China Kinesio Tape Sales by Application (2020-2025) & (K Pcs)

Table 54: China Kinesio Tape Sales by Application (2026-2032) & (K Pcs)

Table 55: China Kinesio Tape Revenue by Application (2020-2025) & (US\$ Million)

Table 56: China Kinesio Tape Revenue by Application (2026-2032) & (US\$ Million)

Table 57: Key Kinesio Tape Players in APAC (excl. China)

Table 58: APAC (excl. China) Kinesio Tape Sales by Type (2020-2025) & (K Pcs)

Table 59: APAC (excl. China) Kinesio Tape Sales by Type (2026-2032) & (K Pcs)

Table 60: APAC (excl. China) Kinesio Tape Revenue by Type (2020-2025) & (US\$ Million)

Table 61: APAC (excl. China) Kinesio Tape Revenue by Type (2026-2032) & (US\$ Million)

Table 62: APAC (excl. China) Kinesio Tape Sales by Application (2020-2025) & (K Pcs)

Table 63: APAC (excl. China) Kinesio Tape Sales by Application (2026-2032) & (K Pcs)

Table 64: APAC (excl. China) Kinesio Tape Revenue by Application (2020-2025) & (US\$ Million)

Table 65: APAC (excl. China) Kinesio Tape Revenue by Application (2026-2032) & (US\$ Million)

Table 66: APAC (excl. China) Kinesio Tape Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 67: APAC (excl. China) Kinesio Tape Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 68: APAC (excl. China) Kinesio Tape Sales Market Size by Country (2020-2025) & (K Pcs)

Table 69: APAC (excl. China) Kinesio Tape Sales Market Size Forecast by Country (2026-2032) & (K Pcs)

Table 70: Key Kinesio Tape Players in Latin America

Table 71: Latin America Kinesio Tape Sales by Type (2020-2025) & (K Pcs)

Table 72: Latin America Kinesio Tape Sales by Type (2026-2032) & (K Pcs)

Table 73: Latin America Kinesio Tape Revenue by Type (2020-2025) & (US\$ Million)

Table 74: Latin America Kinesio Tape Revenue by Type (2026-2032) & (US\$ Million)

Table 75: Latin America Kinesio Tape Sales by Application (2020-2025) & (K Pcs)

Table 76: Latin America Kinesio Tape Sales by Application (2026-2032) & (K Pcs)

Table 77: Latin America Kinesio Tape Revenue by Application (2020-2025) & (US\$ Million)

Table 78: Latin America Kinesio Tape Revenue by Application (2026-2032) & (US\$ Million)

Table 79: Latin America Kinesio Tape Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 80: Latin America Kinesio Tape Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 81: Latin America Kinesio Tape Sales Market Size by Country (2020-2025) & (K Pcs)

Table 82: Latin America Kinesio Tape Sales Market Size Forecast by Country (2026-2032) & (K Pcs)

Table 83: Key Kinesio Tape Players in Middle East & Africa

Table 84: Middle East & Africa Kinesio Tape Sales by Type (2020-2025) & (K Pcs)

Table 85: Middle East & Africa Kinesio Tape Sales by Type (2026-2032) & (K Pcs)

Table 86: Middle East & Africa Kinesio Tape Revenue by Type (2020-2025) & (US\$ Million)

Table 87: Middle East & Africa Kinesio Tape Revenue by Type (2026-2032) & (US\$ Million)

Table 88: Middle East & Africa Kinesio Tape Sales by Application (2020-2025) & (K Pcs)

Table 89: Middle East & Africa Kinesio Tape Sales by Application (2026-2032) & (K Pcs)

Table 90: Middle East & Africa Kinesio Tape Revenue by Application (2020-2025) & (US\$ Million)

Table 91: Middle East & Africa Kinesio Tape Revenue by Application (2026-2032) & (US\$ Million)

Table 92: Middle East & Africa Kinesio Tape Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 93: Middle East & Africa Kinesio Tape Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 94: Middle East & Africa Kinesio Tape Sales Market Size by Country (2020-2025) & (K Pcs)

Table 95: Middle East & Africa Kinesio Tape Sales Market Size Forecast by Country (2026-2032) & (K Pcs)

Table 96: Global Kinesio Tape Market Sales by Key Manufacturers (2021-2025) & (K Pcs)

Table 97: Global Kinesio Tape Sales Market Share by Key Manufacturers (2021-2025)

Table 98: Global Kinesio Tape Market Revenue by Key Manufacturers (2021-2025) & (US\$ Million)

Table 99: Global Kinesio Tape Revenue Market Share by Key Manufacturers (2021-2025)

Table 100: Global Average Sales Price by Manufacturers (2021-2025) & (USD/Pcs)

Table 101: Global Key Manufacturers Headquarter Location and Key Area Sales

Table 102: Market Mergers & Acquisitions, Expansion

Table 103: Kinesio Taping Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 104: Kinesio Taping Kinesio Tape Product Portfolio

Table 105: Kinesio Taping Kinesio Tape Revenue (US\$ Million), Sales (K Pcs), Price (USD/Pcs), Gross Margin and Market Share (2021-2025)

Table 106: KT TAPE Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 107: KT TAPE Kinesio Tape Product Portfolio

Table 108: KT TAPE Kinesio Tape Revenue (US\$ Million), Sales (K Pcs), Price (USD/Pcs), Gross Margin and Market Share (2021-2025)

Table 109: RockTape Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 110: RockTape Kinesio Tape Product Portfolio

Table 111: RockTape Kinesio Tape Revenue (US\$ Million), Sales (K Pcs), Price (USD/Pcs), Gross Margin and Market Share (2021-2025)

Table 112: SpiderTech Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 113: SpiderTech Kinesio Tape Product Portfolio

Table 114: SpiderTech Kinesio Tape Revenue (US\$ Million), Sales (K Pcs), Price (USD/Pcs), Gross Margin and Market Share (2021-2025)

Table 115: StrengthTape Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 116: StrengthTape Kinesio Tape Product Portfolio

Table 117: StrengthTape Kinesio Tape Revenue (US\$ Million), Sales (K Pcs), Price (USD/Pcs), Gross Margin and Market Share (2021-2025)

Table 118: Mueller Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 119: Mueller Kinesio Tape Product Portfolio

Table 120: Mueller Kinesio Tape Revenue (US\$ Million), Sales (K Pcs), Price (USD/Pcs), Gross Margin and Market Share (2021-2025)

Table 121: Nitto Denko Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 122: Nitto Denko Kinesio Tape Product Portfolio

Table 123: Nitto Denko Kinesio Tape Revenue (US\$ Million), Sales (K Pcs), Price (USD/Pcs), Gross Margin and Market Share (2021-2025)

Table 124: K-active Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 125: K-active Kinesio Tape Product Portfolio

Table 126: K-active Kinesio Tape Revenue (US\$ Million), Sales (K Pcs), Price (USD/Pcs), Gross Margin and Market Share (2021-2025)

Table 127: LP Support Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 128: LP Support Kinesio Tape Product Portfolio

Table 129: LP Support Kinesio Tape Revenue (US\$ Million), Sales (K Pcs), Price (USD/Pcs), Gross Margin and Market Share (2021-2025)

Table 130: Kindmax Basic Company Profile (Employees, Areas Service, Competitors

and Contact Information)

Table 131: Kindmax Kinesio Tape Product Portfolio

Table 132: Kindmax Kinesio Tape Revenue (US\$ Million), Sales (K Pcs), Price (USD/Pcs), Gross Margin and Market Share (2021-2025)

Table 133: Atex Medical Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 134: Atex Medical Kinesio Tape Product Portfolio

Table 135: Atex Medical Kinesio Tape Revenue (US\$ Million), Sales (K Pcs), Price (USD/Pcs), Gross Margin and Market Share (2021-2025)

Table 136: TERA Medical Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 137: TERA Medical Kinesio Tape Product Portfolio

Table 138: TERA Medical Kinesio Tape Revenue (US\$ Million), Sales (K Pcs), Price (USD/Pcs), Gross Margin and Market Share (2021-2025)

Table 139: Healixon Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 140: Healixon Kinesio Tape Product Portfolio

Table 141: Healixon Kinesio Tape Revenue (US\$ Million), Sales (K Pcs), Price (USD/Pcs), Gross Margin and Market Share (2021-2025)

Table 142: Towatek Korea Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 143: Towatek Korea Kinesio Tape Product Portfolio

Table 144: Towatek Korea Kinesio Tape Revenue (US\$ Million), Sales (K Pcs), Price (USD/Pcs), Gross Margin and Market Share (2021-2025)

Table 145: Medsport Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 146: Medsport Kinesio Tape Product Portfolio

Table 147: Medsport Kinesio Tape Revenue (US\$ Million), Sales (K Pcs), Price (USD/Pcs), Gross Margin and Market Share (2021-2025)

Table 148: DL Medical & Health Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 149: DL Medical & Health Kinesio Tape Product Portfolio

Table 150: DL Medical & Health Kinesio Tape Revenue (US\$ Million), Sales (K Pcs), Price (USD/Pcs), Gross Margin and Market Share (2021-2025)

Table 151: GSPMED Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 152: GSPMED Kinesio Tape Product Portfolio

Table 153: GSPMED Kinesio Tape Revenue (US\$ Million), Sales (K Pcs), Price (USD/Pcs), Gross Margin and Market Share (2021-2025)

Table 154: Major Medical Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 155: Major Medical Kinesio Tape Product Portfolio

Table 156: Major Medical Kinesio Tape Revenue (US\$ Million), Sales (K Pcs), Price (USD/Pcs), Gross Margin and Market Share (2021-2025)

Table 157: Upstream Key Raw Material Price List

Table 158: Kinesio Tape Raw Material Suppliers and Contact Information

Table 159: Kinesio Tape Typical Customer List

Table 160: Kinesio Tape Distributors List

List Of Figures

LIST OF FIGURES

Figure 1: Kinesio Tape Product Pictures

Figure 2: Roll Kinesio Tape Picture Scope

Figure 3: Precut Kinesio Tape Picture Scope

Figure 4: Exclusive Shop Picture Scope

Figure 5: Online Store Picture Scope

Figure 6: Professional Sports Picture Scope

Figure 7: Supermarkets and Pharmacies Picture Scope

Figure 8: Others Picture Scope

Figure 9: Global Kinesio Tape Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 10: Global Kinesio Tape Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 11: Global Kinesio Tape Market Sales and Growth Rate Analysis (2020-2032) & (K Pcs)

Figure 12: Global Kinesio Tape Market Price Trend Analysis (2020-2032) & (USD/Pcs)

Figure 13: Global Kinesio Tape Market Size by Region (2020-2032) & (US\$ Million)

Figure 14: Global Kinesio Tape Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 15: Global Kinesio Tape Sales Price by Region (2020-2032) & (K Pcs)

Figure 16: North America Kinesio Tape Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 17: North America Kinesio Tape Revenue Market Share by Players in 2024

Figure 18: North America Kinesio Tape Sales Market Share by Type (2020-2032)

Figure 19: North America Kinesio Tape Revenue Market Share by Type (2020-2032)

Figure 20: North America Kinesio Tape Sales Market Share by Application (2020-2032)

Figure 21: North America Kinesio Tape Revenue Market Share by Application (2020-2032)

Figure 22: US Kinesio Tape Revenue (2020-2032) & (US\$ Million)

Figure 23: Canada Kinesio Tape Revenue (2020-2032) & (US\$ Million)

Figure 24: Europe Kinesio Tape Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 25: Europe Kinesio Tape Revenue Market Share by Players in 2024

Figure 26: Europe Kinesio Tape Sales Market Share by Type (2020-2032)

Figure 27: Europe Kinesio Tape Revenue Market Share by Type (2020-2032)

Figure 28: Europe Kinesio Tape Sales Market Share by Application (2020-2032)

- Figure 29:Europe Kinesio Tape Revenue Market Share by Application (2020-2032)
- Figure 30:Germany Kinesio Tape Revenue (2020-2032) & (US\$ Million)
- Figure 31:France Kinesio Tape Revenue (2020-2032) & (US\$ Million)
- Figure 32:United Kingdom Kinesio Tape Revenue (2020-2032) & (US\$ Million)
- Figure 33:Italy Kinesio Tape Revenue (2020-2032) & (US\$ Million)
- Figure 34:Spain Kinesio Tape Revenue (2020-2032) & (US\$ Million)
- Figure 35:Benelux Kinesio Tape Revenue (2020-2032) & (US\$ Million)
- Figure 36:China Kinesio Tape Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 37:China Kinesio Tape Revenue Market Share by Players in 2024
- Figure 38:China Kinesio Tape Sales Market Share by Type (2020-2032)
- Figure 39:China Kinesio Tape Revenue Market Share by Type (2020-2032)
- Figure 40:China Kinesio Tape Sales Market Share by Application (2020-2032)
- Figure 41:China Kinesio Tape Revenue Market Share by Application (2020-2032)
- Figure 42:APAC (excl. China) Kinesio Tape Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 43:APAC (excl. China) Kinesio Tape Revenue Market Share by Players in 2024
- Figure 44:APAC (excl. China) Kinesio Tape Sales Market Share by Type (2020-2032)
- Figure 45:APAC (excl. China) Kinesio Tape Revenue Market Share by Type (2020-2032)
- Figure 46:APAC (excl. China) Kinesio Tape Sales Market Share by Application (2020-2032)
- Figure 47:APAC (excl. China) Kinesio Tape Revenue Market Share by Application (2020-2032)
- Figure 48:Japan Kinesio Tape Revenue (2020-2032) & (US\$ Million)
- Figure 49:South Korea Kinesio Tape Revenue (2020-2032) & (US\$ Million)
- Figure 50:India Kinesio Tape Revenue (2020-2032) & (US\$ Million)
- Figure 51:Australia Kinesio Tape Revenue (2020-2032) & (US\$ Million)
- Figure 52:Southeast Asia Kinesio Tape Revenue (2020-2032) & (US\$ Million)
- Figure 53:Latin America Kinesio Tape Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 54:Latin America Kinesio Tape Revenue Market Share by Players in 2024
- Figure 55:Latin America Kinesio Tape Sales Market Share by Type (2020-2032)
- Figure 56:Latin America Kinesio Tape Revenue Market Share by Type (2020-2032)
- Figure 57:Latin America Kinesio Tape Sales Market Share by Application (2020-2032)
- Figure 58:Latin America Kinesio Tape Revenue Market Share by Application (2020-2032)
- Figure 59:Mexico Kinesio Tape Revenue (2020-2032) & (US\$ Million)
- Figure 60:Brazil Kinesio Tape Revenue (2020-2032) & (US\$ Million)

Figure 61: Middle East & Africa Kinesio Tape Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 62: Middle East & Africa Kinesio Tape Revenue Market Share by Players in 2024

Figure 63: Middle East & Africa Kinesio Tape Sales Market Share by Type (2020-2032)

Figure 64: Middle East & Africa Kinesio Tape Revenue Market Share by Type (2020-2032)

Figure 65: Middle East & Africa Kinesio Tape Sales Market Share by Application (2020-2032)

Figure 66: Middle East & Africa Kinesio Tape Revenue Market Share by Application (2020-2032)

Figure 67: Saudi Arabia Kinesio Tape Revenue (2020-2032) & (US\$ Million)

Figure 68: South Africa Kinesio Tape Revenue (2020-2032) & (US\$ Million)

Figure 69: Global Kinesio Tape Sales Market Share by Key Manufacturers in 2024

Figure 70: Global Kinesio Tape Revenue Market Share by Key Manufacturers in 2024

Figure 71: Global Kinesio Tape Industry Competition Landscape

Figure 72: Kinesio Tape Industry Chain Analysis

Figure 73: Bottom-Up and Top-Down Research Methods

Figure 74: Key Interview Objectives

Figure 75: Data Cross Validation

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