

Global Athletic Tape Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Athletic Tape market size was valued at USD 524.8 million in 2023 and is forecast to a readjusted size of USD 929.9 million by 2030 with a CAGR of 8.5% during review period.

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.

Global Athletic Tape key players include 3M, Kinesio Taping, SpiderTech, Johnson & Johnson, KT TAPE, etc. Global top five manufacturers hold a share over 30%.

North America is the largest market, with a share over 35%, followed by Europe, and Asia-Pacific, both have a share about 50 percent.

In terms of product, Roll Tape is the largest segment, with a share over 80%. And in terms of application, the largest application is Sports Franchised Store, followed by Pharmacy and Drugstore, Hospital, Physiotherapy and Chiropractic, Online Shop, etc.

The Global Info Research report includes an overview of the development of the Athletic Tape industry chain, the market status of Pharmacy and Drugstore (Roll Tape, Pre-cut

Bandage), Online Shop (Roll Tape, Pre-cut Bandage), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Athletic Tape.

Regionally, the report analyzes the Athletic Tape markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Athletic Tape market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Athletic Tape market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Athletic Tape industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Roll Tape, Pre-cut Bandage).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Athletic Tape market.

Regional Analysis: The report involves examining the Athletic Tape market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Athletic Tape market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Athletic Tape:

Company Analysis: Report covers individual Athletic Tape manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Athletic Tape. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Pharmacy and Drugstore, Online Shop).

Technology Analysis: Report covers specific technologies relevant to Athletic Tape. It assesses the current state, advancements, and potential future developments in Athletic Tape areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Athletic Tape market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Athletic Tape market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Roll Tape

Pre-cut Bandage

Market segment by Application

Pharmacy and Drugstore

Online Shop

Sports Franchised Store

Hospital, Physiotherapy and Chiropractic

Others

Major players covered

Kinesio Taping

3M

SpiderTech

KT TAPE

Johnson & Johnson

RockTape

Jaybird & Mais

Mueller

StrengthTape

Atex Medical

Towatek Korea

K-active

Healixon

LP Support

TERA Medical

Kindmax

DL Medical&Health

Socko

Medsport

GSPMED

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Athletic Tape product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Athletic Tape, with price, sales, revenue and global market share of Athletic Tape from 2019 to 2024.

Chapter 3, the Athletic Tape competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Athletic Tape breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Athletic Tape market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Athletic Tape.

Chapter 14 and 15, to describe Athletic Tape sales channel, distributors, customers, research findings and conclusion.

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