

Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Kinesiology Tape Market 2018, Forecast to 2023

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Abstracts

Kinesiology Tape was invented by Kenzo Kase in 1979. It is a type of thin, elastic cotton tape that can stretch up to 140% of its original length. Compared with conventional tape, Kinesiology Tape is more elastic and less mechanism constraints.

Scope of the Report:

This report focuses on the Kinesiology Tape in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

There is a very obvious OEM phenomenon in kinesiology tape industry. China as the Asian representation region is the main OEM kinesiology tape manufacturing country. Due to China's relatively low labor costs, raw material costs, the prices of OEM product are very low. But the OEM factory's own brand sales are very poor due to its unknown brand.

The industry is currently in the developing stage. The next five years, the growth rate of the Kinesiology Tape consumption will show a smooth down curve. The slow downward trend in recent years will maintain in the future. As competition intensifies, prices will also show a downward trend. Similarly, there will be fluctuation in gross margin.

Proposal to increase the use of product publicity and free courses investment, expand product awareness, to help consumers use the product correctly to play the original effect.

The worldwide market for Kinesiology Tape is expected to grow at a CAGR of roughly 8.5% over the next five years, will reach 290 million US\$ in 2023, from 180 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Kinesio Taping

KT TAPE

SpiderTech

RockTape

StrengthTape

K-active

Towatek Korea

Atex Medical

TERA Medical

Nitto Denko

Healixon

LP Support

Mueller

Kindmax

DL Medical & Health

Socko

Medsport

GSPMED

Major Medical

Raphael

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

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

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Roll Form

Pre-cut Shape

Market Segment by Applications, can be divided into

Pharmacy & Drugstore

Sporting Goods Store

Hospital & Physiotherapy & Chiropractic

Online

Other

There are 15 Chapters to deeply display the global Kinesiology Tape market. Chapter 1, to describe Kinesiology Tape Introduction, product scope, market overview,

market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Kinesiology Tape, with sales, revenue, and price of Kinesiology Tape, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Kinesiology Tape, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Kinesiology Tape market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Kinesiology Tape sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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