

# Global Kinesiology 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 Kinesiology Tape market size was valued at USD 189.9 million in 2023 and is forecast to a readjusted size of USD 328.4 million by 2030 with a CAGR of 8.1% during review period.

Kinesiology Tape is mainly developed for the treatment of joint and muscle pain. It is widely used in sports health care and protection. Most of the users are athletes, and the medical community has begun to use it to treat joint diseases. Fitness enthusiasts who don't exercise often but suffer from joint pain can also relieve the pain through the application of intramuscular patch.

At the regional level, China's market has changed rapidly in the past few years, accounting for about 10% of the global market. From the production side, the global Kinesiology Tapes are mainly produced in China, Japan and South Korea, while North America and European countries mainly rely on OEM to import.

At present, the world's major manufacturers include Kinesio Taping, KT Tape, Rocktape, Spidertech and Strongttape. The share of top 10 major manufacturers is more than 53%.

The Global Info Research report includes an overview of the development of the Kinesiology Tape industry chain, the market status of Exclusive Shop (Roll Type, Precut Type), Online Store (Roll Type, Precut Type), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Kinesiology Tape.

Regionally, the report analyzes the Kinesiology 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 Kinesiology Tape market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Kinesiology 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 Kinesiology 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 Packaging (e.g., Roll Type, Precut Type).

**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 Kinesiology Tape market.

**Regional Analysis:** The report involves examining the Kinesiology 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 Kinesiology 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 Kinesiology Tape:

**Company Analysis:** Report covers individual Kinesiology 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 Kinesiology Tape. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Sales Channel (Exclusive Shop, Online Store).

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

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Kinesiology 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

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

### Market segment by Packaging

Roll Type

Precut Type

### Market segment by Sales Channel

Exclusive Shop

Online Store

Professional Sports

Supermarkets and Pharmacies

Others

#### Major players covered

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

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 Kinesiology Tape product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Kinesiology 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 Packaging and sales channel, with sales market share and growth rate by packaging, sales channel, 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 Kinesiology Tape market forecast, by regions, packaging and sales channel, 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 Kinesiology Tape.

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

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