

Global Kinesiology Tape Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Kinesiology Tape market size was valued at US\$ 308 million in 2024 and is forecast to a readjusted size of USD 451 million by 2031 with a CAGR of 5.7% 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.

Continuous innovation in kinesiology tape, including enhanced adhesive properties, breathable materials, and new designs (such as pre-cut or bi-elastic tapes), has improved user experience and effectiveness. This innovation attracts both professional athletes and average consumers.

The growing number of people participating in sports, recreational activities, and fitness programs has led to a higher demand for products that support injury prevention and recovery. As more individuals engage in physical activities, the need for supportive gear, including kinesiology tape, rises.

There is a heightened awareness of the prevalence and risks of sports-related injuries among athletes and the general public. This increased consciousness drives the demand for preventive measures like kinesiology tape to support joints and muscles during physical activity. With an increase in health and fitness awareness, many consumers now buy kinesiology tape for home use, particularly for self-treatment and

injury prevention during workouts.

The expansion of sports medicine practices and rehabilitation centers has created a greater demand for kinesiology tape. Healthcare professionals utilize tape extensively for injury treatment, recovery support, and rehabilitation protocols, influencing its market growth.

This report is a detailed and comprehensive analysis for global Kinesiology Tape market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Packaging and by Sales Channel. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Kinesiology Tape market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Kinesiology Tape market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Kinesiology Tape market size and forecasts, by Packaging and by Sales Channel, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Kinesiology Tape market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Kinesiology Tape

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Kinesiology Tape market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Essity, Kinesio Taping, RockTape, Mueller, Nitto Denko, KT TAPE, SpiderTech, Atex Medical, LP Support, StrengthTape, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Kinesiology Tape market is split by Packaging and by Sales Channel. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Packaging, and by Sales Channel in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Packaging

Roll Type

Precut Type

Market segment by Sales Channel

Sports Specific Retail

Mass Retail

Hospital and Physiotherapy

Online Shop

Others

Major players covered

Essity

Kinesio Taping

RockTape

Mueller

Nitto Denko

KT TAPE

SpiderTech

Atex Medical

LP Support

StrengthTape

K-active

Towatek Korea

Healixon

Kindmax

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 quantity, revenue, and global market share of Kinesiology Tape from 2020 to 2025.

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 2020 to 2031.

Chapter 5 and 6, to segment the sales by Packaging and by Sales Channel, with sales market share and growth rate by Packaging, by Sales Channel, from 2020 to 2031.

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 2020 to 2025. and Kinesiology Tape market forecast, by regions, by Packaging, and by Sales Channel, with sales and revenue, from 2026 to 2031.

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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