

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

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## **Abstracts**

A Measuring Tape or tape measure is a flexible ruler. It consists of a ribbon of cloth, plastic, fiber glass, or metal strip with linear-measurement markings. It is a common measuring tool. Its design allows for a measure of great length to be easily carried in pocket or toolkit and permits one to measure around curves or corners. Today it is ubiquitous, even appearing in miniature form as a keychain fob, or novelty item. Surveyors use tape measures in lengths of over 100 m (300+ ft).

Measuring tapes designed for carpentry or construction often use a stiff, curved metallic ribbon or fiberglass fabric that can remain stiff and straight when extended, but retracts into a coil for convenient storage. This type of tape measure will have a floating tang or hook on the end to aid measuring. The tang is connected to the tape with loose rivets through oval holes, and can move a distance equal to its thickness, to provide both inside and outside measurements that are accurate. A tape measure of 25 or even 100 feet can wind into a relatively small container. The self-marking tape measure allows the user an accurate one hand measure.

### **Scope of the Report:**

This report focuses on the Measuring 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. For industry structure analysis, the Measuring Tape industry is not concentrated. These manufacturers range from large multinational corporations to small privately owned companies compete in this industry. The top five producers account for about 22 % of the revenue market. Regionally, Asia-Pacific is the biggest revenue market, also the

leader in the whole Measuring Tape industry.

The Measuring Tape industry market is not concentrated as the manufacturing technology of Measuring Tape is relatively matures than some high-tech equipment. More than 85% measuring taps are pocket tapes which are more convenient while surveyor tapes are needed in tough outdoor working conditions.

China occupied 22.39% of the sales market in 2016. It is followed by India and United States, which respectively account for around 16.81% and 9.92% of the global total industry. Other countries have a smaller amount of sales.

The worldwide market for Measuring Tape is expected to grow at a CAGR of roughly 5.4% over the next five years, will reach 1660 million US\$ in 2023, from 1210 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Stanley Black & Decker

Tajima

Apex

Hultafors

Irwin

Pro'skit

Grate Wall

Endura

Exploit

komelon

PST

BERENT

Jetech Tool

Empire

BOSI

Kraftwelle

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

Pocket Tapes

Surveyor Tapes

Market Segment by Applications, can be divided into

Woodworking

Construction

Others

There are 15 Chapters to deeply display the global Measuring Tape market.

Chapter 1, to describe Measuring Tape Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Measuring Tape, with sales, revenue, and price of Measuring 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 Measuring 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, Measuring Tape market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

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

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