

# Global Measuring 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 Measuring Tape market size was valued at USD 1446.7 million in 2023 and is forecast to a readjusted size of USD 1857.7 million by 2030 with a CAGR of 3.6% during review period.

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.

Global Measuring Tape key players include Stanley Black & Decker, TAJIMA, Komelon, Apex, Starrett, etc. Global top five manufacturers hold a share about 25%. Asia-Pacific is the largest market, with a share about 60%, followed by Europe, with a share about 15 percent. In terms of product, Pocket Tapes is the largest segment, with a share about 90%. And in terms of application, the largest application is Construction, followed by Woodworking, etc.

The Global Info Research report includes an overview of the development of the Measuring Tape industry chain, the market status of Woodworking (Pocket Tapes, Surveyor Tapes), Construction (Pocket Tapes, Surveyor Tapes), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Measuring Tape.

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

#### Key Features:

The report presents comprehensive understanding of the Measuring 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 Measuring 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., Pocket Tapes, Surveyor Tapes).

**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 Measuring Tape market.

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

**Company Analysis:** Report covers individual Measuring 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 Measuring Tape. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Woodworking, Construction).

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

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

Measuring 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

Pocket Tapes

Surveyor Tapes

### Market segment by Application

Woodworking

Construction

Other

### Major players covered

Stanley Black & Decker

TAJIMA

Komelon

Apex

Starrett

Pro'skit

The Grate Wall

Endura

Hultafors

EXPLOIT

PST

BERENT

Empire

Jetech Tool

BOSI

Kraftwelle

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

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

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

Chapter 4, the Measuring 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 Measuring 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 Measuring Tape.

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

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