

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

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## **Abstracts**

Athletic taping is the process of applying tape directly to the skin in order to maintain a stable position of bones and muscles during athletic activity. It is a procedure that uses tape, attached to the skin, to physically keep in place muscles or bones at a certain position. This reduces pain and aids recovery. Taping is usually used to help recover from overuse and other injuries. The general goals of athletic taping are to restrict the motion of an injured joint, compress soft tissues to reduce swelling, support anatomical structures involved in the injury, serve as a splint or secure a splint, secure dressing or bandages, protect the injured joint from re-injury, and protect the injured part while the injured part is in the healing process.

### **SCOPE OF THE REPORT:**

This report focuses on the Athletic 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.

The major manufacturers of Athletic Tape are located in China, Japan, South Korea and the United States. The main consumption areas are the United States, Europe and Japan. North America is the largest consumption market, its consumption accounted for over 37.8% of the global market in 2017, followed by Europe and Asia.

There is a very obvious OEM phenomenon in Athletic Tape industry. China as the Asian representation region is the main OEM Athletic 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.

There is a great brand effect in this industry; the customer will choose more well-known

brands in the acceptable price.

There are still negative reports said the product without effect can only bring psychological comfort to users. Since the Olympic effect decreased in recent years, the average growth rate dropped to 19% during 2013 to 2017. Chinese consumption market has not yet well-developed; there is a huge potential market.

The industry is currently in the developing stage. The next five years, the growth rate of the Athletic 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 Athletic Tape is expected to grow at a CAGR of roughly 9.6% over the next five years, will reach 590 million US\$ in 2023, from 340 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Kinesio Taping

3M

SpiderTech

KT TAPE

Johnson & Johnson

RockTape

Jaybird & Mais

Mueller

StrengthTape

Atex Medical

Towatek Korea

K-active

Healixon

LP Support

TERA Medical

Kindmax

DL Medical&Health

Socko

Medsport

GSPMED

#### 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 Tape

Pre-cut Bandage

Market Segment by Applications, can be divided into

Pharmacy & Drugstore

Online Shop

Sports Franchised Store

Hospital & Physiotherapy & Chiropractic

Other

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

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

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

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

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