

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

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## **Abstracts**

Kinesio tape was invented by Kenzo Kase in 1979. It is a type of thin, elastic cotton tape that can stretch up to 140% of its original length. Compared with conventional tape, kinesio tape is more elastic and less mechanism constraints.

Kinesio tape is developed primarily for the treatment of joint and muscle aches. Kinesio tape can be divided into roll form and pre-cut shape. The width of kinesio tape is usually from 25 mm to 100 mm and the length is from 3 m to 5 m. Among these different specifications, the 50 mm x 5 m kinesio tape is the largest sales dimension.

## **SCOPE OF THE REPORT:**

This report focuses on the Kinesio 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 kinesiology 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 40% of the global market in 2016, followed by Europe and Asia.

Kinesiology Tape popularized during the 2008 Olympics after the manufacturer, Kinesio USA, donated 50,000 rolls of the tape to 58 competing countries. And during the London 2012 Olympics, kinesiology tape has been spotted stretching and spiraling in interesting patterns on some athletes. Kinesio tape industry growth rate was higher during 2010 to 2012; however the growth rate of global market was slowing down after 2012.

The worldwide market for Kinesio Tape is expected to grow at a CAGR of roughly 9.9%

over the next five years, will reach 310 million US\$ in 2023, from 180 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Kinesio Taping

KT TAPE

SpiderTech

RockTape

StrengthTape

K-active

Towatek Korea

Atex Medical

TERA Medical

Nitto Denko

Healixon

LP Support

Mueller

Kindmax

DL Medical & Health

Socko

Medsport

GSPMED

Major Medical

Raphael

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 Form

Pre-cut Shape

Market Segment by Applications, can be divided into

Pharmacy & Drugstore

Sporting Goods Store

Hospital & Physiotherapy & Chiropractic

Online

Other

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

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

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

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

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