

2018 Top 5 Kinesiology Tape Players in North America, Europe, Asia-Pacific, South America, Middle East and Africa

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Abstracts

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Kinesiology 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, Kinesiology Tape is more elastic and less mechanism constraints.

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

The industry is currently in the developing stage. The next five years, the growth rate of the Kinesiology 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.

Over the next five years, LPI(LP Information) projects that Kinesiology Tape will register a 8.5% CAGR in terms of revenue, reach US\$ 290 million by 2023, from US\$ 180 million in 2017.

This report studies the global market, especially in North America, Europe, Asia-Pacific, South America, Middle East and Africa, focuses on the top 5 players in each region, with sales, price, revenue and market share from 2013 to 2018, the top players:

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, this report splits Global into several key Regions, with sales, revenue, market share of top players in these regions, from 2013 to 2018 (forecast), like

North America (United States, Canada and Mexico)

Asia-Pacific (China, Japan, Southeast Asia, India and Korea)

Europe (Germany, UK, France, Italy and Russia etc.)

South America (Brazil, Chile, Peru and Argentina)

Middle East and Africa (Egypt, South Africa, Saudi Arabia)

Split by Product Types, with sales, revenue, price, market share of each type, can be divided into

Roll Form

Pre-cut Shape

Split by applications, this report focuses on sales, market share and growth rate in each application, can be divided into

Pharmacy & Drugstore

Sporting Goods Store

Hospital & Physiotherapy & Chiropractic

Online

Other

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