

Global Elastic Sports Tape Market Growth 2024-2030

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Abstracts

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The global Elastic Sports Tape market size is predicted to grow from US\$ 293 million in 2024 to US\$ 415 million in 2030; it is expected to grow at a CAGR of 6.0% from 2024 to 2030.

Elastic sports tape, elastic therapeutic tape, often known as kinesiology tape, is an elastic cotton strip with an acrylic adhesive. It's a thin, flexible tape that is meant to relieve pain, reduce swelling and inflammation, and provide support to joints and muscles. K-tape was originally developed as a way to enhance athletic performance. Most of the users are athletes, and the medical community has begun to use it to treat joint diseases. Fitness enthusiasts who don't exercise often but suffer from joint pain can also relieve the pain through the application of intramuscular patch.

Continuous innovation in elastic sports tape (kinesiology tape), including enhanced adhesive properties, breathable materials, and new designs (such as pre-cut or bi-elastic tapes), has improved user experience and effectiveness. This innovation attracts both professional athletes and average consumers.

The growing number of people participating in sports, recreational activities, and fitness programs has led to a higher demand for products that support injury prevention and recovery. As more individuals engage in physical activities, the need for supportive gear, including kinesiology tape, rises.

There is a heightened awareness of the prevalence and risks of sports-related injuries among athletes and the general public. This increased consciousness drives the demand for preventive measures like kinesiology tape to support joints and muscles during physical activity. With an increase in health and fitness awareness, many

consumers now buy kinesiology tape for home use, particularly for self-treatment and injury prevention during workouts.

The expansion of sports medicine practices and rehabilitation centers has created a greater demand for kinesiology tape. Healthcare professionals utilize tape extensively for injury treatment, recovery support, and rehabilitation protocols, influencing its market growth.

LP Information, Inc. (LPI) ' newest research report, the "Elastic Sports Tape Industry Forecast" looks at past sales and reviews total world Elastic Sports Tape sales in 2023, providing a comprehensive analysis by region and market sector of projected Elastic Sports Tape sales for 2024 through 2030. With Elastic Sports Tape sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Elastic Sports Tape industry.

This Insight Report provides a comprehensive analysis of the global Elastic Sports Tape landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Elastic Sports Tape portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Elastic Sports Tape market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Elastic Sports Tape and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Elastic Sports Tape.

This report presents a comprehensive overview, market shares, and growth opportunities of Elastic Sports Tape market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Roll Tape

Pre-cut Tape

Segmentation by Application:

Sports Specific Retail

Mass Retail

Hospital and Physiotherapy

Online Shop

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Essity

Kinesio Taping

RockTape

Mueller

Nitto Denko

KT TAPE

SpiderTech

Atex Medical

LP Support

StrengthTape

K-active

Towatek Korea

Healixon

Kindmax

Key Questions Addressed in this Report

What is the 10-year outlook for the global Elastic Sports Tape market?

What factors are driving Elastic Sports Tape market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Elastic Sports Tape market opportunities vary by end market size?

How does Elastic Sports Tape break out by Type, by Application?

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