

US Sports Tapes Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type [Cohesive Bandage, Elastic Adhesive Bandage (EAB), Kinesiology Tape, Premium Sports Tape/Physiotherapy, and Others], Type (Upper Extremities Tapes and Lower Extremities Tapes), End User (Hospitals, Veterinary Clinics, Physiotherapists and Sports Rehabilitations, Athletes, and Others), Distribution Channel (Hospitals Pharmacies, Retail Pharmacies, Online, and Others), and Country

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Abstracts

The US sports tapes market size is expected to grow from US\$ 78.00 million in 2023 to US\$ 150.10 million by 2031; it is projected to register a CAGR of 8.5% during 2023-2031.

As individuals engage in physical activities, sports, and fitness routines, there is a rising risk of muscle strains, sprains, and other soft tissue injuries. In response to this growing concern, athletes, fitness enthusiasts, and healthcare professionals are increasingly turning to sports tapes as a preventive measure to support and protect vulnerable muscle groups and joints. With a greater emphasis on maintaining peak physical condition and performance, athletes are incorporating sports tapes into their training regimens to prevent the risk of injuries and facilitate faster recovery. Thus, the rising incidence of muscle injuries resulting from the increasing participation in sports-related activities across the US bolsters the expansion of the US sports tapes market size.

However, challenges in obtaining patents and compliance with regulatory requirements restrain the US sports tapes market growth.

Product Type -Based Insights

Based on product type, the US sports tapes market is segmented into cohesive bandage, elastic adhesive bandage (EAB), kinesiology tape, premium sports tape/physiotherapy, athletic tape, and others. The kinesiology tape segment held the most prominent US sports tapes market share in 2023 and is expected to register the highest CAGR in the market during 2023–2031. Kinesiology tape, or K-tape, is a flexible and breathable adhesive tape used in sports medicine to support muscles and joints, improve circulation, and reduce pain and inflammation. Unlike traditional athletic tape, kinesiology tape is designed to mimic the elasticity of human skin, allowing for a full range of motion while providing gentle support and stability. The unique wave-like pattern on the tape's surface is thought to lift the skin slightly, creating space between the skin and underlying tissues to promote blood flow and lymphatic drainage. Athletes often use kinesiology tape to alleviate muscle soreness, improve proprioception, and enhance performance during training and competition. Additionally, k-tape can be worn for extended periods, even during showers or swimming, making it a versatile and convenient tool for athletes looking to manage injuries and optimize their recovery.

Kinesio Holding Corporation, National Spinal Cord Injury Data Sheet, and Back Pain Statistics & Facts are among the primary and secondary sources referred to while preparing the US sports tapes market report.

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