

Kinesio Tape Market Size, Trends, Analysis, and Outlook By Type (Precut Strips, Bulk Rolls, Single Rolls, Others), By Application (Rehabilitation, Alignment, Pain Management, Others), By Distribution Channel (Franchised Store, Supermarket, On-line Shop, Sport Team, Clinical), By End-User (Hospitals, Rehab Centers, Professional Athletes, Others), by Country, Segment, and Companies, 2024-2032

<https://marketpublishers.com/r/K9DD0770C3D1EN.html>

Date: April 2024

Pages: 205

Price: US\$ 3,980.00 (Single User License)

ID: K9DD0770C3D1EN

Abstracts

The global Kinesio Tape market size is poised to register 10.4% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Kinesio Tape market across By Type (Precut Strips, Bulk Rolls, Single Rolls, Others), By Application (Rehabilitation, Alignment, Pain Management, Others), By Distribution Channel (Franchised Store, Supermarket, On-line Shop, Sport Team, Clinical), By End-User (Hospitals, Rehab Centers, Professional Athletes, Others)

The kinesio tape market is experiencing rapid growth propelled by the rising awareness about its therapeutic benefits in pain management, sports injury rehabilitation, and musculoskeletal support, as well as the increasing adoption of kinesio taping techniques by athletes, physical therapists, and healthcare professionals. With advancements in tape materials and adhesive technologies, there is a rising opportunity for kinesio tape manufacturers to offer innovative products that provide better adherence, breathability, and flexibility, enhancing patient comfort and treatment efficacy. Further, the expanding applications of kinesio tape in orthopedics, neurology, and pediatrics are driving market expansion further.

Kinesio Tape Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Kinesio Tape market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Kinesio Tape survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Kinesio Tape industry.

Key market trends defining the global Kinesio Tape demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

Kinesio Tape Market Segmentation- Industry Share, Market Size, and Outlook to 2032

The Kinesio Tape industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Kinesio Tape companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Kinesio Tape industry

Leading Kinesio Tape companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Kinesio Tape companies.

Kinesio Tape Market Study- Strategic Analysis Review

The Kinesio Tape market research report dives deep into the qualitative factors shaping

the market, empowering you to make informed decisions-

Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Kinesio Tape Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Kinesio Tape industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three case scenarios- low case, reference case, and high case scenarios.

Kinesio Tape Country Analysis and Revenue Outlook to 2032

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2032. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2032.

North America Kinesio Tape Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong healthcare infrastructure. Leading companies focus on new product launches in the changing environment. The US healthcare expenditure is expected to grow to \$4.8 trillion in 2024 (around 3.7% growth in 2024), potentially driving demand for various Kinesio Tape

market segments. Similarly, Strong market demand is encouraging Canadian Kinesio Tape companies to invest in niche segments. Further, as Mexico continues to strengthen its relations and invest in technological advancements, the Mexico Kinesio Tape market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Kinesio Tape Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Kinesio Tape industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Kinesio Tape market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

Asia Pacific Kinesio Tape Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Kinesio Tape in Asia Pacific. In particular, China, India, and South East Asian Kinesio Tape markets present a compelling outlook for 2032, acting as a magnet for both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Kinesio Tape Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Kinesio Tape Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Kinesio Tape market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Kinesio Tape.

Kinesio Tape Market Company Profiles

The global Kinesio Tape market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are AdvaCare Pharma Group, Atex Technologies Inc, Boca Systems Inc, Compass Health Brands, IM Group Holdings Corp, Kinesio Holding Corp, KT Health LLC, KT Tape Polska Sp. z o.o., Nitto Denko Corp, Nucap Industries Inc, RockTape Co. Ltd, TherapTape Inc, THYSOL USA LLC.

Recent Kinesio Tape Market Developments

The global Kinesio Tape market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Kinesio Tape Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Type

Precut Strips

Bulk Rolls

Single Rolls

Others

By Application

Rehabilitation

Alignment

Pain Management

Others

By Distribution Channel

Franchised Store

Supermarket

On-line Shop

Sport Team

Clinical

By End-User

Hospitals

Rehab Centers

Professional Athletes

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

AdvaCare Pharma Group

Atex Technologies Inc

Boca Systems Inc

Compass Health Brands

IM Group Holdings Corp

Kinesio Holding Corp

KT Health LLC

KT Tape Polska Sp. z o.o.

Nitto Denko Corp

Nucap Industries Inc

RockTape Co. Ltd

TherapTape Inc

THYSOL USA LLC

Formats Available: Excel, PDF, and PPT

Contents

1. EXECUTIVE SUMMARY

- 1.1 Kinesio Tape Market Overview and Key Findings, 2024
- 1.2 Kinesio Tape Market Size and Growth Outlook, 2021- 2030
- 1.3 Kinesio Tape Market Growth Opportunities to 2030
- 1.4 Key Kinesio Tape Market Trends and Challenges
 - 1.4.1 Kinesio Tape Market Drivers and Trends
 - 1.4.2 Kinesio Tape Market Challenges
- 1.5 Competitive Landscape and Key Players
- 1.6 Competitive Analysis- Growth Strategies Adopted by Leading Kinesio Tape Companies

2. KINESIO TAPE MARKET SIZE OUTLOOK TO 2030

- 2.1 Kinesio Tape Market Size Outlook, USD Million, 2021- 2030
- 2.2 Kinesio Tape Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

3. KINESIO TAPE MARKET- STRATEGIC ANALYSIS REVIEW

- 3.1 Porter's Five Forces Analysis
 - * Threat of New Entrants
 - * Threat of Substitutes
 - * Intensity of Competitive Rivalry
 - * Bargaining Power of Buyers
 - * Bargaining Power of Suppliers
- 3.2 Value Chain Analysis
- 3.3 SWOT Analysis

4. KINESIO TAPE MARKET SEGMENTATION ANALYSIS AND OUTLOOK

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
 - By Type
 - Precut Strips
 - Bulk Rolls
 - Single Rolls

Others

By Application

Rehabilitation

Alignment

Pain Management

Others

By Distribution Channel

Franchised Store

Supermarket

On-line Shop

Sport Team

Clinical

By End-User

Hospitals

Rehab Centers

Professional Athletes

Others

4.3 Growth Prospects and Niche Opportunities, 2023- 2030

4.4 Regional comparison of Market Growth, CAGR, 2023-2030

5. REGION-WISE MARKET OUTLOOK TO 2030

5.1 Key Findings for Asia Pacific Kinesio Tape Market, 2025

5.2 Asia Pacific Kinesio Tape Market Size Outlook by Type, 2021- 2030

5.3 Asia Pacific Kinesio Tape Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe Kinesio Tape Market, 2025

5.5 Europe Kinesio Tape Market Size Outlook by Type, 2021- 2030

5.6 Europe Kinesio Tape Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America Kinesio Tape Market, 2025

5.8 North America Kinesio Tape Market Size Outlook by Type, 2021- 2030

5.9 North America Kinesio Tape Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America Kinesio Tape Market, 2025

5.11 South America Pacific Kinesio Tape Market Size Outlook by Type, 2021- 2030

5.12 South America Kinesio Tape Market Size Outlook by Application, 2021- 2030

5.13 Key Findings for Middle East and Africa Kinesio Tape Market, 2025

5.14 Middle East Africa Kinesio Tape Market Size Outlook by Type, 2021- 2030

5.15 Middle East Africa Kinesio Tape Market Size Outlook by Application, 2021- 2030

6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030

- 6.1 US Kinesio Tape Market Size Outlook and Revenue Growth Forecasts
- 6.2 US Kinesio Tape Industry Drivers and Opportunities
- 6.3 Canada Market Size Outlook and Revenue Growth Forecasts
- 6.4 Canada Kinesio Tape Industry Drivers and Opportunities
- 6.6 Mexico Market Size Outlook and Revenue Growth Forecasts
- 6.6 Mexico Kinesio Tape Industry Drivers and Opportunities
- 6.7 Germany Market Size Outlook and Revenue Growth Forecasts
- 6.8 Germany Kinesio Tape Industry Drivers and Opportunities
- 6.9 France Market Size Outlook and Revenue Growth Forecasts
- 6.10 France Kinesio Tape Industry Drivers and Opportunities
- 6.11 UK Market Size Outlook and Revenue Growth Forecasts
- 6.12 UK Kinesio Tape Industry Drivers and Opportunities
- 6.13 Spain Market Size Outlook and Revenue Growth Forecasts
- 6.14 Spain Kinesio Tape Industry Drivers and Opportunities
- 6.16 Italy Market Size Outlook and Revenue Growth Forecasts
- 6.16 Italy Kinesio Tape Industry Drivers and Opportunities
- 6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts
- 6.18 Rest of Europe Kinesio Tape Industry Drivers and Opportunities
- 6.19 China Market Size Outlook and Revenue Growth Forecasts
- 6.20 China Kinesio Tape Industry Drivers and Opportunities
- 6.21 India Market Size Outlook and Revenue Growth Forecasts
- 6.22 India Kinesio Tape Industry Drivers and Opportunities
- 6.23 Japan Market Size Outlook and Revenue Growth Forecasts
- 6.24 Japan Kinesio Tape Industry Drivers and Opportunities
- 6.26 South Korea Market Size Outlook and Revenue Growth Forecasts
- 6.26 South Korea Kinesio Tape Industry Drivers and Opportunities
- 6.27 Australia Market Size Outlook and Revenue Growth Forecasts
- 6.28 Australia Kinesio Tape Industry Drivers and Opportunities
- 6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts
- 6.30 South East Asia Kinesio Tape Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific Kinesio Tape Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil Kinesio Tape Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Kinesio Tape Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Kinesio Tape Industry Drivers and Opportunities

- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Kinesio Tape Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Kinesio Tape Industry Drivers and Opportunities

7. KINESIO TAPE MARKET OUTLOOK ACROSS SCENARIOS

- 7.1 Low Growth Case
- 7.2 Reference Growth Case
- 7.3 High Growth Case

8. KINESIO TAPE COMPANY PROFILES

- 8.1 Profiles of Leading Kinesio Tape Companies in the Market
- 8.2 Business Descriptions, SWOT Analysis, and Growth Strategies
- 8.3 Financial Performance and Key Metrics

AdvaCare Pharma Group

Atex Technologies Inc

Boca Systems Inc

Compass Health Brands

IM Group Holdings Corp

Kinesio Holding Corp

KT Health LLC

KT Tape Polska Sp. z o.o.

Nitto Denko Corp

Nucap Industries Inc

RockTape Co. Ltd

TherapTape Inc

THYSOL USA LLC.

9. APPENDIX

- 9.1 Scope of the Report
- 9.2 Research Methodology and Data Sources
- 9.3 Glossary of Terms
- 9.4 Market Definitions
- 9.5 Contact Information

I would like to order

Product name: Kinesio Tape Market Size, Trends, Analysis, and Outlook By Type (Precut Strips, Bulk Rolls, Single Rolls, Others), By Application (Rehabilitation, Alignment, Pain Management, Others), By Distribution Channel (Franchised Store, Supermarket, On-line Shop, Sport Team, Clinical), By End-User (Hospitals, Rehab Centers, Professional Athletes, Others), by Country, Segment, and Companies, 2024-2032

Product link: <https://marketpublishers.com/r/K9DD0770C3D1EN.html>

Price: US\$ 3,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/K9DD0770C3D1EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970