

# Athletic Tape Market: Competitive Analysis of Major Players in the Industry | SpiderTech, Arrowhead Athletics

*The Athletic Tape Market is valued at USD 686.01 Mn in 2024 and is expected to reach USD 1,230.08 Mn by 2031, growing at (CAGR) of 8.7% from 2024 to 2031.*

BURLINGAME, CALIFORNIA, UNITED STATES, May 23, 2024  
/EINPresswire.com/ -- Market Overview:

Athletic tape is an adhesive cloth used for preventive and supportive application in sports. It is wrapped around muscles, joints or other parts of the body for extra support and stability during sports activities.

## Market Dynamics:

Athletic tape is widely used in sports such as football, basketball, volleyball, and others to provide support to muscles and prevent injuries during rigorous training and tournaments. Rising participation in sports globally is expected to drive the growth of the athletic tape market over the forecast period. Furthermore, increasing awareness about preventive athletic taping and its advantages among various sports communities is also likely to fuel the market growth. The availability of different types of tape such as kinesiology tape, medical tape, skin tape etc. designed for specific body parts is further expected to propel the athletic tape market growth between 2024-2031.

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Athletic Tape Market Drivers: Rise in Participation in Sports and Fitness Activities



The demand for athletic tape is expected to grow due to the increase in participation levels of various sports and fitness activities across the globe. According to statistics, over 3.5 billion people participate in sports and fitness activities regularly. Further, increasing awareness about health benefits of sports and participation in recreational sports is driving more people to take up sports and fitness activities. As the participation grows, so does the demand for various sports equipment and accessories like athletic tape. Athletic tape is widely used for injuries prevention as well as treatment by supporting muscles, joints and providing stability to injured areas of athletes. Therefore, the rise in participation in sports is acting as a major growth driver for the global athletic tape market.

#### Athletic Tape Market Drivers: Increasing Sports Related Injuries

Another important driver for the athletic tape market is the rising incidence of sports related injuries. Statistically, over 30 million sports injuries occur each year in the United States alone. Common sports injuries include ankle sprains, knee injuries, muscle strains etc. According to surveys, nearly 70-80% athletes suffer from some form of minor to major sports injuries each year. This has increased the demand for athletic tapes which are used by physiotherapists and athletes for injury treatment and prevention. Athletic tapes provide compression, support, stability and quick healing to injured muscles and joints. Thus, increasing rate of sports injuries is expected to boost the sales of athletic tapes significantly over the forecast period.

#### Athletic Tape Market Trends: Innovation in Product Design

Innovation in product design and development is a key trend that will drive the growth of athletic tape market. Manufacturers are focusing on developing advanced tapes that can effectively manage various sports injuries and provide better performance. Some of the innovative product launches include kinesiology athletic tapes infused with ingredients like menthol for pain relief, elastic polymer based tapes for firm yet comfortable fit, and stretch tapes for high flexibility. Companies are also coming up with moisture-wicking and breathable tapes. Such innovations are gaining popularity among discerning customers. Further, wearable tapes embedded with sensors to track injury recovery are under development. This ongoing product innovation will help companies enhance their brand value and cater to evolving needs of athletes.

Worldwide major and leading players within the market are:

- SpiderTech
- Arrowhead Athletics
- Isha Surgical
- EonBon Tape
- Advin Health Care
- Satya Sai International
- Acupressure Health Care International.

- Twin Tech
- Scapa
- Mehjal Adhesive Tapes Pvt Ltd
- Navkar Tapes

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## Segmental Overview

Athletic Tape Market segmentation offers an in-depth analysis of the various segments of the market, including application, type, end use, and region. The segmentation overview section offers crucial information about the market share, sales, and growth rate for each of the segments over the forecast period. Moreover, an examination of the relative multitude of significant sub-portions in the market has been canvassed in the report. Having a knowledge about the various segments and sub-segments helps businesses recognize the importance of factors that drive industry growth.

The titled segments and sub-section of the Athletic Tape market are illuminated below:

### Global Athletic Tape Market, By Product Type:

- By Product Type: Cloth Tape and Kinesiology Tape
- By End User: Professional Athletes , Amateur Athletes , and Hospitals and Clinics
- By Distribution Channel: Online Retail , and Offline Retail
- By Brand: Leading Brands and Private Brands

### Global Athletic Tape Market, By Applications:

- By Application: Ankle Support , Knee Support , Shoulder Support , Wrist and Hand Support , and Muscle Support

### Regional Analysis for Athletic Tape Market:

- 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.)
- The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, and South Africa)

## Key Highlights of the Report

Offers a comprehensive and holistic analysis of the Athletic Tape Market.

Evaluates the competitive environments, covering partnerships, joint ventures, acquisitions, and organic growth.

Provides forecast information related to every region and sub-region of the Athletic Tape market.

Includes information on the key opportunities and challenges faced by key industry players worldwide.

Covers the Athletic Tape market's current and future market outlook on industry drivers, market restraints, and regional constraints.

The report answers a number of crucial questions, including:

- Which companies dominate the global Athletic Tape market?
- What current trends will influence the Athletic Tape market over the next few years?
- What are the market's opportunities, obstacles, and driving forces?
- What predictions for the future can help with strategic decision-making?
- What advantages does market research offer businesses?
- Which particular Athletic Tape market segments should industry players focus on in order to take advantage of the most recent technical advancements?
- What is the anticipated growth rate for the market economy globally?

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