

# Global Temporary Tattoos Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Temporary Tattoos market size was valued at US\$ 1936 million in 2025 and is forecast to a readjusted size of US\$ 3059 million by 2032 with a CAGR of 6.8% during review period.

Temporary tattoos are non-permanent decorative body art products applied to the skin for short-term visual effects, typically lasting from several hours to a few days, and easily removable without invasive procedures. They are commonly produced using transfer printing, cosmetic-grade inks, and skin-safe adhesives, and are widely used in personal fashion, children's entertainment, promotional events, festivals, and brand marketing activities. From a value chain perspective, upstream activities include specialty inks, adhesive films, transfer papers, and packaging materials, midstream processes focus on graphic design, printing, coating, cutting, and quality control, while downstream demand is driven by consumers, retailers, event organizers, brand owners, and e-commerce platforms. In 2025, the average selling price of temporary tattoos is approximately US\$0.38 per unit, with global sales volume reaching around 4,950 million units. The industry maintains a 40%–65% gross margin, supported by low material costs, scalable printing processes, frequent repurchase behavior, and customization premiums.

This report is a detailed and comprehensive analysis for global Temporary Tattoos market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some

of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global Temporary Tattoos market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Temporary Tattoos market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Temporary Tattoos market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Temporary Tattoos market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

### **The Primary Objectives in This Report Are:**

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Temporary Tattoos

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Temporary Tattoos market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Tinsley Transfers, TM International, Fake Tattoos, Momentary Ink, Inkbox, TattooFun, Yiwu Yayi Printing, Shenzhen Yilong Printing, Dongguan Xinfu Printing, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

### **Market Segmentation**

Temporary Tattoos market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This

analysis can help you expand your business by targeting qualified niche markets.

#### Market segment by Type

Water-transfer Tattoos

Sticker Tattoos

Others

#### Market segment by Design Style

Cartoon & Kids Designs

Fashion & Minimalist

Cultural & Tribal Patterns

Custom Brand Designs

#### Market segment by Duration

Short-term (1–2 days)

Medium-term (3–7 days)

Long-lasting (7–14 days)

#### Market segment by Packaging Format

Single-sheet Packs

Multi-sheet Sets

#### Market segment by Application

Personal

Business

Major players covered

Tinsley Transfers

TM International

Fake Tattoos

Momentary Ink

Inkbox

TattooFun

Yiwu Yayi Printing

Shenzhen Yilong Printing

Dongguan Xinfa Printing

Market segment by region, regional analysis covers  
North America (United States, Canada, and Mexico)  
Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)  
Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)  
South America (Brazil, Argentina, Colombia, and Rest of South America)  
Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 15 chapters:**

Chapter 1, to describe Temporary Tattoos product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Temporary Tattoos, with price, sales quantity, revenue, and global market share of Temporary Tattoos from 2021 to 2026.

Chapter 3, the Temporary Tattoos competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Temporary Tattoos breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Temporary Tattoos market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Temporary Tattoos.

Chapter 14 and 15, to describe Temporary Tattoos sales channel, distributors, customers, research findings and conclusion.

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