

# Global Temporary Tattoos Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G5B7AAEA4555EN.html>

Date: February 2026

Pages: 96

Price: US\$ 4,480.00 (Single User License)

ID: G5B7AAEA4555EN

## Abstracts

The global Temporary Tattoos market size is expected to reach \$ 3059 million by 2032, rising at a market growth of 6.8% CAGR during the forecast period (2026-2032).

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 studies the global Temporary Tattoos production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Temporary Tattoos and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Temporary Tattoos that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Temporary Tattoos total production and demand, 2021-2032, (K Units)

Global Temporary Tattoos total production value, 2021-2032, (USD Million)

Global Temporary Tattoos production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Temporary Tattoos consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Temporary Tattoos domestic production, consumption, key domestic manufacturers and share

Global Temporary Tattoos production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Temporary Tattoos production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Temporary Tattoos production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Temporary Tattoos market based on the following parameters - company overview, production, value, 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 Xinfa Printing, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Temporary Tattoos market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Temporary Tattoos Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Temporary Tattoos Market, Segmentation by Type:

Water-transfer Tattoos

Sticker Tattoos

Others

Global Temporary Tattoos Market, Segmentation by Design Style:

Cartoon & Kids Designs

Fashion & Minimalist

Cultural & Tribal Patterns

Custom Brand Designs

Global Temporary Tattoos Market, Segmentation by Duration:

Short-term (1–2 days)

Medium-term (3–7 days)

Long-lasting (7–14 days)

#### Global Temporary Tattoos Market, Segmentation by Packaging Format:

Single-sheet Packs

Multi-sheet Sets

#### Global Temporary Tattoos Market, Segmentation by Application:

Personal

Business

#### Companies Profiled:

Tinsley Transfers

TM International

Fake Tattoos

Momentary Ink

Inkbox

TattooFun

Yiwu Yayi Printing

Shenzhen Yilong Printing

Dongguan Xinfu Printing

**Key Questions Answered:**

1. How big is the global Temporary Tattoos market?
2. What is the demand of the global Temporary Tattoos market?
3. What is the year over year growth of the global Temporary Tattoos market?
4. What is the production and production value of the global Temporary Tattoos market?
5. Who are the key producers in the global Temporary Tattoos market?
6. What are the growth factors driving the market demand?

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