

Global Temporary Tattoo Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global Temporary Tattoo market size is predicted to grow from US\$ 1078 million in 2025 to US\$ 1670 million in 2031; it is expected to grow at a CAGR of 7.6% from 2025 to 2031.

A temporary tattoo is a decorative image that can be applied to the skin for short periods of time. Most temporary tattoos are novelty items made with a special type of decal. A process known as screen printing is used to create the tattoo image on paper coated with a transfer film. The transfer film allows the image to 'slide' off the backing paper and onto the skin when moisture is applied. After drying, the film holds the image on the skin through several washings.

Major manufacturers in the industry, including Inkbox, Temporary Tattoos and TM International, account for 6.35 percent, 3.22 percent and 4.64 percent of total 2019 revenue, respectively. By region, Europe had the highest share of income in 2019, at 35.43%.

LPI (LP Information)' newest research report, the "Temporary Tattoo Industry Forecast" looks at past sales and reviews total world Temporary Tattoo sales in 2024, providing a comprehensive analysis by region and market sector of projected Temporary Tattoo sales for 2025 through 2031. With Temporary Tattoo sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Temporary Tattoo industry.

This Insight Report provides a comprehensive analysis of the global Temporary Tattoo

landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Temporary Tattoo portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Temporary Tattoo market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Temporary Tattoo and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Temporary Tattoo.

This report presents a comprehensive overview, market shares, and growth opportunities of Temporary Tattoo market by product type, application, key players and key regions and countries.

Segmentation by Type:

Decal

Airbrush

Henna

Segmentation by Application:

Children

Adult

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Temporary Tattoos

TM International

Grifoll

Tattly

Tinsley Transfers

SafetyTat LLC

Game Faces

Conscious Ink

TattooFun Inc

Inkbox

Soap and Water

Fake Tattoos SE

SketchOn (Prinker)

Tattify LLC

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