

Tattoo Accessories Market Is Expected To See a growth of 6.2% from 2023 to 2031 - Allied market research

Changes in consumer lives and fashion preferences are the main elements that can increase demand

PORTLAND, 5933 NE WIN SILVERS DRIVE, UNITED STATES, September 16, 2023 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Tattoo Accessories Market](#)," The tattoo accessories market was valued at \$853.10 million in 2021, and is estimated to reach \$1.5 billion by 2031, growing at a CAGR of 6.2% from 2022 to 2031.



People use tattoos as fashion icons to express their culture or way of life. Changes in consumer lives and fashion preferences are the main elements that can increase demand. The reasons for getting a tattoo differ from culture to culture, region to region, and time to time. Tattoos have historically been used as rites of passage, religious emblems, awards for valor or punishments, and as identifiers for misfits & slaves. Similar to how the reasons for getting a tattoo today vary, they can include changing one's look, being forceful, boosting one's self-esteem, and expressing one's individuality. Trainers use rotary and coil-based equipment to construct the tattoo design on skin. The demand for the product may increase as 3D printed digital fashion items become more and more well-liked among consumers. They are incredibly fashionable and alluring, which is expected to increase adoption. For tracking motion fitness data points and activity, manufacturers provide their customers with a selection of digital wearable fashion items. In order to create a design on the skin, tattoo ink, pigments, and dyes are inserted into the skin's dermis during the process of getting a tattoo. Thus, increase in number of people with tattoo and growth in fashion trends with tattoo are likely to favor the tattoo accessories market growth during the forecast period.

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The need for tattooing items has grown as the practice of tattooing fashionable designs on one's body to display an attractive body image has become more popular. In addition, more people are watching on-demand videos, reading blogs, and reading digital magazines on various social media platforms and websites that are about fashion and creative lifestyles, which boost growth of the tattoo accessories market share.

For tracking motion fitness data points and activity, manufacturers are providing their customers with a selection of digital wearable fashion items. A tiny electronic tattoo, for instance, was created by researchers at Carnegie Mellon to track body movements and movement sensitivity. As a result, these developments and features may help the industry expand in the years to come. Thus, growth in innovations in the tattoo making and along with its popularity are likely to support to increase the growth of the tattoo accessories market during the forecast period.

Bans, restrictions, and prohibitions on tattoos are expected to hinder the market's expansion. Tattoos that support or favor political agendas or that depict cultural dignity and degradation are completely unacceptable in the majority of nations. For instance, tattoos are prohibited by Sharia Law in Saudi Arabia and Afghanistan. In India, tattoos are not permitted in many government positions, including those of a probationary officer in a bank, SSC, engineering service, railway jobs, or in the armed forces. Therefore, during the forecast period, the aforementioned factors are projected to restrain the expansion of the tattoo accessories market size.

The COVID-19 pandemic had a considerable impact on both the supply and demand of tattoo accessories. The demand for tattooing rapidly decreased in the first two quarters, and the majority of tattoo parlors closed due to the COVID-19 pandemic, which also caused a steep reduction in sales of tattoo accessories. Owing to the imposed lock-down, international border barrier, and short-term imbalance in demand in many places, the companies that manufacture tattoo ink, tattoo needles, and other tattoo accessories have been temporarily shut down however now when COVID cases are less, the pandemic significantly disrupted the market by altering consumer purchasing behavior. Thus, during COVID-19 e-commerce sales for tattoo accessories gained significant popularity.

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On the basis of tattoo accessories market analysis, the market is segmented into product type, distribution channel, and region. On the basis of product type, the market is categorized into tattoo machine, tattoo ink, needles & cartridges, and others. On the basis of distribution channel, the market is segmented into hypermarkets & supermarkets, specialty stores, and e-commerce. Region wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (UK, Germany, France, Russia, Italy, Spain and Rest of Europe), Asia-Pacific (China, Japan, India, Australia, South Korea and Rest of Asia-Pacific), and LAMEA (Latin America, Middle East

and Africa).

The players operating in the global tattoo accessories market have adopted various developmental strategies to expand their market share, increase profitability, and remain competitive in the market. The key players profiled in this report include Cheyenne - Professional Tattoo Equipment, Sabre Tattoo Supplies, Inkjecta International Pty Ltd., EZ Tattoo Supply, DRAGONHAWK, Technical Worldwide, Bishop Tattoo Supply Inc., Lauro Paolini Tattoo Supply, EIKON, and Infinite Irons.

Key findings of the study

The tattoo accessories market size was valued at \$853.1 million in 2021, and is estimated to reach \$1,540.6 million by 2030, registering a CAGR of 6.2% from 2022 to 2031.

By product type, the needles and cartridges segment is estimated to witness the significant growth, registering a CAGR of 6.7% during the forecast period.

In 2021, depending on distribution channel, the E-commerce segment was valued at \$205.5 million, accounting for 24.1% of the global tattoo accessories market share.

In 2021, the Europe was the most prominent market, and is projected to reach \$ 489.9 million by 2031, growing at a CAGR of 5.8% during the forecast period.

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David Correa

Allied Analytics LLP

+1 800-792-5285

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