



Tattoo Industry analysis

Market Study





Summary

Selling any product requires a proper assessment of the whole market chain. The viability of the selling the product lies in the proper packaging of the technology in manner that fits the needs of the end user, the customer that seeks tattoo services. In 2023, the tattoo artists sector will generate \$1.6 billion in sales. This translates into significant demands for manufacturers of accessories.





Trends in the industry



The tattoo industry has grown dramatically throughout the 2000s in both popularity and advancement. Today tattoos are often true pieces of art. The once-small industry has grown into an industry with unbelievable advancements in equipment, colors, and processes.

Tattooing at galleries used to primarily be regarded performance art in the form of live tattooing, but more recently, tattoos like graffiti have gained art status and been embraced by the art world, particularly in regions where art and fashion collide.



1 Market Potential

In the past, artists began their careers in tattoo stores on the street. These stores were the easiest ways for clients to access artists. Due to the growth of social media, most buyers now search for artists rather than businesses. This enables artists to generate revenue via their own online presence and verbal referrals campaigns rather than depending solely on the shop's advertisements and walk-in business.

When attempting to bring in a new technology into the market, it is important to consider this new channel. Even if the idea is the sale of a patent to a device manufacturer, it is vital to consider the end consumer, the tattoo artist. In this regard, the new technology or the patent therein can only be successful if it can attract and be viewed as providing sufficient and needed utility to the customer.



2. Market players examples

The screenshot shows the Cheyenne website's product page for tattoo skin care. The header features the Cheyenne logo and a search icon. Below the header, there are social media icons for Facebook, Instagram, and YouTube. The main content area is titled "TATTOO SKIN CARE REVAMPED" and includes a sub-headline: "Discover Prep&Care – a 100% vegan tattoo care series that help the tattoo heal while it's still being done! Five products to offer your clients a unique and consistent care routine from start to finish." A "SHOW MORE" button is located below the text. To the right of the text, five Cheyenne tattoo care products are displayed: a jar of Prep Lube, a bottle of Prep Cleanser, a bottle of Prep Stencil Fluid, a bottle of Prep Care, and a bottle of Prep Tattoo Anchor. A cookie consent banner is visible at the bottom of the page, with "Deny" and "Allow Cookies" buttons.

Cheyenne: Cheyenne, a German company, is the best tattoo machine brand. The company has long been associated with high-quality equipment and products. They have become legendary and do not require any additional presentation. The brand's items are high-quality tools. Cheyenne pioneered modular tattoo machines.



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The screenshot shows the FK Irons website interface. At the top, there is a navigation bar with the FK Irons logo and links for SHOP NOW, DISTRIBUTORS, VIDEOS, SUPPORT, ABOUT, and SIGN UP FOR SMS & SAVE 10%. Below this is a red banner with the text "Free Shipping On All US Machine Orders* (Excludes FK One Machines)". The main content area features a large promotional graphic for a "Momma Proud Sale". The graphic includes a stylized illustration of a woman's face with the text "Make Your Momma Proud Sale" and "SAVE \$150 When You Bundle a Flux or EXO with a PowerBolt II+". A "SHOP BUNDLE DEALS" button is visible. On the left side of the graphic, there are social media icons for Instagram, YouTube, Pinterest, and Facebook. At the bottom left, there is a button that says "GET OUR APP • 15% OFF". The background of the graphic is dark with a red and orange gradient at the bottom.

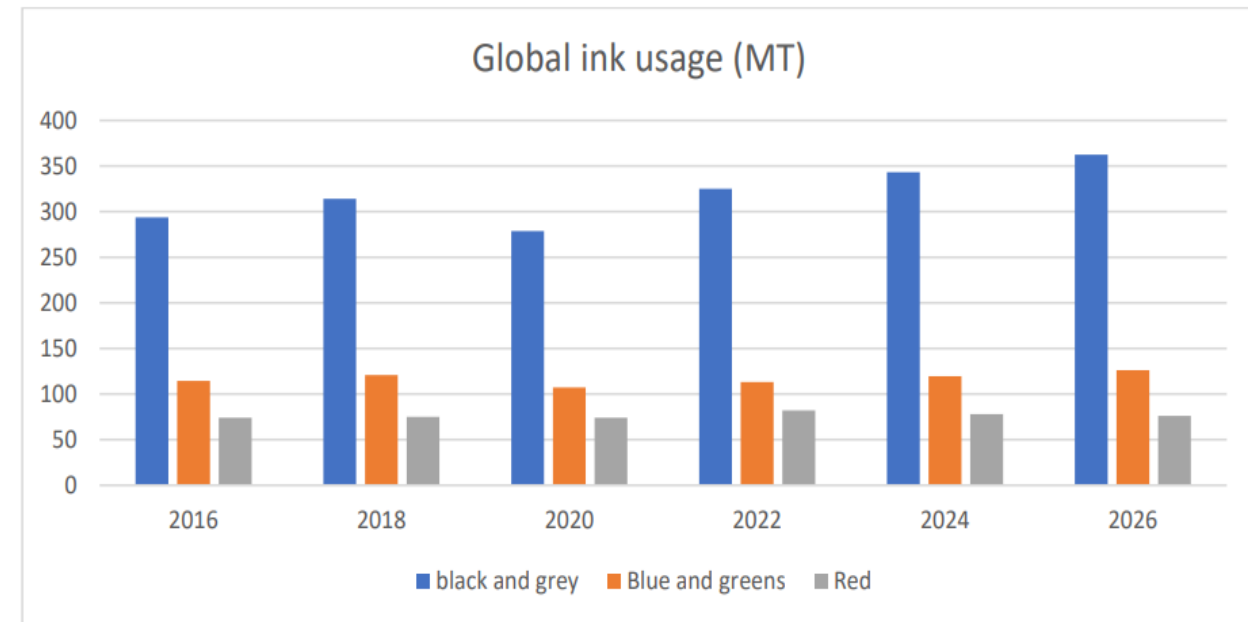
FK Irons branded items are renowned for their vast capabilities, precise ease of use and setting up, and the simplicity and compactness of their tattoo guns. The company's history traces back to 2007, when the creator, Gaston Siciliano, received stellar response from consumers after creating numerous tattoo equipment in his garage.



INK

The global Ink market was worth USD 93 million in 2019 and is predicted to grow to USD 137.4 million by the close of 2026 hence an average of 115 M / year minimum, expanding from a 5.6% CAGR between 2021 and 2026.

In 2016, Europe used around 191.82 tons of tattoo inks. On the same note, ink usage in the United States climbed by 4.59% from 114.16 metric tons in 2012 to 136.59 metric tons in 2016.



Global ink usage (Markeywatch)



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GRIP

The Grip market is a “key” market and whoever takes over this market will have the opportunity to develop its sales to other industries such as ink and cartridges, including machinery.

For grips manufacturers, the advantage is exponential on the tattoo market and we estimate at least 30% market share (10% for ink, 10% for cartridges and 10% for Grips), hence a total of 27 M USD out of the 90 M USD of the grips market.



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MACHINE

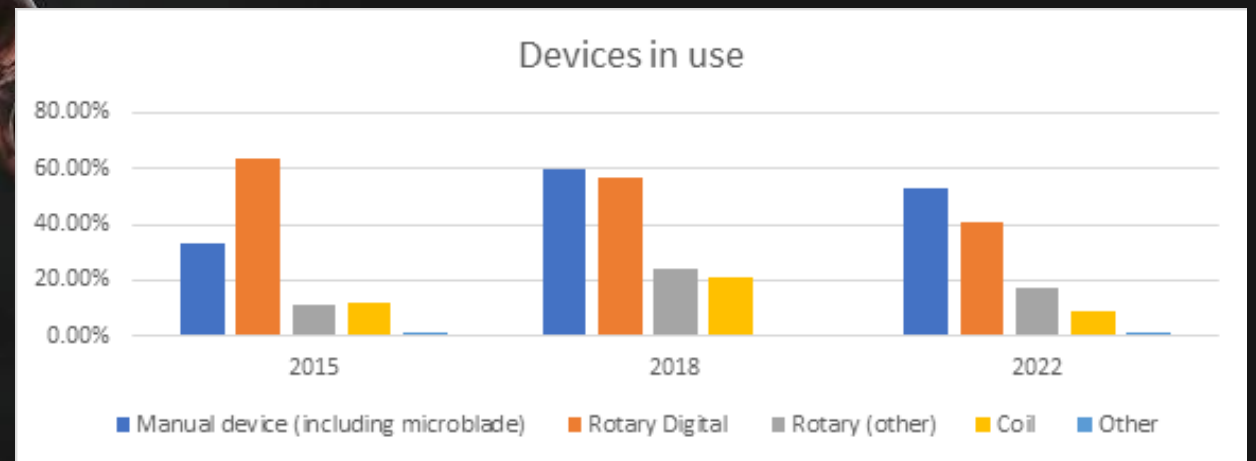
The tattoo machine market was worth \$654.2 million in 2021 and is expected to reach a value of \$840.6 million by 2030, growing at a 6.2% CAGR from 2022 to 2031.

On an average of 10 years at 6.2% official increase on the global Machines, it is estimated that the share of pen is at 80% on the average sale of 739M so we are at around 580 M / year. 10% of this amount can be taken by the Polink System, therefore at 58 M / year at the start of marketing, only on the machines.



A. Global tattoo machine financial insight

From 2022 to 2030, the worldwide tattoo machine market is expected to develop at a 5.5% CAGR. The tattoo machine market was worth \$654.2 million in 2021 and is expected to reach a value of \$840.6 million by 2030, growing at a 6.2% CAGR from 2022 to 2031. The machine market's expansion may be due to expanding tattoo demand, higher disposable income, and technical developments in tattoo equipment





B. The needle and cartridge market financial insight

The needle and cartridges market has made lots of stride in line with the larger market. The development of the market has been driven by a growth in the development of new machines from both established and independent producers. According to aggregated data from Marketwatch the worldwide tattoo needle market was worth \$ 222.29 million in 2021-2022, and it is predicted to grow at a compound annual growth rate (CAGR) of 3.39% over the forecast time frame, hitting USD 271.51 million by 2030.

C. Global ink market insight

Tattoo inks come in a variety of hues that may be diluted or blended together to create different colors and tints. Most experienced tattoo artists use ready-made inks (known as pre-dispersed inks), although others manufacture their own ink combining a dry color and an adhesive. There currently exists no industry guideline.



Estimated volume of return on royalties being around

- **Machines:** 15M USD increased sales volume minimum per year, 8% of that is 1.2M USD and over 20 years it is 24M USD
- **Needle Cartridges:** 24M USD increased sales volume minimum per year, 8% of that is 1.92M USD over 20 years it is 38.4M USD.
- **Inks:** 12.5M USD increased sales volume minimum per year, 8% of that is 1M USD over 20 years it is 20M USD.
- **Grips:** 27M USD increased sales volume minimum per year, 8% of that is 2.16M USD over 20 years it is 43.2M USD.

Hence a total of 125.6 M USD for Royalties, and considering a 6.2% per year increase, we obtain a total of 11M USD. Grant total is 137.6 M USD. Plus a total of 16 M USD for 10 principal actors over 20 years.

Grand Total is 141.6 M USD



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The Polink system fits into the market without affecting the already established leaders; on the contrary, it is the perfect addition to the global tattoo market for each stakeholder.

It also provides the tattoo artist with an essential complement that he needs for his profession.

The owner of the patent will have an exclusivity and will be able to exploit it over 20 years up to the minimum above calculated of 141.6 million dollars.



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