

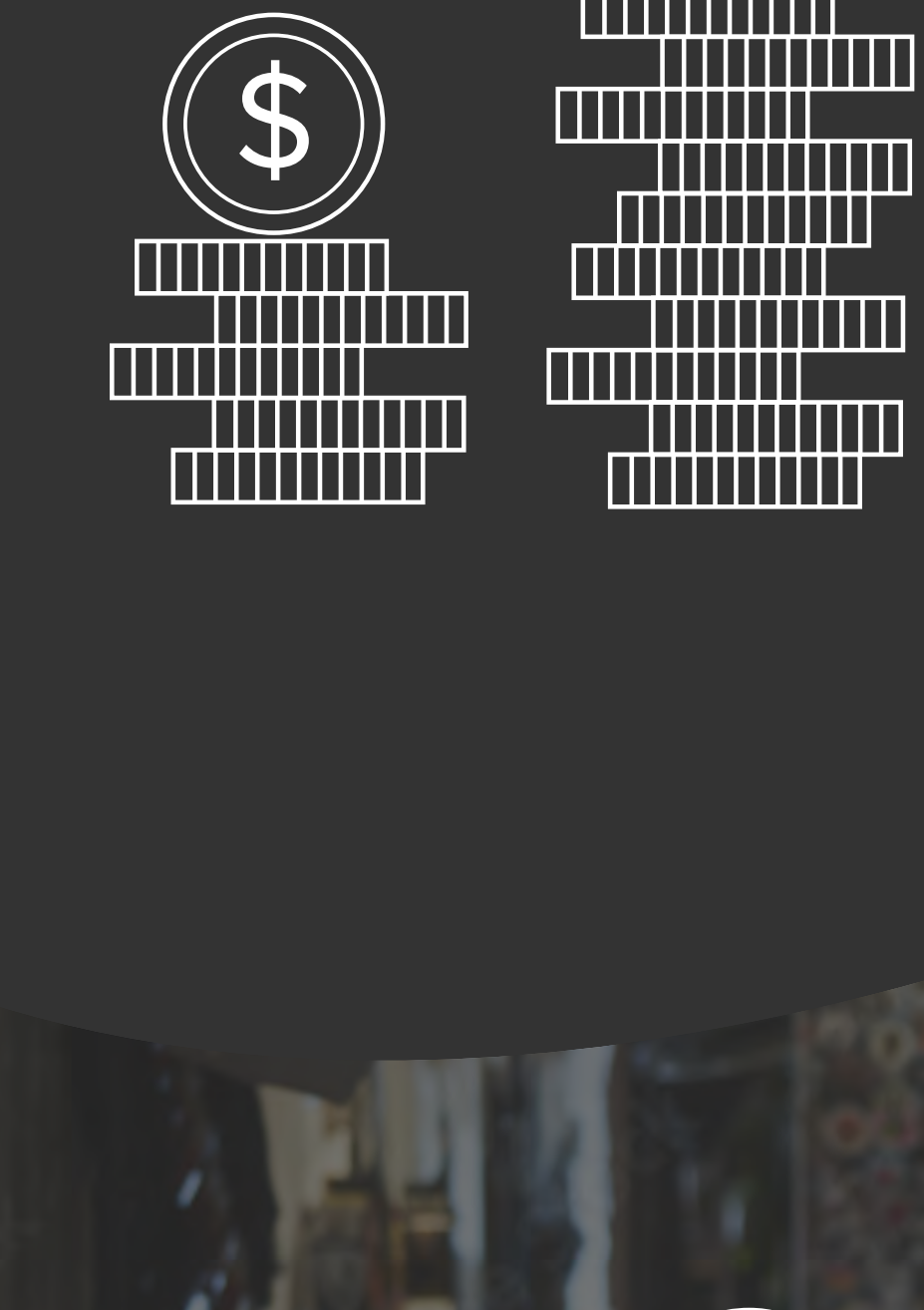


UNIVERSITY OF  
SAN FRANCISCO

# TATTOO INDUSTRY INSIGHTS

Extensive market research revealed industry trends and shifts within the tattoo professionals' landscape.

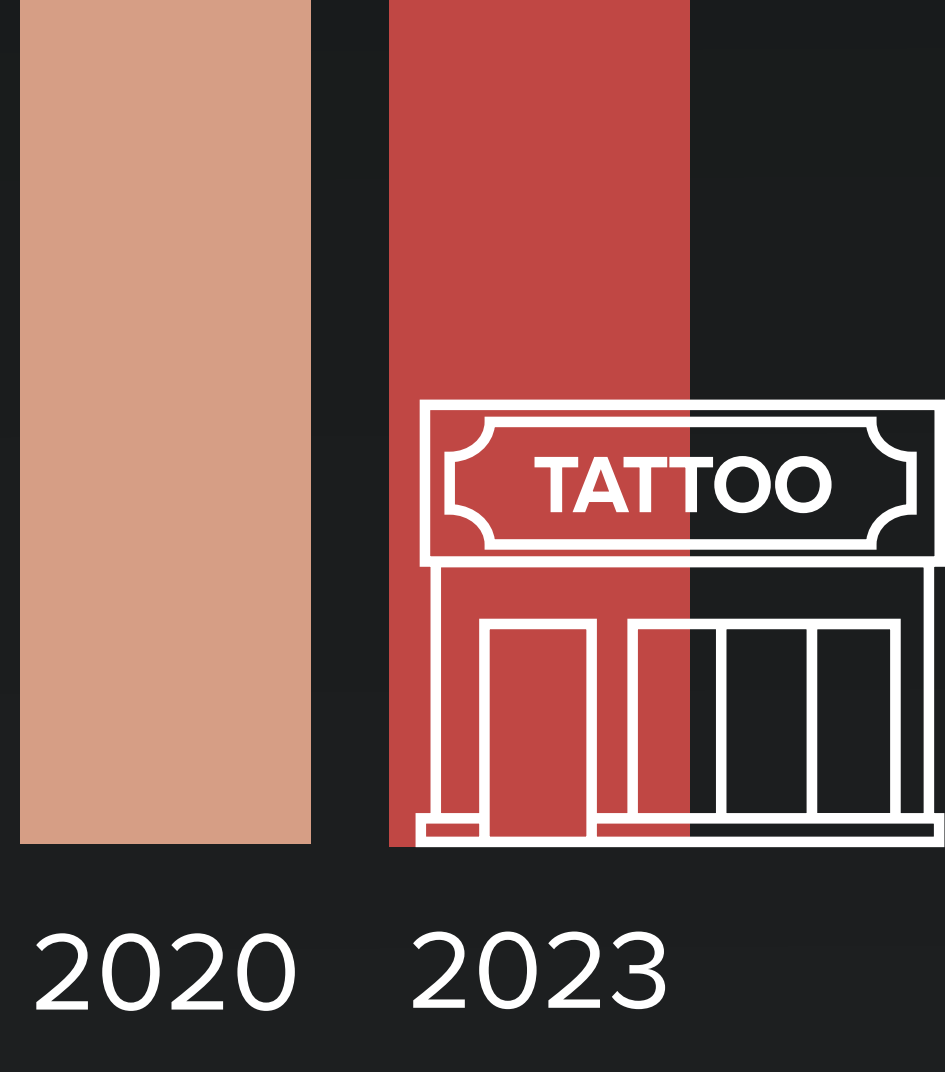
## CURRENT TATTOO MARKET



**\$1.6 Billion**  
in Revenue

**26,000**

Shops operating  
in the US



2020 2023

**23.2%+**

Market growth since  
the pandemic

SURVEY RESULTS:

**40%**

of Tattoo Shops make  
more than \$100K a year



Growing popularity of body art,  
expanding incomes, and cultural  
trends, are driving the demand  
for tattoos



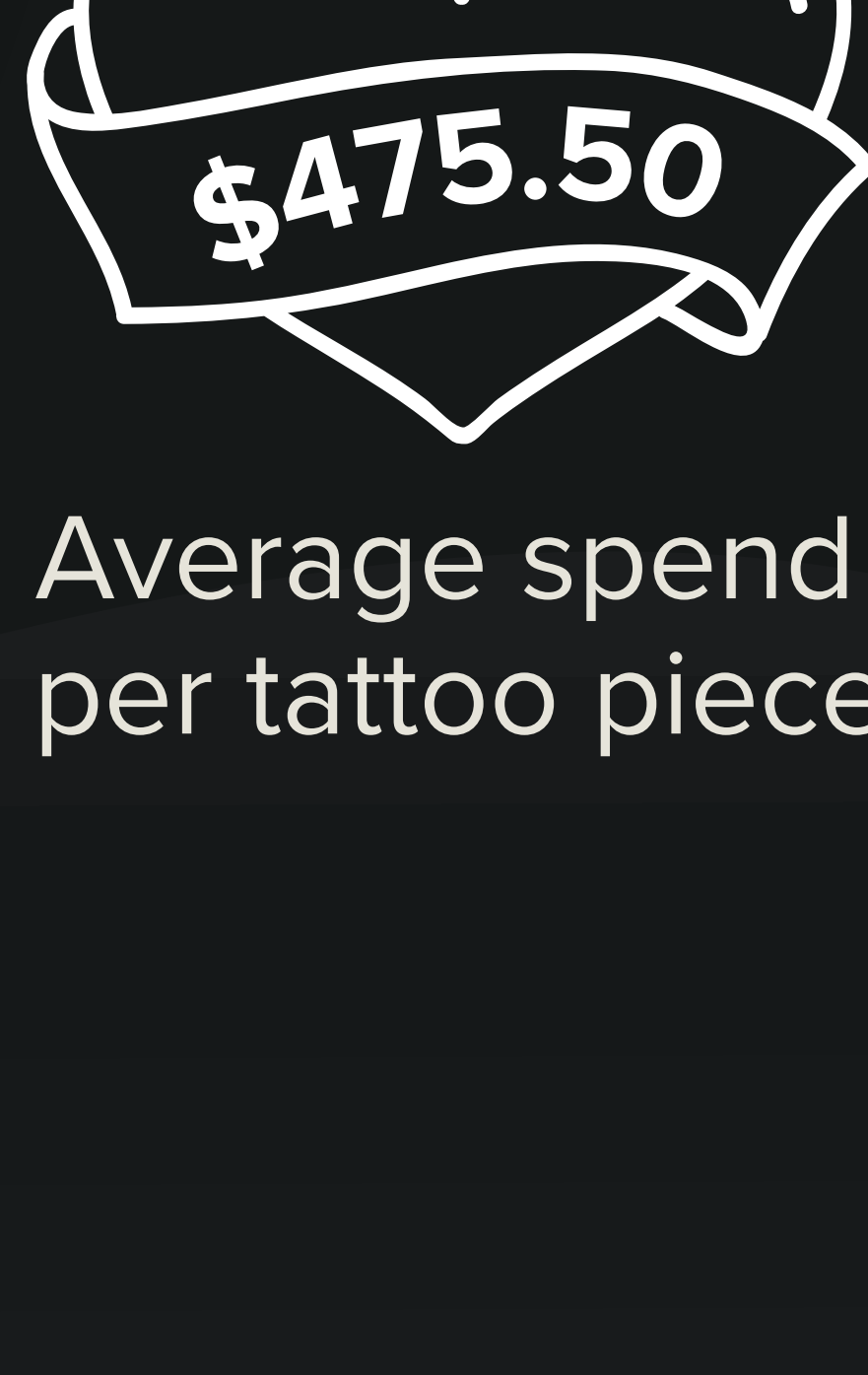
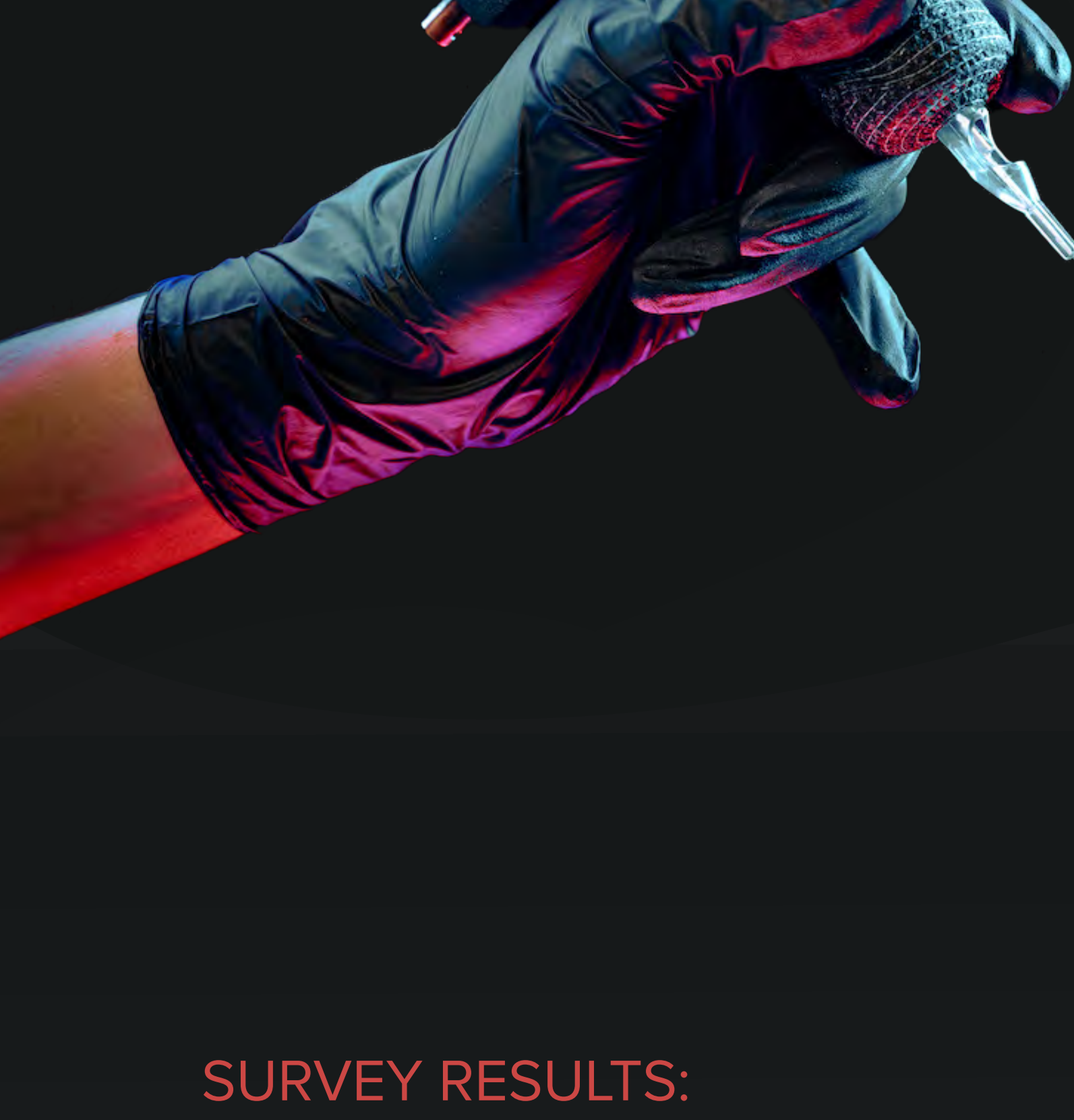
**32%**

of US residents have  
at least one tattoo

SURVEY RESULTS:

**97%**

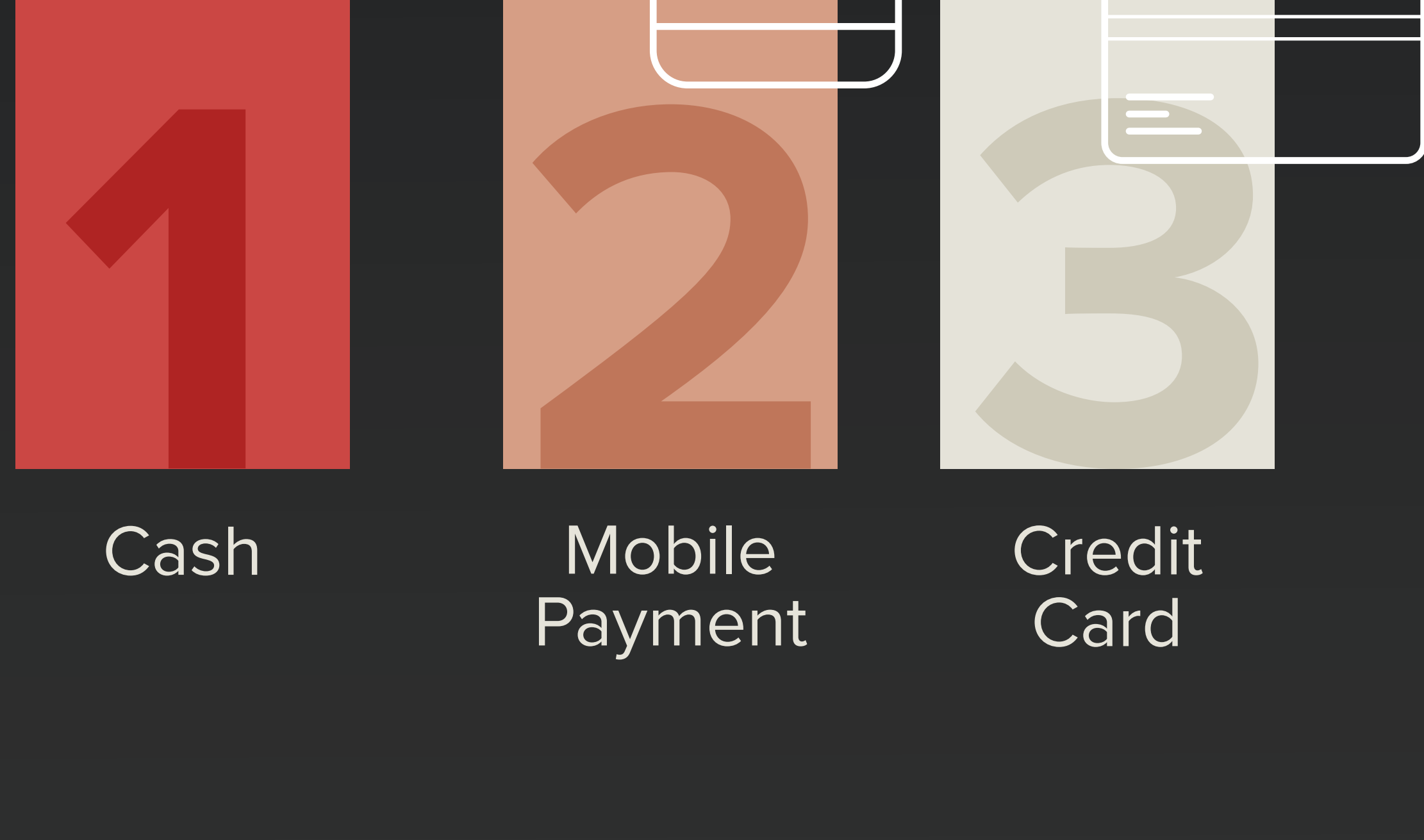
of tattoos are  
custom designs



Average spend  
per tattoo piece

SURVEY RESULTS:

## TOP 3 PREFERRED PAYMENT TYPES



Cash

Mobile  
Payment

Credit  
Card

SURVEY RESULTS:

**63%**

of bookings come  
from Social Media

**90%**

of tattoo survey  
respondents are delighted  
with incorporating booking  
management software like Vagaro to help  
keep their books filled and organized.

**vagaro**

tattoo studio software & marketplace

Source: University of San Francisco Marketing Intelligence Program, IBIS World, and Vagaro, Inc.