

Statistical Bulletin

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In 2024, tattoo and eyebrow tattoo sales reached NT\$439 million, with Taoyuan City seeing the biggest growth, over doubling in five years.

1. As social acceptance increases, along with a growing demand for artistic and personalized expression, and advancements in technique and hygiene standards, tattooing has become a popular means of self-expression and artistic representation. Additionally, the demand for beauty services such as eyebrow and lip tattooing has contributed to the ongoing development of the tattoo and eyebrow tattoo service industry¹. In 2024, there were a total of 543 businesses in this industry, with total sales reaching NT\$ 439 million. The number of businesses and sales have shown a steady upward trend over the past five years, growing by 94.6% and 94.3%, respectively.
2. By regional observation, Taichung City had the highest share of both the number of businesses and sales, accounting for around 20% each year. Combined with Taoyuan City and Taipei City, they made up 43% of the total businesses nationwide and 50% of the total sales revenue. Over the past five years, Taoyuan City experienced the most remarkable growth, with the number of businesses and sales revenue both increasing by more than 2.4 times. By 2024, Taoyuan City had 73 businesses and a sales revenue of NT\$ 49 million, with most of the new businesses concentrated in Zhongli District and Taoyuan District.

Overview of Tattoo and Eyebrow Tattoo Service Industry Business Units and Sales

Unit: unit; NT\$ 10 thousand; %

Item		2019	2020	2021	2022	2023	2024	5-Year Growth	Structure Ratio
Units	Total	279	330	384	432	489	543	94.6	100.0
	Taichung City	64	75	88	104	114	108	68.8	19.9
	Taoyuan City	21	25	30	37	46	73	247.6	13.4
	Taipei City	36	44	52	52	59	56	55.6	10.3
Sales	Total	22,584	25,124	28,648	34,419	39,620	43,872	94.3	100.0
	Taichung City	5,015	5,417	6,152	7,903	8,962	9,526	90.0	21.7
	Taoyuan City	1,315	1,670	2,172	2,653	3,396	4,859	269.6	11.1
	Taipei City	4,843	5,866	6,377	7,122	8,028	7,791	60.9	17.8

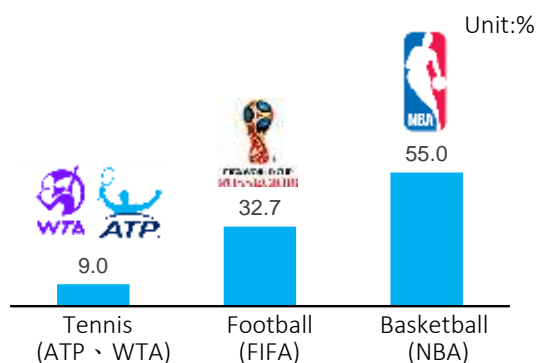
¹ This article corresponds to the scope defined in the Standard Industrial Classification of Taxation (9th revision): the tattoo and eyebrow tattoo industry falls under subclass 9690-17, "Tattoo and Eyebrow Tattoo Services" (including ear piercing).

- Based on observations of selected countries, the United States had the highest proportion of tattooed individuals at 32.0%, followed by the United Kingdom at 26.0%. South Korea and Mainland China had tattoo prevalence rates of 25.1% and 12.2%, respectively, while Russia stood at 11.7%. Japan had the lowest tattoo prevalence at only 1.1%, due to the strong association of tattoos with organized crime and its more conservative culture. Regarding gender distribution, in the United States and United Kingdom, the percentage of tattooed individuals was higher among women. In Mainland China, the proportion was almost equal between men and women, while in Russia, men had a higher percentage.
- Some professional athletes choose to get tattoos for various reasons, such as cultural identity and heritage, personal beliefs, self-motivation, or to express their individual style. The proportion of tattooed athletes varies significantly across different sports, and the reasons for this difference are widely debated. One explanation is that many basketball and football players come from lower or middle-class backgrounds, leading to a higher percentage of tattooed athletes in these sports—55.0% in basketball and 32.7% in football. In contrast, tennis, generally considered an upper-class sport, had a much lower tattoo prevalence, at only 9.0%.

Tattoo Prevalence in Selected Countries

Country	Overall Population	Unit:%	
		Women	Men
United States (2023)	32.0	38.0	27.0
United Kingdom (2022)	26.0	29.0	21.0
South Korea (2021)	25.1	-	-
Mainland China (2018)	12.2	12.2	12.1
Russia (2018)	11.7	8.9	15.0
Japan (2022)	1.1	-	-

Tattoo Prevalence Among Professional Athletes



Data Source: Ministry of Finance, Statistics Dept. "Business Units and Sales"; USA, Pew Research Center(2023); UK, YouGov(2022); South Korea, Ministry of Health and Welfare (2021); "The prevalence of tattooing and motivations in five major countries over the world", N. Kluger, etc(2018); "Discreetly, the Young in Japan Chip Away at a Taboo on Tattoos", New York Times(2022); "Tattoos among Professional ATP and WTA Tennis Players", N. Kluger(2018); "Role of tattoos in football: Behavioral patterns and success-analysis of the FIFA World Cup 2018", S.M. Mueller(2018); "Inked Up: How NBA players embraced tattoos and changed the game", Nick DePaula (2022).