



19/02/2024

REPORT

Tattoo Care



AUDIENCE

Demographics

United Kingdom, Age 20 to 30

Category

Personal Care and Beauty

Custom Screening

Answered "I currently have a tattoo." or "I do not have a tattoo, but I am considering getting one." to "Please choose the option that best describes your situation:"

OBJECTIVE

I am trying to understand whether or not people with tattoos would be interested in buying skincare products that are specifically made for tattoos. Do people with tattoos have issues with their skin? Would they consider purchasing something tattoo specific? What products would they be interested in? Are there any products meeting these desires? How much would they spend?

BURNING QUESTION

Do consumers have a need or desire for skincare products made specifically for people with tattoos?



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CHAT GUIDE

1. Do you currently have any tattoos? If so, where are they located on your body? (Torso, arms, legs, etc)
2. What inspired you to get a tattoo?
3. How often do you care for your tattooed skin?
4. What products do you use to care for your tattoo?
5. How does having a tattoo affect your skincare routine?
6. Have you ever experienced any skin issues related to your tattoo? If yes, what were these issues?
7. Have you sought out dermatological care for your tattoo before? Who have you consulted?
8. If yes, what was your concern? If no, do you think you might in the future?
9. Have you ever considered buying skincare products specifically made for tattoos?
10. What factors would influence your decision to buy a skincare product for your tattoo?
11. What kind of products would you be interested in for tattoo care?
12. Are there any existing products that meet your needs for tattoo skincare?
13. If you could improve one thing about your current tattoo care routine, what would it be?
14. On a scale of 1-10, how likely would you be to purchase a skincare product specifically for your tattoo?
15. How much would you be willing to spend on a skincare product for your tattoo?
16. Would you be more likely to buy a product if it was recommended by a tattoo artist or dermatologist?
17. Which one (tattoo artist or dermatologist) would be more convincing and why?
18. How important is it for you to maintain the appearance of your tattoo?
19. What would you like to see in a product that is specifically made for tattoo care?
20. Would you recommend a tattoo-specific skincare product to a friend if you found it effective?



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AI SUMMARY

The consumers in this study, aged 20-30 from the United Kingdom, expressed a variety of perspectives on skincare products specifically designed for tattoos. Some consumers, despite not having tattoos, showed interest in tattoo-specific skincare products, indicating a potential market among those considering getting a tattoo. They expressed a willingness to purchase such products if recommended by a tattoo artist, highlighting the influence of these professionals in their decision-making process.

For those with tattoos, daily care and moisturizing were common practices, with products like Nivea and Palmer's Cocoa Butter frequently mentioned. However, some consumers expressed a desire for less oily products and those that absorb quickly into the skin. The cost of the products was a significant factor for many, with most willing to spend between £10-£30.

The consumers also expressed a desire for tattoo-specific skincare products to have calming ingredients, be gentle on the skin, and be free of harsh chemicals. They also showed interest in products that could enhance the color of their tattoos and protect them from sun damage.

Overall, there is a clear interest and need for skincare products specifically designed for tattoos, with factors such as cost, brand reputation, product effectiveness, and professional recommendations influencing purchasing decisions.





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KEY INSIGHTS

Insight 1: Importance of Tattoo Care

- Many respondents who have tattoos emphasized the importance of daily care for their tattooed skin. They use various products such as creams, powders, and serums to keep their tattoos moisturized and prevent dryness. This indicates a high level of awareness and commitment to maintaining the appearance and health of their tattoos.
- Respondents who don't have tattoos but are considering getting one also expressed a willingness to care for their future tattoos. They understand the need for a dedicated skincare routine for tattooed skin and are open to using products specifically designed for tattoos.

Insight 2: Factors Influencing Purchase Decisions

- The decision to purchase skincare products specifically for tattoos is influenced by several factors. These include the reputation of the brand, the effectiveness of the product, the price, and recommendations from tattoo artists or dermatologists. Respondents are more likely to trust and buy products that are recommended by professionals who have firsthand experience with tattoos.
- Respondents are also interested in the specific ingredients and properties of tattoo care products. They prefer products that are gentle, non-abrasive, and free of harsh chemicals. They also value moisturizing benefits and ingredients that can help maintain the color of their tattoos.

Insight 3: Willingness to Spend on Tattoo Care Products

- Respondents are willing to invest in skincare products for their tattoos, with some willing to spend up to £30 per set of care products. However, the price is a significant factor in their purchase decisions. They believe that good products don't necessarily have to be expensive and are willing to explore different options within their budget.
- Despite the willingness to spend on tattoo care products, some respondents expressed concerns about the availability and accessibility of these products. They feel that tattoo-specific skincare products are not widely available and may not be worth going out of their way to purchase.





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KEY INSIGHTS

Insight 4: Interest in Tattoo-Specific Skincare Products

- Respondents expressed interest in skincare products specifically made for tattoos. They are open to trying products such as creams, powders, and serums that are designed to cater to the unique needs of tattooed skin. They are particularly interested in products that can help maintain the color of their tattoos and protect them from damage.
- Despite their interest, some respondents are not aware of any existing products that meet their needs for tattoo skincare. They expressed a desire to explore different products and are open to recommendations from tattoo artists and dermatologists.

Insight 5: Importance of Maintaining Tattoo Appearance

- Respondents place a high value on maintaining the appearance of their tattoos. They consider their tattoos a significant investment, both financially and artistically, and want to keep them looking vibrant and well-preserved. They are willing to invest time and money in a dedicated tattoo care routine to achieve this.
- Respondents would like to see specific features in tattoo care products, such as the ability to enhance tattoo color, provide sun protection, and offer moisturizing benefits. They also value products that are easy to apply and can sink deep into the skin.





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HUMAN KEY QUOTES

"I'm darkskin so I hope it will still be visible that I have a tattoo."

- Age 21, female

"I'm not sure I haven't done research but i believe aloe Vera could be one as it's natural."

- Age 21, female

"I would like to see the benefit of my tattoo not fading as that is what's most important."

- Age 23, male

"The butterfly shows the ability to take off from any given moment and my other is just very special to me (the date)."

- Age 23, male

"I would want to take extra good care of my tattoo as they cost a lot of money and they're on your body permanently."

- Age 25, male

"I would be more likely to use something recommended by a tattoo artist, especially if they have a lot of tattoos themselves."

- Age 25, male





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HUMAN KEY QUOTES

"Extremely important because they all have meanings and going back to get them refreshed at a tattooists can be expensive."

- Age 26, female

"I have two different creams, nappy cream and moisturiser on a Monday I will use the bepanthen and then Thursday moisturiser."

- Age 26, female

"I sometimes get little bumps on the tattooed area and sometimes the areas can get a bit sore."

- Age 26, male

"Both expertise and first hand experience, they are the ones who would know best how to care for tattooed skin."

- Age 26, male

"Yes, if the moisturiser that I have wasn't working too well, then I would definitely invest in a different type of product or brand."

- Age 21, female

"Definitely, a brands reputation. If I hear good things about a certain brand then I'll definitely enquire about the brand and perhaps buy it."

- Age 21, female





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HUMAN KEY QUOTES

"I have considered but find the palmers products are suitable for me. If there was extra ingredients to help maintain the colour of the tattoos."

- Age 29, male

"It was something that I thought hard about and wanted something with meaning. If there was a clear benefit overall to make the product stand out from the others."

- Age 29, male

"I would be more likely to buy a product if it was recommended by a tattoo artist as they know best and they know what products work."

- Age 23, female

"It is important to maintain the appearance as I want it looking fresh and to get my moneys worth, I place a high value as it is very important to me."

- Age 23, female

"Yes I would buy a product if it is recommended by an tattoo artist. A tattoo artist because they have first hand experience"

- Age 21, female

"I don't think these are common products and probably not widely available. I wouldn't go out my way to buy a product just for a tattoo."

- Age 30, female





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HUMAN KEY QUOTES

"I had some large and raised moles. I have pale skin so I thought I better get this checked out."

- Age 30, female

"It would be important if I had one. I don't want my skin to be irritated or dry as this affects my confidence."

- Age 30, female

"A dermatologist would be more convincing as they know the skin more and what ingredients would react."

-Age 23, female





**REACH OUT TO US IF YOU HAVE
FURTHER QUESTIONS ABOUT THIS
REPORT**

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