



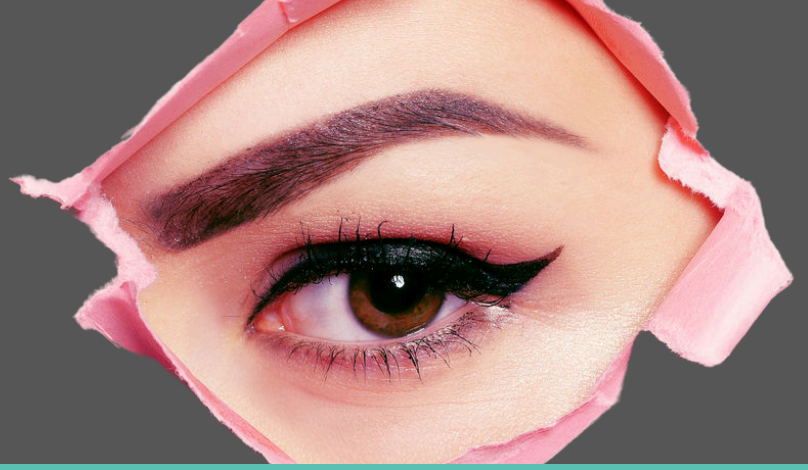
What to Watch in 2025

Understanding Current Trends
to Future-Proof Your Business



Your free
guide

What to Watch in 2025



A new year brings exciting innovations!

With the global tattoo market size projected to reach a staggering **\$4.83 billion by 2032**, we conducted a customer survey to explore the themes currently on the rise.

We're sharing insights from DaySmart Body Art customers about what success means to them, the steps they've taken to grow their business over the past year, and how they stay informed on the latest industry trends and techniques.



Use this knowledge to give your business the boost it needs
in the year ahead.



Ready to level up
this 2025? >>

Industry Insights Report

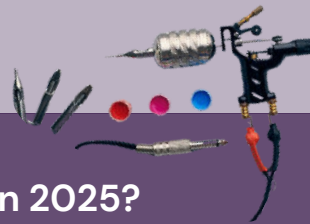
Get to know the customers we talked to and the key takeaways on how they grew their business.



33% said a **lack of staff** hindered growth in the last year, while another 33% **blamed the economy**.



Studio owners rely on **innovation and creativity** to drive growth, but it's not always simple to implement due to a **lack of staff support (55%), education (36%), and time (18%)**.



44% grew their business by **boosting social media and online visibility**. 33% put their success down to **good reviews**, while 22% said it was due to **marketing efforts**.

How do you plan to grow in 2025?

- 20% aim to add new services
- 40% want to increase marketing
- 50% intend to hire more staff
- 50% are considering a new location

Where do you go for ideas and content to grow and evolve your business?



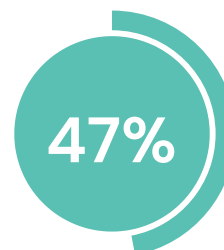
Instagram



YouTube



Facebook



TikTok



Trade Shows/
Conferences

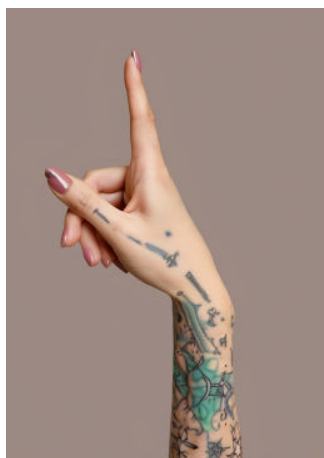
Themes on the Rise

From compiling our customers' answers, we were able to identify 4 key focal points for the year ahead.



The top 4 trends that shaped the body art industry in 2024 and expected to make an impact in 2025 are:

- 1 Adopting new technology to innovate and grow
- 2 Using positive online reviews to strengthen their brand
- 3 Online visibility for maximum scheduling and flexibility
- 4 Introducing surcharging to cover card processing fees



Let's dive in to how you can **utilize these trends to expand your services, increase your visibility, and boost your business overall.**

Trend #1: New Technology

Staying up to date with the latest innovations is important in the body art industry, with 74% of you rating new tech as a top priority.



Digital tools are really shaking up the industry, providing added comfort and precision, and allowing artists to get more creative and tackle complex designs more easily, through **layering, 3D modeling, and color manipulation**.

Rotary machines are less damaging to skin and vibrate less than coil machines, giving smoother needle movements, and improving comfort for you.

Wireless machines leave artists free to move around, while **precision robotics** minimize human error for greater precision in intricate designs.

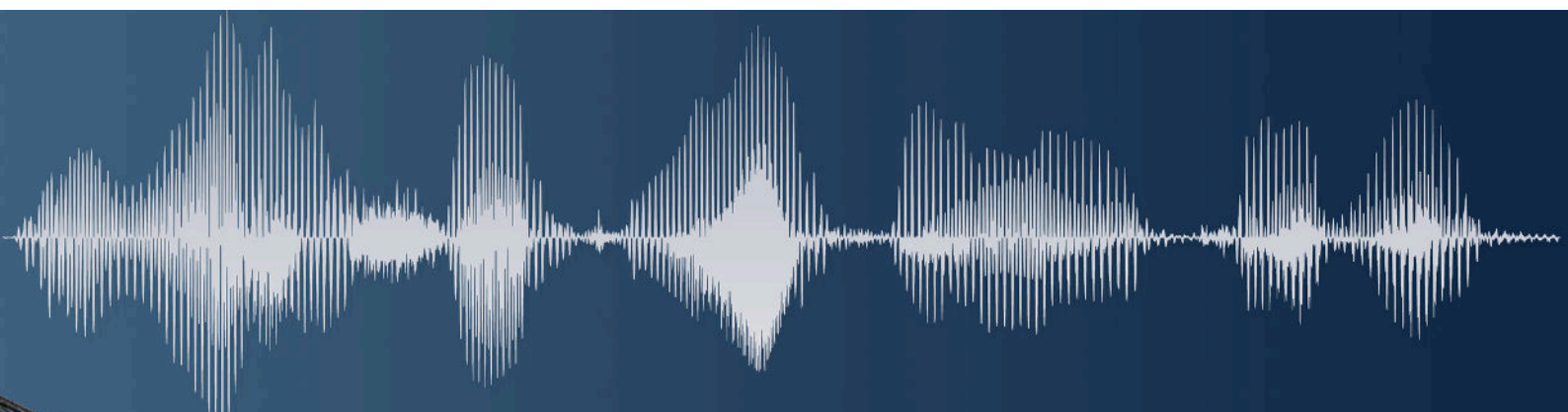


DaySmart Tip

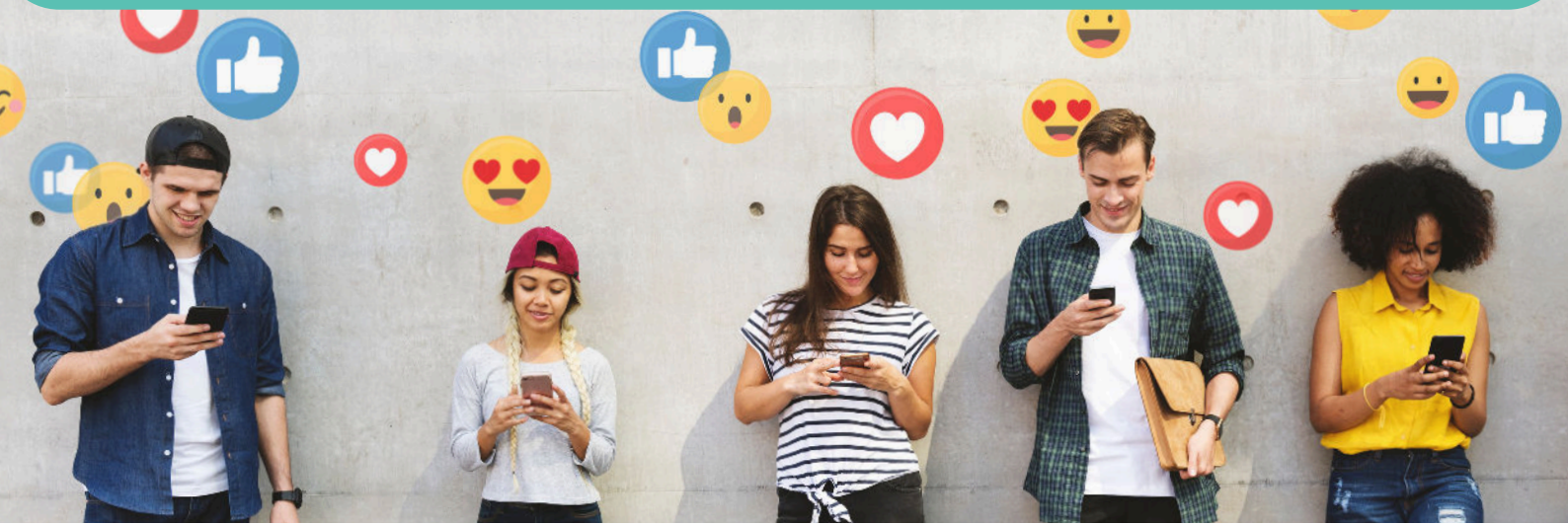
Check in with tattoo supply distributors to stay updated on new products and trends. Strong relationships ensure you offer clients the best the industry has to offer and helps you discover tools and materials that elevate your services.



Sound wave tattoos remain popular for 2025, where clients can scan their ink and hear a **special message, a heartbeat, personal mantra, or their favorite song**, making the design more unique and meaningful.



Trend #2: Reputation Management



Did you know the most effective way to grow your business comes directly from your customers?



No matter how many fancy campaigns or trending social media tactics you try, **word of mouth** remains one of the most powerful marketing channels.

Tailoring your offer will attract attention, but it's testimonials and reviews from existing customers that really drive new clients through the door.

DaySmart Tip

Want to collect positive reviews to post online? With **DaySmart's Reputation Management** feature, you can easily gather and share online reviews, showcasing your work and helping new customers choose your shop for their next tattoo.

Get strategic about positive feedback to make it work for you.

Asking clients for their opinion makes them feel valued and more likely to return, and your most loyal fans will be happy to leave a glowing review! As a result, you'll boost your reputation—and your income.



Trend #3: Online Presence

The future is digital, and how you present your business online will significantly boost your chances of success for two key reasons.



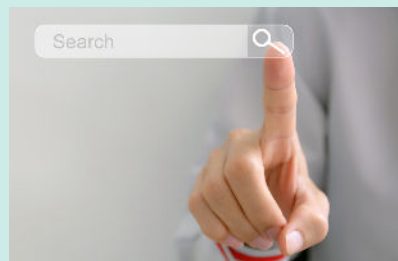
1 Increased Visibility



With Forbes reporting that at least **71% of businesses have a company website**, it's really becoming a must to get noticed, stay relevant, and build your brand. A strong website literally puts your spa on the map by expanding your reach to new clients outside your local area.



Your website and social media channels act as a 24/7 marketing tool, shining the spotlight on your skills and services to attract new clients, build trust, and boost your reputation.

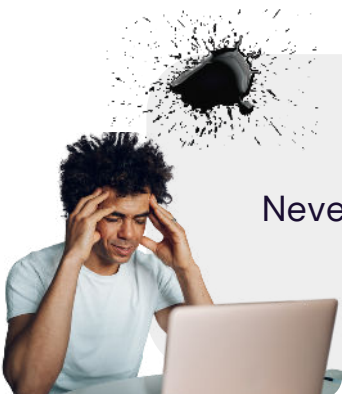


Make good use of user-generated content (UGC), collect and share positive reviews, thank you notes, and photos of happy clients to show browsers why they should pick you over the competition.



DaySmart Tip

Never created a website before or unsure if yours is up to scratch? Take a look at our guide to **Building a Website That Wins** for top tips to stay head and shoulders above the rest.



2

Convenience and Flexibility

Creating a strong online presence gets you noticed. **Add the offer of online booking to the mix** and you're onto a winning strategy.



Providing clients with convenient and flexible ways to book your services, instead of limiting yourself—and them—to phone reservations during open hours only, shows you care.



It positions your studio as a modern, flexible business and, what's more, your staff can focus their attention on your clients instead of stopping to answering the phone.



You also increase your chances of filling your schedules, as you'll no longer miss out on appointments because someone tried to call and book out of hours.



DaySmart Tip

With **DaySmart Online Booking**, you can allow clients to select a service, time, and employee by submitting an appointment request requiring approval. This prevents scheduling disruptions, clients selecting the wrong service, and overbooking.



Trend #4: Surcharging



It's a divisive topic, but it's one that's got the industry talking: to surcharge or not to surcharge?



Did you know that **cash made up just 16% of transactions in 2024**? Even so, many studios are currently moving towards a cash-only approach to avoid pesky credit card fees.

With **only 60% of businesses in the U.S. currently accepting cash**, paying by card has become extremely common. This means studios could risk losing business due to inconveniencing their customers.

A popular alternative is to **accept credit cards and pass the fees onto customers**. Customers using a card pay a mandatory extra cost on top of their bill (usually 3%). This trend has slowly gained traction over the last 4 years and will continue to be a hot topic throughout 2025.



DaySmart Tip



Going cash-only can drive customers away. Keep yours coming back by accepting cards with minimum processing fees through **DaySmart**.



Now, it's time to take action and elevate your studio!

Looking for more ways to shake up your studio, boost your business, and improve client relationships?

[View our Resources](#)

A tattoo artist with a full beard, a black cap, and visible tattoos is giving a thumbs up and smiling broadly in a tattoo studio setting.

New to DaySmart?
Start your
FREE trial!



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