

Cosmetic Surgery - UK - June 2010

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What is this report about?

The UK market for cosmetic surgery is estimated to have grown by £617 million (17%) between 2008 and 2010 to reach an estimated worth of £2.3 billion. A fear of surgery going wrong coupled with high costs put people off having cosmetic surgery and has propelled the growth of non-surgical procedures in the last three years. Non-surgical procedures are estimated to account for almost 92% of all procedures and for almost three quarters of value in 2010.

The non-surgical sectors of the industry are blighted by a lack of regulation. Attempts to tighten regulation within the non-surgical sector could alienate potential consumers by bringing the dangerous side of the industry into the spotlight. People are already put off by the idea that surgery could go wrong and instead the industry needs to set targets to reduce complications and infections arising after cosmetic surgery.

What have we found out?

- Between 2008 and 2010, the UK market for cosmetic surgery is estimated to have grown by 17% to reach an estimated worth of £2.3 billion. Non-surgical procedures are estimated to account for more than 90% of all procedures and for almost three quarters of revenues in 2010.
- Cosmetic surgery is a last resort for fixing aspects of people's appearance that they don't like. People are more likely to try exercising, using beauty treatments and wearing figure-enhancing clothing before going under the knife.
- British adults love their bodies. Almost all adults (96%) can find at least one feature that they like and more than four in ten like nine or more parts of their bodies. However, women are the least satisfied with the way they look. As a result, women more likely to have or want cosmetic surgery.
- The proportion of teens who would consider having cosmetic surgery has risen sharply. The attitudes of today's teenagers could benefit the market for cosmetic surgery in the future.
- The UK cosmetic surgery industry is underpinned by a minority of adults with just 2% of women and 1% of men ever having had cosmetic surgery. But an estimated 19 million adults (48%) would like to have some form of cosmetic surgery. Converting this group into patients will be the challenge for the industry to fulfil growth potential.
- Surgery is more appealing to younger adults: almost six in ten 16-24-year-olds would like surgery compared to just three in ten over-55-year-olds. Older adults are more accepting of the faults in their appearance and are less likely to have had surgery or to consider having surgery.

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