

Attitudes towards Cosmetic Surgery - UK - May 2013

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"The ageing population in the UK bodes well for the growth in the surgical and non-surgical cosmetic procedures market. However, the industry would do well to step up their efforts towards a commonly accepted set of standards to reassure potential customers that they are in safe hands."

– Ina Mitskavets, Senior Consumer and Lifestyles Analyst

In this report we answer the key questions:

- What impact will the ageing UK population have on the cosmetic surgery market?
- What are the consequences of the PIP scandal?
- How does the internet drive awareness and uptake of procedures?
- Will innovation in mobile apps drive future growth in the market?

The number of surgical procedures performed in the UK has shot up by 26% between 2008 and 2012 – despite the continued economic woes – owing to the attention given to cosmetic procedures in the popular media. Decreasing costs and increased availability non-surgical procedures have contributed to their popularity.

However, the issue of affordability is still a key barrier to overcome to maintain the strong growth in the market, and it's a particularly big deterrent for females, who account for nine in ten cosmetic surgery procedures in the UK. High cost of surgical procedures in the UK has provided a boon to medical tourism, which has been on the rise over the past decade.

This report looks at factors underpinning market forces, such as demographic shifts, consumer behaviour and the recession, along with the types of cosmetic procedures on offer. It also examines the regulatory developments which both harness and mitigate market forces, notably the recent review by the Department of Health.

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