

Cosmetic Surgery - UK - December 2014

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"The UK cosmetic surgery market could benefit from further capitalising on the burgeoning population of adults that qualify as overweight or obese. Clinics could look at more widely marketing treatments designed to help people reduce their weight, as well as highlighting the benefits of excess skin removal surgeries."

— Jack Duckett, Consumer Lifestyle Analyst

This report looks at the following areas:

- Cosmetic surgery market could benefit from overweight population
- Opportunity for market to further engage with men
- Fighting off the growing cosmetic surgery tourism market

Increased concerns over appearance, likely driven by perfected images in the media and the growth of photo sharing via social media, have helped drive growth in the UK cosmetic surgery industry from 2009-13 according to the British Association of Aesthetic Plastic Surgeons. The market could now look to benefit from the ongoing obesity crisis, both in terms of offering solutions for those seeking to lose weight and for those looking to remove excess skin after rapid weight loss.

However, the market is consistently challenged by concerns over the safety of cosmetic procedures and lack of regulation, whilst the high price of procedures in the UK compared with other countries has resulted in a growing number of patients heading overseas to cut costs. Addressing these issues is therefore also likely to boost the UK cosmetic surgery sector.

This report looks at people's attitudes towards their own appearance, experience of surgeries and interest in future surgeries, factors influencing people to undergo cosmetic procedures, attitudes towards cosmetic surgery tourism, and general attitudes towards non-surgical procedures.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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