

Attitudes towards Cosmetic Surgery - China - 2021

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This report looks at the following areas:

- Usage of different types of cosmetic surgery
- Reasons for trying cosmetic surgery
- Shopping behaviours and purchase journey
- Information source needed before considering cosmetic surgery
- Information channel used to gain knowledge about cosmetic surgery
- New innovations and marketing campaigns on cosmetic surgery and recovery products

The penetration of cosmetic surgery is still low, with non-invasive light procedures having the highest usage; however, the acceptance of surgery as a way of beauty enhancement is now widely accepted, with more than half of consumers being interested in trying different types of procedures. Indeed, safety-related concerns are the top barrier that puts off prospect consumers and potential risks rank as the top information needed by potential users (68%). But it is interesting that consumers are less intrigued by the technical principles (45%) of the procedures and the medical machines (42%) used. Unlike skincare products, where ingredients are important to consumers, and they want to find out the scientific explanation for the effectiveness, consumers have less knowledge and hence are less familiar with cosmetic surgery and are still exploring a basic understanding of its safety. This also explains the low usage of most surgeries. Cosmetic surgery, including the post-surgical products market could be threatened by the lack of knowledge and safety concerns that stop prospective consumers at the observation stage from actually taking action.

On the flip side, since non-invasive light procedures are becoming more familiar for consumers due to their convenience and quick recovery time, the usage is likely to grow. This type of surgery also requires repeated treatment to maintain, and the research data suggests that consumers are well-informed about their effectiveness and therefore are likely to become loyal users in



“Consumers have a clear understanding of the advantages of cosmetic surgery, including its effective results and long-lasting effects; however, they are still hesitant about going through with it due to safety concerns, with light non-invasive procedures becoming widely accepted compared to more involved surgeries.”

– Amy Jin, Senior Analyst

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future, which will help to expand the market of post-surgical products, such as medical masks.

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Table of Contents

OVERVIEW

- Key issues covered in this report
- Definitions

EXECUTIVE SUMMARY

- **Market and competition**
- **The consumer**
- **Light non-invasive procedures are mostly used for skincare**
Figure 1: Facial cosmetic surgery applied in the last year, 2021
- **Consumers are pursuing better mindsets**
Figure 2: Reasons for considering cosmetic surgery, 2021
- **Consumers prefer professional post-surgery products**
Figure 3: Attitudes towards post-cosmetic surgery products, 2021
- **Curious consumers learn from multiple sources**
Figure 4: Channels used to gather information on cosmetic surgery, 2021
- **Learning the negatives first**
Figure 5: Information needed before trying cosmetic surgery, 2021
- **Clear contrast between cosmetic surgery and skincare products**
Figure 6: Images associated with different beauty methods, 2021
- **What we think**

ISSUES AND INSIGHTS

- **Collaborate with well-known professionals for endorsements**
Figure 7: Surgical masks launched by Badachu
- **Matching post-surgical solutions to different anti-aging therapies**

MARKET FACTORS

- **Professional hospitals and cosmetic surgery clinics are both emerging**
- **Stricter regulation on the cosmetic surgery market**
- **Marketing and advertisements for 'beauty loans' prohibited**
- **Cosmetic surgery apps being sued by celebrities**
- **Gen Z beauty advocates leading market growth**
- **Limited travel means more surgery conducted locally**
- **Speedy update on the latest surgery tech**

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Figure 8: Thermage's updated machines

- **Popularity of non-invasive procedures with repeated purchase**

MARKETING ACTIVITIES

- **Cosmetic clinics collaborating with KOLs and livestreaming platforms**

Figure 9: Linshanshan's special livestreaming on cosmetic surgery, China, 2021

- **Reaching out to prospective consumers offering trial and educational experiences**

Figure 10: Soyoung ambassador plan, China, 2021

- **Official way to identify authorised service**

Figure 11: Thermage authenticity check, China

INNOVATION TRENDS

- **Clinic cosmetic products expanding to the mass market**

Figure 12: Stylage's skincare products, France, 2021

- **Surgical components shifting to skincare products**

Figure 13: Biohyalux's hydraulic acid serum

- **Personalised looks rather than one-fits-all plans**

Figure 14: Soyoung mirror plan, China, 2021

- **Beauty salon/clinic products starting to sell at multiple channels**

Figure 15: Spa products from Chlitina and Siyanli, China

USAGE OF COSMETIC SURGERY

- **Procedures to satisfy basic skincare needs are mostly used**

Figure 16: Facial cosmetic surgery applied in the last year, 2021

- **Opportunities for recovery products aimed at specific cities**

Figure 17: Facial cosmetic surgery applied in the last year – "Have done before", by city tier, 2021

- **Cosmetic surgery adoption high among the young generation**

Figure 18: Facial cosmetic surgery applied in the last year – "Have not done but want to try", by age, 2021

REASONS FOR TRYING

- **Consumers are motivated by improving their mindsets**

Figure 19: Reasons for considering cosmetic surgery, 2021

- **Visible results more important than fast effects**

Figure 20: Reasons for considering cosmetic surgery, by skin issue, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Trying cosmetic surgery is rarely driven by trend chasing**

- **Affluent consumers are effect driven**

Figure 21: Selected reasons for considering cosmetic surgery, by monthly personal income, 2021

- **Younger consumers skew towards professional endorsements**

Figure 22: Selected reasons for considering cosmetic surgery, age, 2021

ATTITUDES TOWARDS COSMETIC SURGERY

- **Professional care is preferred**

Figure 23: Attitudes towards post-cosmetic surgery products, 2021

- **Spending money smartly**

Figure 24: Attitudes towards spending on cosmetic surgery, 2021

- **Makeup concerns affluent consumers**

Figure 25: Attitudes towards makeup post cosmetic surgery, by monthly personal income, 2021

INFORMATION CHANNEL

- **Both online and offline sources are important**

Figure 26: Channels used to gather information on cosmetic surgery, 2021

- **Affluent consumers are using more offline sources**

Figure 27: Selected channels used to gather information on cosmetic surgery, by monthly personal income, 2021

- **Experienced users value professional sources more**

Figure 28: Channels used to gather information on cosmetic surgery, by those who have done/have not done surgery, 2021

INFORMATION NEEDED

- **Risk factors concern potential users**

Figure 29: Information needed before trying cosmetic surgery, 2021

- **Younger consumers tend to have more concerns**

Figure 30: Selected information needed before trying cosmetic surgery by age, 2021

COMPARISON WITH OTHER BEAUTY ENHANCEMENT METHODS

- **Cosmetic surgery distinct from skincare products**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Attitudes towards Cosmetic Surgery - China - 2021



Report Price: £3695 | \$4995 | €4400

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Figure 31: Images associated with different beauty methods, 2021

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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