

# COSMETIC SURGERY UK MARKET REPORT

SECOND EDITION

## Demand for cosmetic treatments holds up in the face of coronavirus

The second edition of LaingBuisson's *Cosmetic Surgery UK market report* is essential reading for everyone involved in this cyclically sensitive part of our health economy, be they a provider, a commissioner, an investor, an advisor or a policy maker. Written and researched during the coronavirus pandemic by Liz Heath, the report draws on data collected by LaingBuisson and also Google Trends to gauge the popularity of different treatments and the emerging trends in this market.

The report not only covers cosmetic surgery, but also non-surgical cosmetic treatments, cosmetic dentistry and, for the first time, hair restoration. There is also an additional chapter dedicated to looking at the impact of Covid-19 on this market.

LaingBuisson estimates that the UK market for cosmetic surgery and treatments was worth around £286 million in 2018. The main payors are individuals paying from their own pockets, prioritising cosmetic treatments over other discretionary spending. Growth has resulted in cosmetic treatments becoming culturally acceptable across all sections

of society and more accessible through less expensive non-surgical procedures. There is also a clear trend showing people who have used non-surgical cosmetic treatments as part of their beauty and wellbeing regime opting for surgical procedures at a later date.

The report also includes data that supports the anecdotal evidence that demand for cosmetic procedures is holding up in the face of coronavirus. While surgical procedures were down in the months to August 2020, there has been a surge in demand for non-invasive procedures and Google trend data shows that interest in cosmetic procedures has already returned to its pre-Covid levels.



## Who is the report for

- Hospital & Clinic C-suite Professionals
- Specialist Acute Medical Care Providers
- Specialist Cosmetic Surgery Clinics
- Dentistry Groups
- Private Medical Insurance Groups
- Investors
- Banks
- Private Equity
- Think Tanks
- Lawyers
- Management Consultants

### What the report covers

The impact of Covid-19

Markets

- *Cosmetic surgery*

- *Cosmetic dentistry*

- *Non-surgical cosmetic treatments*

- *Hair restoration*

Politics, regulation and oversight

Payors

Market insight

Investors

Market Potential

Appendices

Glossary

Regulators

Trade bodies

Major providers profiles

Procedure price list survey

Financial appendix

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## Reports



### London Healthcare

The sixth edition of LaingBuisson's industry standard *Private Acute Healthcare - Central London* paints a picture of a market in a time of change.

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For an in-depth analysis of these and other issues facing the private medical care market in Central London, purchase your copy of the report today.



### Self-Pay Healthcare

The growth in patients choosing to self-fund private hospital treatment is evidenced across all specialties and is strong in orthopaedics, ophthalmology, gastroenterology, gynaecology and urology. One in four private patients are now self-funding their treatment rather than using private medical insurance.

Comprehensive pricing information on self-pay private treatment has been gathered by LaingBuisson's research team.

The second edition of LaingBuisson's *Private Healthcare Self-Pay* market report is vital reading for anyone involved in this highly competitive sector.

## Patient

## Acquisition

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### Find patients online

LaingBuisson's consumer portals attract millions of relevant unique users each year and are aimed at 'active treatment, service or product seekers' in the private healthcare sector - people who are actively seeking a solution to their healthcare needs.

They include:

- [www.privatehealthcare.co.uk](http://www.privatehealthcare.co.uk)
- [www.goprivate.com](http://www.goprivate.com)
- [www.harleystreet.com](http://www.harleystreet.com)
- [www.treatmentabroad.com](http://www.treatmentabroad.com)
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