

BEAUTY BEYOND BORDERS

A DATA-DRIVEN ANALYSIS OF AESTHETIC PROCEDURES WORLDWIDE

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OBJECTIVE

To gain a deeper understanding of international aesthetic plastic surgery practices and evaluate underlying cultural and socioeconomic factors that may influence them

METHODS

International Society of
Aesthetic Plastic Surgeons
2023 Global Survey

METRICS

Rankings
Procedures vs. GDP per
capita
Ratio per 1,000 aesthetic
procedures vs. USA

REGIONS

Latin America
Europe
Middle East
South Asia
Southeast Asia

21,150,854
PROCEDURES
WORLDWIDE

23
COUNTRIES

● SURGICAL
● NONSURGICAL



AESTHETIC PROCEDURES
VERSUS GDP PER CAPITA

PROCEDURE	R
Total aesthetic procedures	0.488*
Surgical procedures	0.230
Liposuction	0.321
Breast augmentation	0.415*
Eyelid surgery	0.330
Abdominoplasty	0.268
Rhinoplasty	-0.141
Nonsurgical procedures	0.527
Botulinum toxin	0.424*
Hyaluronic acid	0.514*

SOUTH
ASIA 1.5 B

POPULATION AND LOWEST
PROCEDURE PER CAPITA

12X

GYNECOMASTIA

14X

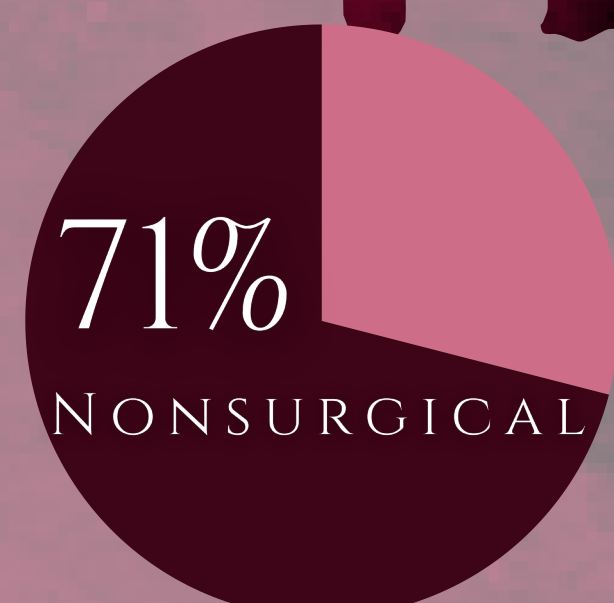
VAGINAL REJUVENATION

9 OF 10
TOP SURGICAL PROCEDURES
SHARED BY USA

USA

#1

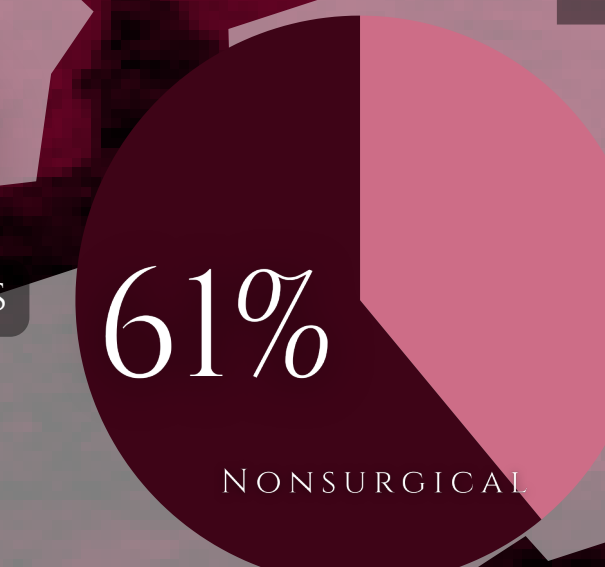
PROCEDURE VOLUME
&
PER CAPITA INCOME



EUROPE

2X+

EYELID SURGERY
VAGINAL REJUVENATION
RHINOPLASTY
LABIAPLASTY



LATIN
AMERICA

#1

PROCEDURE VOLUME
BY REGION

13X

BUTTOCK
AUGMENTATION

ONLY REGION WITH
RHINOPLASTY AS

#1

SURGICAL RHINOPLASTY
PROCEDURE

10X

MIDDLE
EAST

SOUTHEAST
ASIA

ONLY REGION WITH
EYELID SURGERY AS

#1

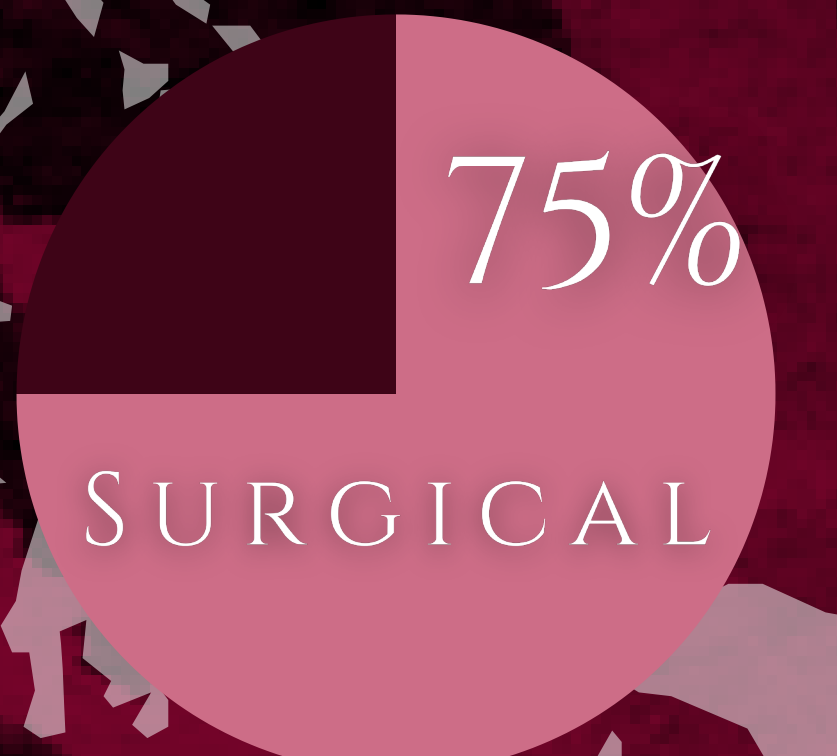
SURGICAL PROCEDURE

8X

EYELID
SURGERY

12X

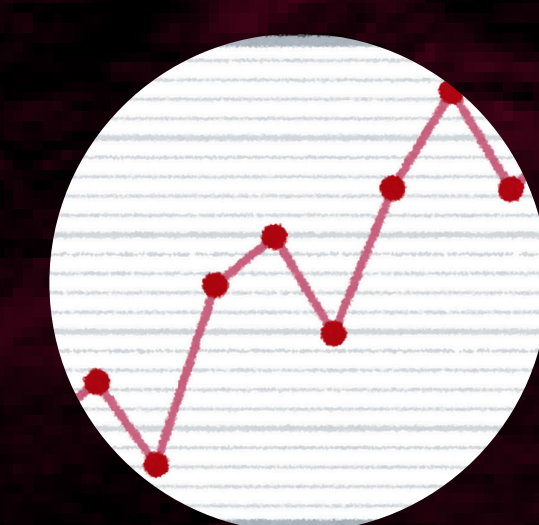
RHINOPLASTY



Patients in the USA prefer
nonsurgical treatment options.



Patients worldwide prioritize
permanent results.



There is a correlation between GDP
and aesthetic procedures per capita.