



Market Report

A Snapshot of your Marketing Sector

Botox

This pack has been designed to provide information on setting up a business in the **Botox** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **December 2024**.

What do I need to know about the Botox market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ Surgical procedures continue to be less common than non-surgical procedures. Non-surgical procedures are increasingly being normalised, with younger people investing in 'preventative' procedures, such as Botox, which were traditionally viewed as suited to older demographics. Whereas surgical procedure are viewed as less 'acceptable', combined with the fact that surgical procedures are both more invasive and expensive. Despite these perceptions, the market has seen growth since 2020/21, even amid an financial uncertainty consumers were upping investment in the market, signalling that for some, price is not a deterrent. (Mintel, *Attitudes towards Cosmetic Procedures – UK – 2024*).
- ◆ Cosmetic Surgeon Clinic revenue is expected to fall at a compound annual rate of 4.6% over the five years through 2024-25. Social media has become an, if not arguably, key driver in cosmetic surgery. The boom in sites like Instagram and TikTok encourages everyone to present their best selves while, unfortunately, creating unrealistic filters and editing that have left many needing to alter any minor perceived imperfections. Given their non-invasive nature and minimal recovery times, non-surgical facial and body treatments are particularly popular – patients can pop out for lunch and return with a new nose. The key demographics are also changing, with a fear of ageing growing among the male population. In **2024-25, revenue is expected to inch upward 0.2%, reaching £2.4 billion**, with the average profit margin set to reach 8.5%. (IBIS World, *Cosmetic Surgeons Clinics in the UK*, Aug 2024)
- ◆ Europe was the 2nd-largest region in the market in 2023 and will continue to be the 2nd-largest segment in 2028. It will grow at a compounded annual growth rate of 9.96% between 2023 and 2028, which is faster than that of the overall market. It will be the 3rd-fastest growing region in the overall market and will grow from **\$1,380.75 million in 2023 to \$2,219.49 million in 2028**. It will contribute 18.3% to the incremental growth of the overall market between 2023 and 2028. Europe contributed 17.65% to the global botox market in 2023, and its contribution will increase to 17.89% in 2028. (Technavio - Global Botox Market 2024-2028)
- ◆ The national organisation for this industry is the [Association of Cosmetic Practitioners Britain](#). Other industry bodies include [The British Association of Aesthetic Plastic Surgeons](#), [British Association of Medical Aesthetic Nurses](#), [European Association of Plastic Surgeons](#) and [Save Face](#).

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Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **Statista - Anti-aging - Statistics & Facts (November 2024).** The global market for anti-aging products was valued at around 47 billion U.S. dollars in 2023 and is expected to increase to nearly 80 billion by the begin of the next decade. However, projections of the market can differ significantly, depending on how anti-aging is defined and what it encompasses.
- ◆ **Technavio - Global Cosmetic Surgery and Procedure Devices Market (2024-2028).** The global cosmetic surgery and procedure devices market was valued at \$12,365.2 million in 2023 and is estimated to grow to \$20,324.8 million in 2028. This will create an incremental growth opportunity worth \$7,959.6 million between 2023 and 2028, which translates to around 65% of the market size in 2023. This represents significant growth opportunities for companies. Companies can continue to grow by leveraging the inherent growth opportunities available within the market while avoiding direct competition.

There are also a number of online resources you may find helpful:

- ◆ **NHS – [Cosmetic Procedures](#).** This page contains practical and technical information on cosmetic procedures, as well as advice and guidance (on association risks, recovery time, and things to consider) and links to other resources.
- ◆ **Scottish Government – [Non-surgical cosmetic procedures regulation: consultation analysis](#).** This report provides an analysis of responses to the Scottish Government consultation on the licensing and regulation of non-surgical cosmetic procedures.
- ◆ **Aesthetic Medicine** published an article in September 2022 on the [value of the global dermal fillers market](#). The “market is expected to reach **\$8.74 billion (£7.65bn) by 2029**, at a CAGR of 7.4% during the forecast period, 2022-2029”. This growth is encouraged by increased investment in R&D and an increase in popularity of procedures using hyaluronic acid fillers.

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#), [Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.



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How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Accountant](#)" tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

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You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

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