



Market Report

A Snapshot of your Marketing Sector

Cosmetic Procedures

This pack has been designed to provide information on setting up a business in the **Cosmetic Procedures** industry in Scotland (which includes **both surgical and non-surgical procedures**), 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 Plan Guide \(May 2025\)](#), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **May 2026**.

What do I need to know about the Cosmetic Procedures 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:

- ◆ According to the British Association of Plastic Surgeons (BAAPS), a total of **27,462 surgical procedures** were carried out in **2024**, a **rise of 5%** compared to the previous year, with **93.5%** of procedures performed on women. The most popular procedures for women were **breast augmentation (5,202 procedures)**, **breast reduction (4,707 procedures)**, **blepharoplasty (3,138 procedures)**, **abdominoplasty (2,997 procedures)** and **liposuction (2,623 procedures)**. Amongst men, the most popular procedure was **rhinoplasty (with 332 procedures in 2024)** ([BAAPS, Cosmetic Surgery Trends 2024, May 2025](#)).
- ◆ In **2024**, **9,807 non-surgical cosmetic procedures** were carried out by plastic surgeons in the United Kingdom, **94% on women**. A further **200,000 botox injections** were carried out by aesthetic doctors and dentists. Botox procedures seem to have declined in the last few years, with **37% fewer injections** carried out in **2024 than in 2022** ([Statista, Cosmetic Procedures in the UK, 2025](#)).
- ◆ The global cosmetic surgery market is expected to grow from **\$88.7 billion in 2025 to \$123.5 billion by 2030**. The non-surgical segment accounted for **14.9%** of the global market in **2025**. In **Europe**, the **cosmetic surgery market was \$24.07 billion in 2025** and is estimated to grow to **\$33.13 billion in 2030** (GlobalData Explorer, *Cosmetic Surgery-Global Industry Data 2020-2029*, May 2026, *This content is reproduced under license from GlobalData PLC, Copyright 2026*).
- ◆ According to the International Society of Aesthetic Plastic Surgery (ISAPS), the most common surgical procedure for women was liposuction and the most common surgical procedure for men was eyelid surgery. The most common non-surgical procedure for both men and women was botox ([ISAPS, Global Survey 2024, 2024](#)).
- ◆ **67%** of UK adults believe that cosmetic treatments have become more socially acceptable in recent years but only **14%** have had any kind of treatment. **64%** of people said they would be more uneasy about surgical procedures than non-surgical procedures ([YouGov, Cosmetic treatments in Britain: from curiosity to confidence, Nov 2025](#)).
- ◆ According to statistics from Harley Street, people aged between 35 and 49 were the most likely to get botox with **58% of bookings** within this age range. However, **7%** of bookings were in the under 24 age group, with people using it as a preventative measure ([Harley Street Skin, The UK botox report, June 2025](#))

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Where can I find more information on my market?

The following organisations represent businesses working in the UK cosmetic procedures industry:

- [Joint Council for Cosmetic Practitioners \(JCCP\)](#)
- [British Association of Aesthetic Plastic Surgeons \(BAAPS\)](#)
- [British Association of Plastic Reconstructive and Aesthetic Surgeons \(BAPRAS\)](#)
- [British Association of Medical Aesthetic Nurses \(BAMAN\)](#)
- [European Association of Plastic Surgeons \(EURAPS\)](#)
- [Save Face](#)
- [International Society of Aesthetic Plastic Surgery \(ISAPS\)](#)

The [National Library of Scotland](#) provides free access to a range of [eResources for Scottish businesses](#). These include IBISWorld reports such as: **Cosmetic surgeons clinics in the UK (November 2025)** and COBRA reports like **Aesthetic Practitioner (November 2023)**.

The following resources may also be helpful when setting up your business:

- ◆ [Scottish Government - Making non-surgical procedures safer \(March 2026\)](#) New regulations have been introduced for non-surgical cosmetic procedures: higher-risk procedures must now be carried out by, or with, certain healthcare professionals in registered premises and non-surgical cosmetic procedures are prohibited for under-18s. Healthcare Improvement Scotland also has new powers to inspect premises where there are reasonable grounds to suspect offences. The Scottish Government will support businesses in adapting to the new rules, with offences not coming into force before September 2027.
- ◆ The [Professional Standards authority for Health and Social Care](#) is the UK's independent regulatory oversight body for people working in health and social care.
- ◆ [NHS, Cosmetic Procedures](#). This page contains practical information on cosmetic procedures and advice on how to choose an appropriately qualified professional.
- ◆ There are a number of useful directories to identify qualified professionals such as the [General Medical Council register](#), [BAPRAS member directory](#), [BAAPS – find a surgeon](#), [JCCP register](#), [BAMAN practitioner finder](#), [Save Face – accredited practitioners](#)

The Information Service provides a bespoke research service for all Scottish businesses. If you have a more detailed research enquiry that you would like to explore, please contact us on **0300 013 4753** or email info@bgateway.com.

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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 and Sales](#)

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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