

## Downsizing: Breast reduction surgeries on the rise in the UK

- **UK enquiries for breast reduction up 20% since 2015, while breast implants up only 5%**
- **Average starting price for breast reduction in UK is £5,075**
- **Procedure is most expensive in Worcester and cheapest in Luton**
- **Turkey and Czech Republic medical tourism hotspots for breast reduction**

**29th September, 2016** – Breast reduction surgery is on the rise in the UK, with enquiries surging by 20% over the past 12 months, according to [WhatClinic.com](http://WhatClinic.com). Breast implants have long been a popular cosmetic treatment, but the trend is turning, with only a 5% increase in enquiries for the procedure last year. Celebrities are leading the way with the downsizing trend, with a number of high profile stars talking about having their breasts reduced.

Celebs are famously coy about what procedures they've had done, even when the results are very obvious. Modern Family star Ariel Winter bucked that trend last year after she spoke out about having surgery to reduce her cup size from a 32F to a 34D. She even stepped out on the red carpet for the 2016 SAG awards in a ball gown which revealed her scars. Other stars who have spoken publicly about their breast reductions are 90s wild child Drew Barrymore, who had a breast reduction in 1992, Queen Latifah who went from an F to a DD in 2003, and Ulrika Johnson who went from 32E to C in 2009.

Breast reductions retail at slightly more than breast implants but the prices vary across the UK. The average price for a reduction in the UK is £5,075. The cheapest procedure can be found in Luton; where the price for the surgery starts at £1,825. The highest price in the UK for this surgery is in Worcester where a breast reduction can cost up to £6,600. WhatClinic.com has also seen a rise in the number of UK consumers seeking the procedure abroad. The Czech Republic, where the procedure costs on average £1,745, has seen an increase in enquiries from UK users of 103% over the past year. Turkey has also seen a rise in enquiries from UK users over the past 12 months. Turkey has seen similar growth (100% increase in enquiries), though the procedure is more expensive, costing £2,384 on average, still less than half the average price in the UK.

Breast implants are more popular in younger women, with almost 65% of the traffic for breast implants on WhatClinic.com coming from those aged of 18 and 34. The interest in the procedure decreases significantly with age, only 10% of those searching for implants were aged 45-54, 3% were 55-64 and none were over the age of 65. This concentration of interest in the younger age groups is not seen in the traffic to WhatClinic for breast reductions. The spread was fairly even for 18-54 year olds, where the interest was between 17% and 21%, dipping down to a still significant 15% for 55-64-year-old, before tapering off to 7% for the over 65s.

Dr Foued Hamza MD, Consultant plastic surgeon at Queen Anne Street Medical Centre, London commented on the trends: *“Interest in breast reduction surgery is something we’ve seen increasing for the last number of years. With some high profile advocates for the procedure, I think people are more aware of it as an option. For the women who decide to have the procedure it can have a really positive impact on their lives, particularly if they’ve been having back pain. The surgery is also less aggressive than before, with advances in technology now offering minimal scarring. Though implants remain a popular option for women, we’ve also noticed that over the past number of years the trend has been towards getting smaller implant – compared to larger ones that were popular in the 90s or 00s - or replacing large implants for smaller ones.”*

Commenting on the data trends, Emily Ross, Director, [WhatClinic.com](http://WhatClinic.com) said, *“We're talking about two very different treatments here, with very different reasons for both. Reductions are often sought to combat chronic and debilitating back pain, while implants are either about creating some sort of fullness, or restoring fullness and shape after breastfeeding or aging. Despite these differences it is interesting to see that overall, there are more women than ever seeking to come down in size, including women having their implants reduced. Surgeons are also telling us anecdotally that the size of implant being asked for is certainly smaller. Today's patient is almost always looking for a natural look. It may well be that the interest in health and fitness has influenced these trends, as breast size can cause discomfort with many exercises.*

*It's important for patients to be realistic about both the risks and the outcomes of any cosmetic surgery procedure. With medical tourism and the increasing availability of finance options, costs are less of a barrier to treatment. It's important to think carefully before making a final decision and to read reviews and check the surgeon's qualifications before choosing a clinic.”*

**-ENDS-**

## **References:**

1. Enquiries made to 592 UK cosmetic surgery clinics listed on WhatClinic.com in the period 20.09-2015 - 20.09-2016, compared to 20.09-2014 - 20.09-2015.
2. Demographics data such as age and gender splits are based on sample data from traffic of users to Breast Reduction UK pages on WhatClinic.com.
3. Average prices are made from individual prices listed by clinics on WhatClinic.com. Clinics list treatment and prices differently on WhatClinic.com, prices usually vary widely and clinics don't always quote for the same version of a particular procedure.

## Editor's Note:

<i>Top 5 medical tourism hot spots for UK users seeking breast reduction (by volume of enquiries)</i>		
Country	Increase in enquiries from UK users in past year	Average price
Czech Republic	103%	£1,745
Poland	4%	£1,921
Spain	75%	£3,878
Turkey	100%	£2,384
Belgium	-11%	£3,168

<i>Age breakdown - Based on sample data from traffic of visitors</i>						
Procedure	18-24	25-34	35-44	45-54	55-64	65+
Breast reduction	17%	21%	19%	21%	15%	7%
Breast implants	27%	38%	23%	10%	3%	0%

## About WhatClinic.com:

WhatClinic.com is a global healthcare comparison website that enables patients to compare and review clinics across the globe, with online booking and independent price checks. With detailed listings for over 120,000 private healthcare clinics across 135 countries worldwide, WhatClinic.com helps consumers make an informed decision on elective medical treatments as conveniently as possible. WhatClinic.com was founded in 2007 by tech entrepreneur Caelen King and is headquartered in Dublin. Since its launch, over 60 million people have visited the site to find, compare and book treatments across a wide range of elective medical treatments.