

Plastic Surgery Trends, New Zealand: WhatClinic.com Global Spotlight Report

- **Online searches for breast implants has fallen 39% in the past 12 months**
- **Searches for eyelid surgery up 16% in the past 12 months, compared to the period before**
- **Liposuction still the 3rd most popular plastic surgery treatment at home and the most in demand treatment for medical tourism**
- **Thailand is the top medical tourism destination for New Zealand patients**

Friday 9th March 2017 - New research from healthcare search engine WhatClinic.com has looked at visits from 41,117 people in New Zealand over a 12 month period, to better understand what elective plastic surgery treatments are really in demand.

The report indicates an overall drop of 25% in patient enquiries, based on analysis of two years of patient email enquiry trends to approximately 70 plastic surgery clinics in New Zealand. There was also a 39% drop in demand for patients looking for information on breast implants, a trend that has also been noted in Britain, where the British Association of Plastic Surgeons reported that last year, cosmetic surgery for women fell by 39%, and that the numbers of breast augmentation surgeries fell by 20%.

Top 10 plastic surgery procedures			
Procedure	Change in demand (patient enquiries, email only)	Visits (past 12 months)	Average starting price (NZD)
Breast Implants	-39%	5181	\$7,497
Eyelid surgery	16%	2540	\$2,528
Liposuction	-20%	2847	\$3,600
Breast Reduction	-14%	2696	\$9,598
Tummy Tuck	-17%	1512	\$9,658
Gynecomastia	-43%	1673	\$7,140
Otoplasty	2%	848	\$3,694
Rhinoplasty	-22%	2178	\$9,502

Labiaplasty	-19%	1425	\$4,500
Facelift	13%	1554	\$9,636

With almost half (48%) of all those contacting clinics choosing also to look at overseas clinics, here's a look at where, and what they are travelling for. Interestingly, while liposuction is still the most popular reason to travel (by far) breast implants have also fallen, while rhinoplasty, tummy tuck and facelift have all increased in demand this year.

Top 5 procedures for NZ patients looking at plastic surgery abroad	
<i>Procedure</i>	<i>Change 12 months compared to period before</i>
Liposuction	32%
Breast Implants	-23%
Rhinoplasty	76%
Tummy Tuck	63%
Facelift	169%

These are the top destinations for medical tourism, based on analysis of 6,267 email enquiries from users of WhatClinic.com only over the past 24 months.

Top 10 destinations for NZ patients looking at plastic surgery abroad	
<i>Country</i>	<i>Change in enquiries from NZ patients in past year</i>
Thailand	19%
UK	-60%
Malaysia	31%
South Korea	38%
Philippines	33%
Australia	-36%
Ireland	-61%
India	2%
Indonesia	105%
South Africa	-53%

Philip Boyle, Head of Consumer Matters at WhatClinic comments on the recent changes:

“While plastic surgery continues to show some downward trends, this doesn’t reflect the full picture within the elective cosmetic beauty space. Medical aesthetic enquiries are booming, along with an ever increasing array of non-surgical alternatives, that are less risky and also more affordable.

In Britain, BAPS has suggested that Brexit and bad news has dampened consumer desire for cosmetic surgery, and that may well be true. Anecdotally, surgeons are telling us that their patients are less keen on large implants, and are looking for fat transfer to enhance their buttock areas instead, as large implants can impede those who like to exercise and work out.

In New Zealand, we can still see a definite and measurable interest in having surgery, both at home and abroad. Treatments such as breast implants, liposuction and rhinoplasty are still topping the tables. People however are looking around, not just for cheaper alternatives overseas, but for less invasive treatments that can perhaps help them achieve the same look.

Our advice to anyone considering overseas treatment, is to make sure that the surgeon they chose is fully qualified, insured and experienced. A great way to check this out is to look for patient reviews, and to do your research. All surgeries, no matter how small, carry risks. If you are fully prepared for any eventuality, then your experience is more likely to be a positive one.”

– ENDS –

Notes to editor:

Data based on traffic and enquiries to 663 private medical clinics listed in New Zealand on WhatClinic.com. Of this, 70 were plastic surgery clinics, 15 were bariatric (weight loss clinics) and 4 were classified as ‘post-bariatric’ clinics. Please note that because some clinics chose to list under more than one category, and that some suppliers have multiple clinics on one account, that live numbers may vary. This report looked at over 41,000 site visits and sampled 6000 patient enquiries including phone and email enquiries over the past 12 months. This report was compiled using Google Analytics, and anonymised data from the WhatClinic.com site.

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About WhatClinic.com

WhatClinic.com is a clinic comparison site that lists over 125,000 clinics globally. WhatClinic.com's mission is to give the patient, as an empowered consumer, access to all the information they need to make an informed choice, including price, availability and reviews. WhatClinic.com was founded in 2007 by tech entrepreneur Caelen King, and is in operation in 127 countries, and it launched in New Zealand in 2015.