

## **Britain Battles the Bulge: Enquiries for weight loss surgery up almost 50% in past year**

- **UK enquiries for weight loss surgery up 49% in past 12 months**
- **Highest number of enquiries for Gastric Band procedure**
- **82% increase in Tummy Tuck enquiries**
- **Interest increasing in Gastric Bypass, email enquiries up 150%**
- **Enquiries for male breast reduction up 65%**
- **Number of clinics offering bariatric procedure on Whatclinic.com in UK up 20% since 2015**

**Friday 15th July, 2016** – Body-conscious Brits looking to downsize are turning to surgery, with enquiries for weight loss surgery on [Whatclinic.com](http://Whatclinic.com) up 49% over the past 12 months. Their research shows that Gastric Band is the most searched for weight loss procedure and interest in Gastric Bypass is increasing, with email enquiries up 150% on 2015.

More people in the UK are either overweight or obese than at any other time in the past three decades, and one in four British adults is obese according to the UN Food and Agriculture Organisation\*. A focus on diet and exercise is essential for a healthy lifestyle, but the problem needs to be approached by more avenues than one. While the British Parliament intends to introduce a sugar tax to help people make healthier choices, more and more people are turning to weight loss surgery in an attempt to manage their weight.

Interest in bariatric (weight loss) surgery has surged over the past year, but the popularity of different weight loss surgeries varies. Gastric Bands are the most popular email enquiry to UK bariatric clinics, and the interest in them is growing, with enquiries up 74% over the past 12 months, while gastric sleeves are the second most popular enquiry. The interest in gastric bypasses is growing at a huge rate compared to other procedures, with a 150% increase in email enquiries on Whatclinic.com year on year. Gastric bypass is also the most expensive option, with an average starting price of just over £9,000. Gastric balloons are the least expensive option on average costing £3,955 in the UK.

Brits looking to remove excess skin after significant weight loss are also on the rise, with a huge 82% increase in email enquiries for tummy tucks since 2015. Three out of five enquiries for tummy tucks come from women, 60% of whom are between the ages of 25 and 44. However, women are not the only ones increasingly conscious of their appearance as enquiries into gynecomastia (male breast reduction) are also up 65% in the last twelve months, with 82% of enquiries coming from men.

Gynecomastia also has a younger age profile; with two thirds of enquiries for coming from people are aged 18-34.

The table below shows the most popular bariatric surgery procedures, based on enquiries sent by UK users to clinics listed on WhatClinic.com in the past year.

Top bariatric surgery procedures, based on email enquiries sent by UK clinics on WhatClinic.com				
Procedure	Increase in enquiries over the past year	Average UK starting price	Highest demand from (GENDER)	Highest demand from (AGE)
Tummy Tuck	82%	£5,082	Female	35-44
Gastric Band	74%	£5,224	Female	45-54
Gynecomastia	65%	£3,689	Male	25-34
Gastric Sleeve	61%	£8,670	Female	25-34
Gastric Balloon	25%	£3,955	Female	35-44
Gastric Bypass	150%	£9,165	Female	35-44

Commenting on the data trends, Emily Ross, Director, WhatClinic.com said: *“According to the NHS, the UK has the highest obesity levels of any country in Europe (though this title will fall next to the Irish thanks to Brexit) at which point the UK will be one of the most obese English-speaking countries in the world. With NHS resources already under pressure, obesity brings increased risk of many serious illnesses, as well as the negative impact on quality of life and wellbeing. It's hardly surprising that people seek surgical solutions. However, drastic measures are in no way a 'quick fix'. Many bariatric procedures are most effective when in conjunction with serious, long term changes to diet and exercise.”*

**-ENDS-**

## Notes to editors:

\*Via NHS <http://www.nhs.uk/Livewell/loseweight/Pages/statistics-and-causes-of-the-obesity-epidemic-in-the-UK.aspx>

## References:

1. Enquiries made to 171 UK bariatric surgery clinics listed on WhatClinic.com in the period 01.07.2015 - 01.07.2016, compared to 01.07-2014 - 01.07-2015.
2. Demographics data such as age and gender splits are based on sample data from traffic of users to Bariatric 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:

**Gastric Band** – a procedure where an inflatable silicone device is placed around the top portion of the stomach, intended to slow consumption of food and thus reduce the amount of food consumed

**Gastric Sleeves** - the stomach is reduced to about 25% of its original size, by surgical removal of a large portion of the stomach

**Gastric Balloon** - a non-surgical procedure where a soft, expandable balloon, placement tube and a filling system are inserted orally into the stomach by a physician and the balloon is subsequently inflated.

**Gastric Bypass** - involves dividing the stomach into a small upper pouch and attaching the small intestine the pouch to allow food to bypass the lower stomach.

## 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.