

2010 Cosmetic Procedure Market Statistics

The American Society for Aesthetic Plastic Surgery (ASAPS) has released statistics on cosmetic procedures performed nationwide in 2009. (Their projections are based on a survey of certified doctors.) Here are a few highlights:

- Of the 10 million cosmetic procedures performed in 2009, only 15% of them were surgeries. 85% were non-surgical procedures.
 - Cosmetic procedures on men have increased over 8% since 2008. The top male surgery of 2009 was liposuction.
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From the 2009 ASAPS Statistics Report:

- From 2008-2009, there was a 2% decrease in the total number of cosmetic procedures. Surgical procedures decreased by 17%, and non-surgical procedures increased by almost 1%.
 - Since 1997, there has been over 147% increase in the total number of cosmetic procedures. Surgical procedures increased by 50%, and non-surgical procedures increased by 231%.
 - Americans spent almost \$10.5 billion on cosmetic procedures in 2009.
 - According to the Society's statistics, two of the top five most common surgical procedures are related to fat reduction:
 1. liposuction (283,735 procedures)
 2. abdominoplasty (127,923 procedures)
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From the 2009 American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS) Membership Study:

- The number of noninvasive cosmetic procedures rose 47%. The results show a continuation of the trend from the previous year, where consumers are opting to have less invasive procedures to look and feel refreshed. The economy is playing a large role in the growing trend. Not only are consumers having less-costly procedures, but 80% of physicians surveyed say patients are making these choices in order to remain competitive in the workplace.
 - According to these surgeons, the latest trends seen in their offices in 2009 were: people requesting cosmetic surgery to remain competitive in the workplace (80% agree), patients being more educated about plastic surgery (77%), and more use of non-surgical procedures to delay surgical procedures (72%).
 - Overall number of procedures in 2009 is up considerably from 2008 (up 47%). This is mainly driven by cosmetic non-surgical procedures (up 79%). Cosmetic and reconstructive surgical procedures are also higher than 2008 (up 13% and 31% respectively) however revision procedures went down a little (down 14%).
 - By gender, females had the largest increases from 2008 to 2009 with cosmetic non-surgical procedures being the largest (up by 80%). Males were up 35% overall with cosmetic non-surgical procedures having a 69% increase.
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It was revealed that non-surgical cosmetic surgery procedures outpaced surgical procedures in 2009. The figures from the American Academy of Cosmetic Surgery (ACCS) showed:

- 8% increase in procedures over the same period for 2008.