

## **New Global Aesthetics Report: A Shift Towards Facial Surgery Globally as Eyelid Ranks Top Procedure**

***Aesthetic Procedures Close to 38 Million in 2024.***

***Total surgical and non-surgical procedures increased by 40% from 2020.***

**MOUNT ROYAL, N.J., June 19, 2025/PRNewswire/** -- The International Society of Aesthetic Plastic Surgery (ISAPS) released the results of its annual Global Survey on Aesthetic/Cosmetic Procedures today at the ISAPS Olympiad World Congress in Singapore, showing more than 17.4 million surgical procedures performed by plastic surgeons and 20.5 non-surgical procedures. Over the last four years, the overall increase is 42.5%.



### **Aesthetic Procedures**

Eyelid surgery is for the first time the most common surgical procedure in 2024, replacing liposuction, followed by liposuction, breast augmentation, scar revision, and rhinoplasty. The most popular non-surgical procedures were botulinum toxin, hyaluronic acid (filler), hair removal, non-surgical skin tightening, and chemical peels.

Most face and head procedures showed growth from the previous year, with more than 7.4 million procedures and a 4.3% increase. Top procedures were eyelid surgery with more than 2.1 million and a 13.4% increase, rhinoplasty with 1 million procedures and a 10% decrease, and fat grafting – face 0.9 million and a 19.2% increase. There were 3.9 million breast procedures (-14.1%) and 6 million body and extremities procedures (-14.8%).

Liposuction was still the most common surgical procedure for women, followed by eyelid surgery and breast augmentation. Eyelid surgery was again the most popular surgical procedure among men, followed by gynecomastia and scar revision.

Most breast augmentations (54% of the total), rhinoplasties (60.1%), and external genital surgery (48.4%) took place on 18–34-year-olds, whereas botulinum toxin injectables were

most popular among those aged 35–50 (47.0% of the total). Liposuction and non-surgical fat reduction were distributed quite evenly among both age groups.

Botulinum toxin remained the most common non-surgical procedure for both men and women and among all age groups, with 7.8 million procedures performed by plastic surgeons worldwide. In second place, hyaluronic acid (filler) procedures increased by 5.2% to 6.3 million.

Commenting on the global results, Dr. Amin Kalaaji, Chair of the ISAPS Global Survey Committee and plastic surgeon in Norway, said, “We have added new questions to the survey and dimensions to our analysis to cover emerging trends in aesthetics. Our report now includes data on ‘Mommy Makeover’ and other combined procedures, scar revision, hand rejuvenation with fat grafting, buccal fat removal, inverted nipple correction, dimples creation, and other outer genital surgery.”

### **Geographic Breakdown**

Once again, the US performed the most procedures, with over 6.1 million, followed by Brazil with 3.1 million (which is first in surgical procedures with 2.3 million) and Japan.

Surgical procedures continue to be performed primarily in hospitals (52.6% worldwide) or office facilities (29.9%). On average, the countries seeing the highest proportion of foreign patients are Tunisia, UAE, Colombia, and Turkiye.

Dr. Naveen Cavale, Chair of the ISAPS Communications Committee and plastic surgeon in the UK, said, “Although it is elective, aesthetic cosmetic surgery is actual surgery that involves risks and possible side effects. Safety should be the priority, and we encourage patients to choose a board-certified, specialized plastic surgeon, trained and experienced in the procedure.”

### **Innovation, Research, and Patient Safety**

Over 1,400 attendees from 90 countries met in Singapore this week to discuss the latest scientific research, innovations, and patient safety issues in aesthetic plastic surgery. Breast implants, eyelid surgery, liposuction, and rhinoplasty are some of the most discussed procedures at the Congress, which focused on Asian aesthetics. According to Dr. Matthew Yeo, Singapore ISAPS National Secretary, “Singapore is pleased to host the [ISAPS Olympiad World Congress 2025!](#) This is the world's largest aesthetic surgery meeting, and we welcome more than 1,400 plastic surgeons from 90 countries. As home to the largest growing economies, Asia is the center of growth for aesthetic procedures, and it is timely that we bring focus to Asian-centered anatomy and surgery. Singapore is an

internationally-renowned medical hub and a cosmopolitan city-state, and we are well-placed to welcome plastic surgeons from all over the world for this event.”

**About ISAPS** – The International Society of Aesthetic Plastic Surgery (ISAPS) is the world’s leading professional body for [board-certified aesthetic plastic surgeons](#) with the mission to inspire and nurture Aesthetic Education Worldwide® for the [safety of patients](#). Founded in 1970, ISAPS provides an open forum for the exchange of aesthetic plastic surgery knowledge worldwide. The Society offers its members up-to-date training and continuing education and sponsors and endorses scientific meetings regularly throughout the world. Today, ISAPS membership includes the world’s most respected aesthetic and reconstructive surgeons from over 117 countries. ISAPS is the only organization to collect this type of global data annually.

For a copy of the survey's detailed results, visit [www.isaps.org/discover/media-centre/](http://www.isaps.org/discover/media-centre/)

For patient guidelines, please visit: [www.isaps.org/discover/patients-home/](http://www.isaps.org/discover/patients-home/)

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