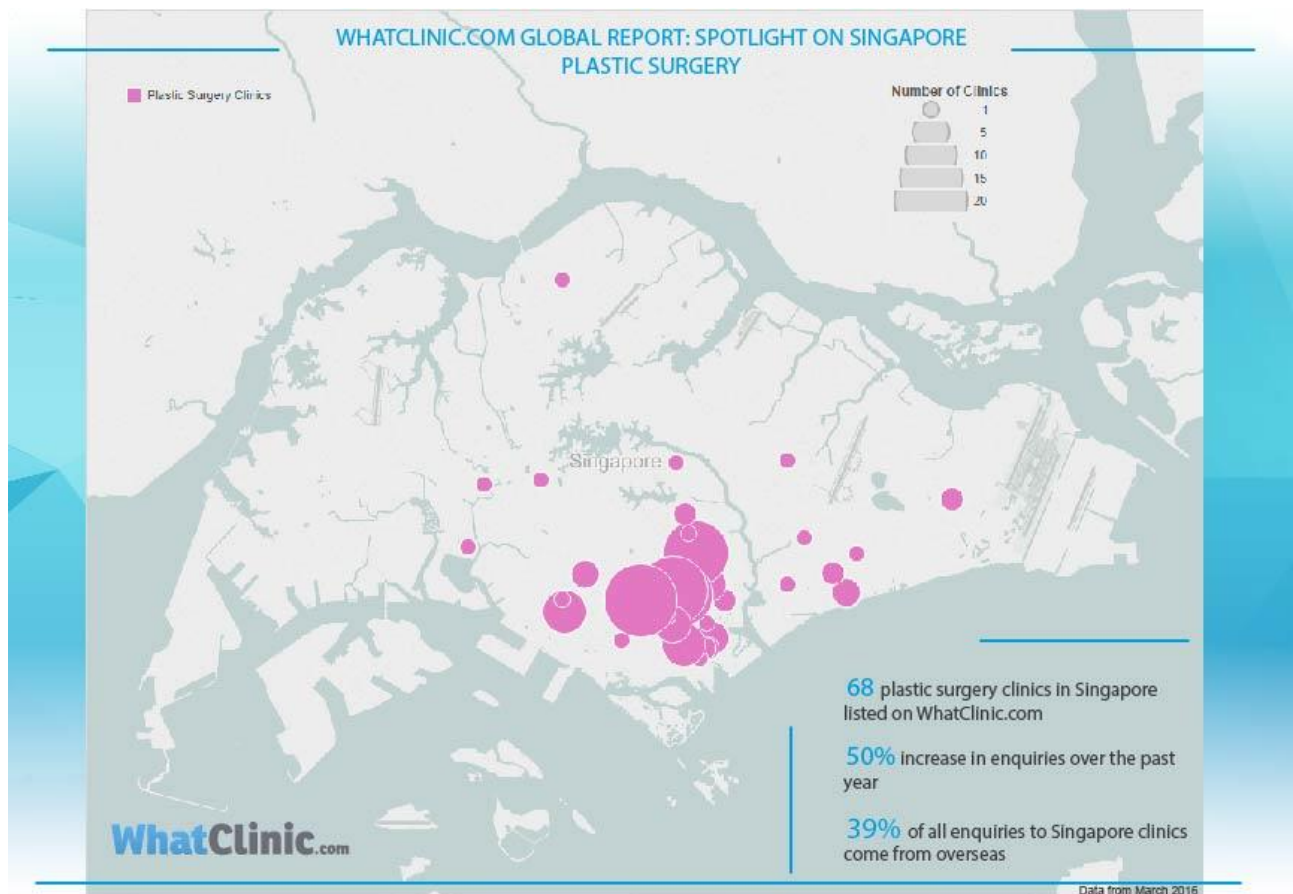


WHATCLINIC GLOBAL REPORT: SPOTLIGHT ON SINGAPORE PLASTIC SURGERY

- Interest in private plastic surgery up 40% in Singapore in the past 12 months based on traffic from 52,235 unique users
- The plastic surgery business is booming with a 50% growth in patient enquiries over the same period, based on data from 68 private plastic surgery clinics in Singapore
- Liposuction, eyelid surgery and rhinoplasty were the three most popular treatments in Singapore the past 12 months
- Surge in Rhinoplasty - up 189% compared to the year before
- Medical tourism booming - 39% of enquiries are from overseas, with Indonesia, Malaysia and Australia patients topping the list*
- The top three medical tourism treatments are liposuction, rhinoplasty and breast augmentation making up almost half of all requests (42%)
- 31% of all enquiries were from men, showing a growing interest in male plastic surgery, including treatments like gynecomastia (male breast reduction) and hair transplant.
- Breast lift (up 246%), jaw contouring (237%) and chin implants (229%) are this year's fastest growing trends



International Clinic Comparison site WhatClinic.com today released detailed analysis of the plastic surgery market in Singapore, which has revealed the top trends based on visits and enquiries from 52,235 users to Singapore clinics over the past twelve months, up from 37,248 for the 12 month period before that.

For the period reported, the number of people searching the site for information on plastic surgery treatments in Singapore has increased by 40%, with email enquiries to 97 clinics increasing increasing by 50% for the same period.

The table below shows the top ten most popular plastic surgery treatments in Singapore, based on email enquiries by patients to clinics listed on the site.

Please note: email enquiry figures are provided as sample data to demonstrate growth or fall in interest. The totals are not representative of the total number of enquiries as they exclude a high volume of phone enquiries

Top 10 plastic surgery procedures in Singapore (volume of email enquiries only)				
Treatment	Enquiries 15/03/15 to 15/03/16	Enquiries 15/03/14 to 15/03/15	Increase	Average starting Price (SGD)
Liposuction	1047	531	97%	\$4,429
Eyelid surgery	581	426	36%	\$3,373
Rhinoplasty	532	184	189%	\$4,549
Breast Implants	480	327	47%	\$12,422
Fat Transfer	346	324	7%	\$3,967
Circumcision	339	97	249%	n/a
Gynecomastia	274	162	69%	\$7,749
Breast Lift	180	52	246%	\$8,499
Otoplasty	176	124	42%	\$4,997
Tummy Tuck	165	161	2%	\$11,572

Interest in eyelid surgery has slowed, with liposuction and rhinoplasty in particular, surging in interest this year. Private circumcisions have increased by 249% in the past 12 months. (No age data available)

The table below shows the top ten fastest-growing trends within the private plastic surgery market in Singapore, based on email enquiries by patients to clinics listed on the site.

Top 10 plastic surgery procedures in Singapore (increase in email enquiries)		
Treatment	Increase in email enquiries over the past year	Average Starting Price (SGD)
Breast Lift	246%	\$8,499
Jaw Contouring	237%	\$2,897
Chin Implant	229%	\$4,997
Nipple Reduction	196%	\$2,888*
Rhinoplasty	189%	\$4,549
Blepharoplasty	107%	\$3,114
Labiaplasty	103%	\$4,629
Liposuction	97%	\$4,429
Facelift	83%	\$7,277
Gynecomastia	69%	\$7,749

**single price*

Breast lift tops the list with a 246% increase in enquiries to Singapore clinics in the past year. Jaw contouring (237%) and chin implants (229%) are close behind as 2nd and 3rd fastest growing treatments in terms of popularity.

Sample data from traffic to the comparison website also revealed that 31% of all enquiries to plastic surgery clinics were from men, showing a growing interest in male plastic surgery. Treatments such as gynecomastia (male breast reduction) or hair transplant have seen a surge in demand, with respective increases of 69% and 9% in the past year, and average price tags of respectively \$7,749 and \$1,235.

Medical Tourism vs Local Patients

In an analysis of over 6,273 phone and email enquiries, the report confirms that a massive 39% of all enquiries came from overseas patients, with 61% of enquiries from within Singapore. Here are the top five most popular treatments as requested by overseas patients, as a percentage of all overseas email enquiries.

Top treatments for overseas patients	% of overseas email enquiries	Top source countries	% of overseas email enquiries
Liposuction	18%	Indonesia	21%
Rhinoplasty	13%	Malaysia	14%
Breast Implants	11%	Australia	13%
Eyelid surgery	7%	Philippines	8%
Facelift	6%	India	5%

Analysis of the country source of email enquiries reveals that Australia, Malaysia and the Philippines are the main contributors to medical tourism enquiries in Singapore.

Singapore patient demographics indicates that the biggest section of consumers interested in plastic surgery treatments by far, are within the 25 - 34 year old segment. If we compare this to the global demographic for plastic surgery we can see this is significantly higher than the global average. Singapore has an older market than average, with 23% of enquiries coming from 35 - 44 year olds.

Age breakdown of searches for medical aesthetics treatment in Singapore			
Age	Singapore	Global	UK
18-24	22%	26%	21%
25-34	42%	36%	32%
35-44	21%	17%	22%
45-54	10%	11%	14%
55-64	4%	6%	7%
65+	0%	3%	4%

Methodology:

Traffic data is based on unique visitors to site and reported via Google Analytics.

Email enquiry data is based on email enquiries only made by users of WhatClinic.com through the site to clinics in Singapore through WhatClinic.com between 15.03.2015 and 15.03.2016, compared to the same period last year.

There are over 68 [plastic surgery clinics in Singapore](#) listed on WhatClinic.com at any one time.

*based on analysis of 6,273 phone and email enquiries to over 68 clinics in Singapore.

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About WhatClinic.com

[WhatClinic.com](#) is a clinic comparison site that lists over 125,000 clinics globally. In 2015 17.5 million people visited the site to find, compare and book treatments across a wide range of elective, self-pay medical treatments. 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 over 127 countries.