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37% increase in demand for aesthetic procedures in India: Menarini survey

09 February 2022 | News

Dermatologists and plastic surgeons attribute the trend to the growing awareness for aesthetic procedures and Zoom culture



While navigating the COVID-19 pandemic, Indians are increasingly adopting cosmetic procedures. The survey conducted by biopharmaceutical company Menarini among 100 dermatologists and plastic surgeons across India, revealed that 65 per cent of the respondents agree that facelift is the most sought-after facial aesthetic procedure in India right now.

The survey reveals that 37 per cent of the respondents have observed increased demand for aesthetic procedures since the onset of the global COVID-19 pandemic. 76 per cent of the respondents attributed this trend to the desire to look good and showcase a perfect life on social media. On the other hand, 35 per cent of respondents said that the COVID-19 induced lockdown and subsequent work from home has made people conscious of how they look on screen. Terms like Zoom effect, Zoom boom, and Zoom Dysmorphia has entered their lexicon, making them opt for cosmetic procedures.

98 per cent of the respondents said that while women aged between 35-50 years remain the top candidate for aesthetic procedures, there is a shift witnessed in the age group as more women between the age group 25-35 years are stepping forward and showing interest in cosmetic surgeries and aesthetic procedures. On the other hand, men are also increasingly adopting cosmetic procedures in India. 79 per cent of the respondents have seen an influx of men aged 35-50 years coming in for consultations and choosing surgical procedures for a ‘quick fix’ or 'tweakments,' as they become more conscious about their appearance.

71 per cent of the respondents feel that aesthetic procedure is still a taboo subject in India, however, the stigma around the issue has started to recede with positive conversations on social media by celebrities and influencers sharing their experiences and stories.