

Consumer Preferences in Aesthetic Enhancements:

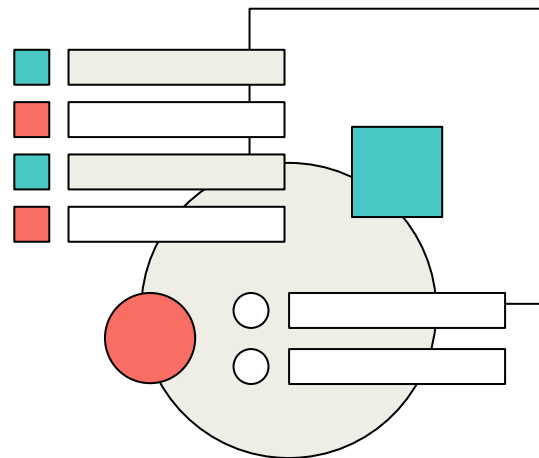
A Comprehensive Market Analysis of
Europe (UK)

By :

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OBJECTIVES

1

To Analyze Market Potential

2

To Identify Popular Cosmetic Treatments and Focus Areas

3

To Define the Target Demographic

4

To Deliver Regional and Demographic Insights

5

To Develop Actionable Product Recommendations

6

To Provide Strategic Guidance for Market Entry

INTRODUCTION

1

Market Growth: The European aesthetics market is projected to grow from approximately USD 6.81 billion in 2024 to USD 16.83 billion by 2032, with a CAGR of 12.0%.

2

UK Market Valuation: The UK aesthetics market is valued at around £3 billion, expected to reach £3.6 billion by 2025, with about 7.7 million people having undergone cosmetic procedures in the past year

3

Market Expansion: The European cosmetics market is projected to reach approximately €96 billion (around USD 105 billion) by 2025, with the medical aesthetics segment expected to grow to USD 13.4 billion by 2030.

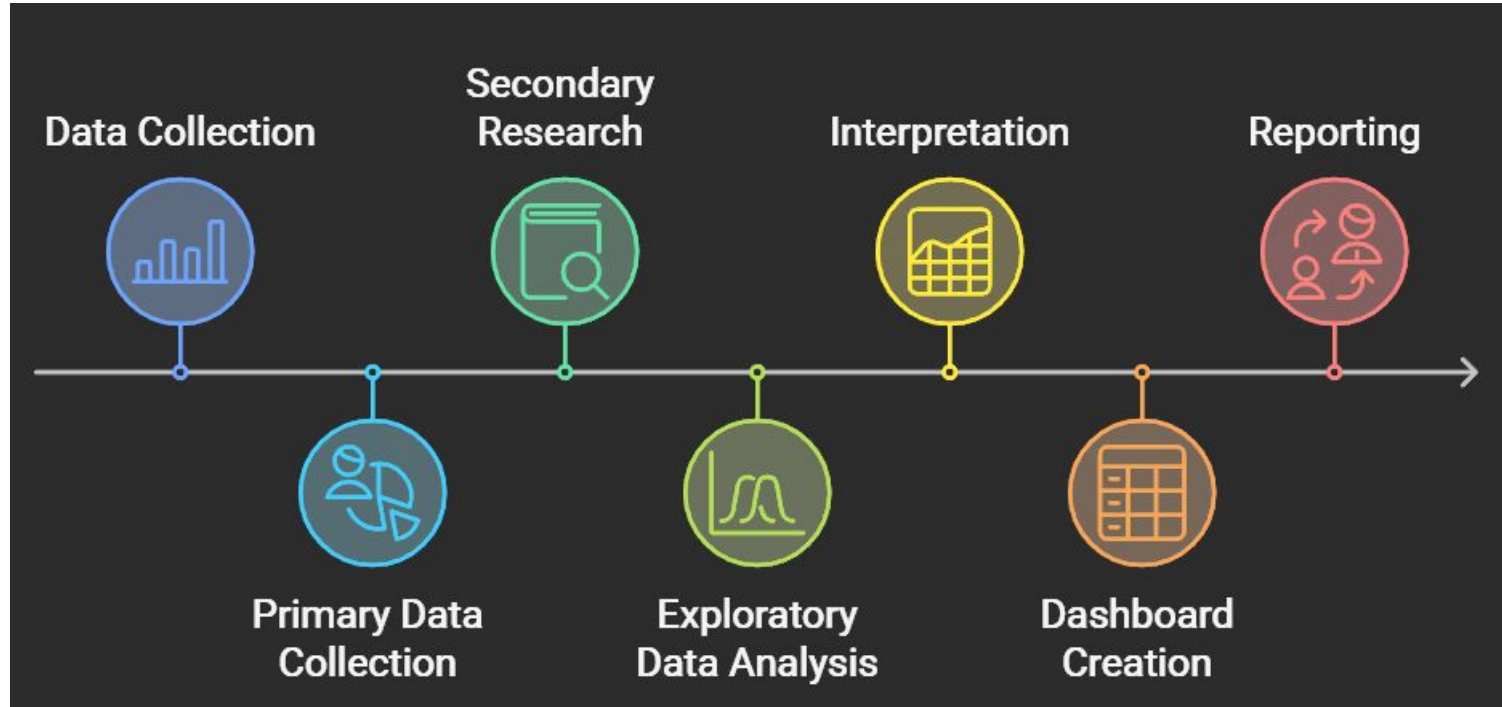
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Consumer Preferences: There is a growing trend towards minimally invasive and non-invasive procedures, driven by increased consumer demand for aesthetic enhancements.

5

Strategic Insights: Avdian Management Consulting will provide a detailed analysis for clients entering the cosmetic market, focusing on target regions, popular treatments, and demographic profiles for product launches.

METHODOLOGY



Consumer Preference Study of Europe

Sr No.	Age Group	Rate	Popular Procedures	Influences
1	18-24	36%	Lip enhancements, fillers, rhinoplasty, breast augmentation, buttock surgery	Social media (45%), peer pressure, celebrity culture
2	25-34	32%	Hairline surgery, Botox, lip fillers	Social media (30%), influencer trends
3	35-44	24%	Facelifts, eyelid surgeries	Peer influence (34%), youthfulness aspirations
4	45-54	11%	Eye socket surgeries, facelifts	Injury repair (39%), societal appearance expectations
5	55-64	11%	Eyelid surgery, skin rejuvenation	Past bullying (22%), self-esteem improvement
6	65+	14%	Eye socket surgeries, skin tightening	Injury repair (44%), aging gracefully concerns

PRIMARY ANALYSIS

1

Regional Analysis

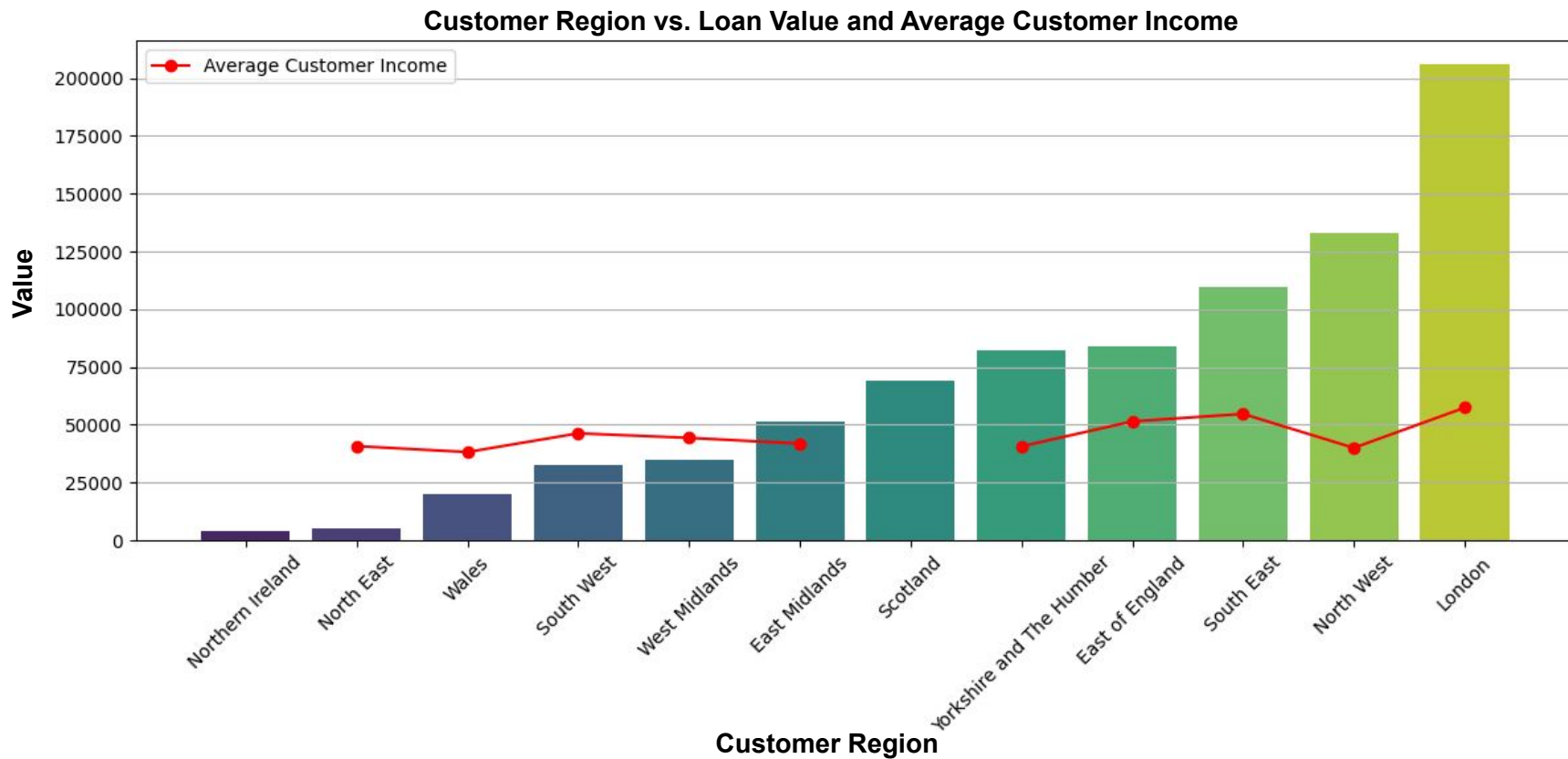
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Treatment & Body Area Analysis

3

Demographic Analysis

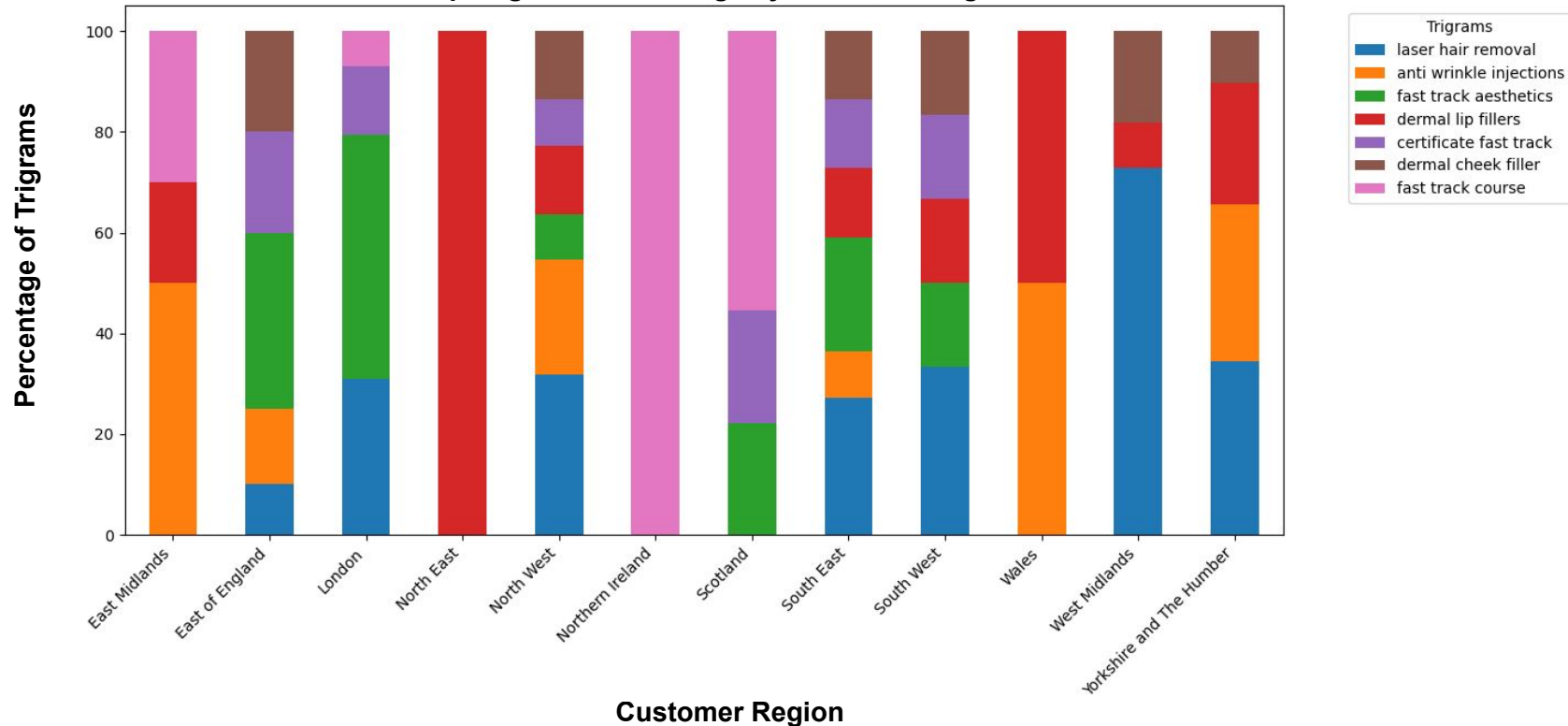
1 Regional Analysis



1

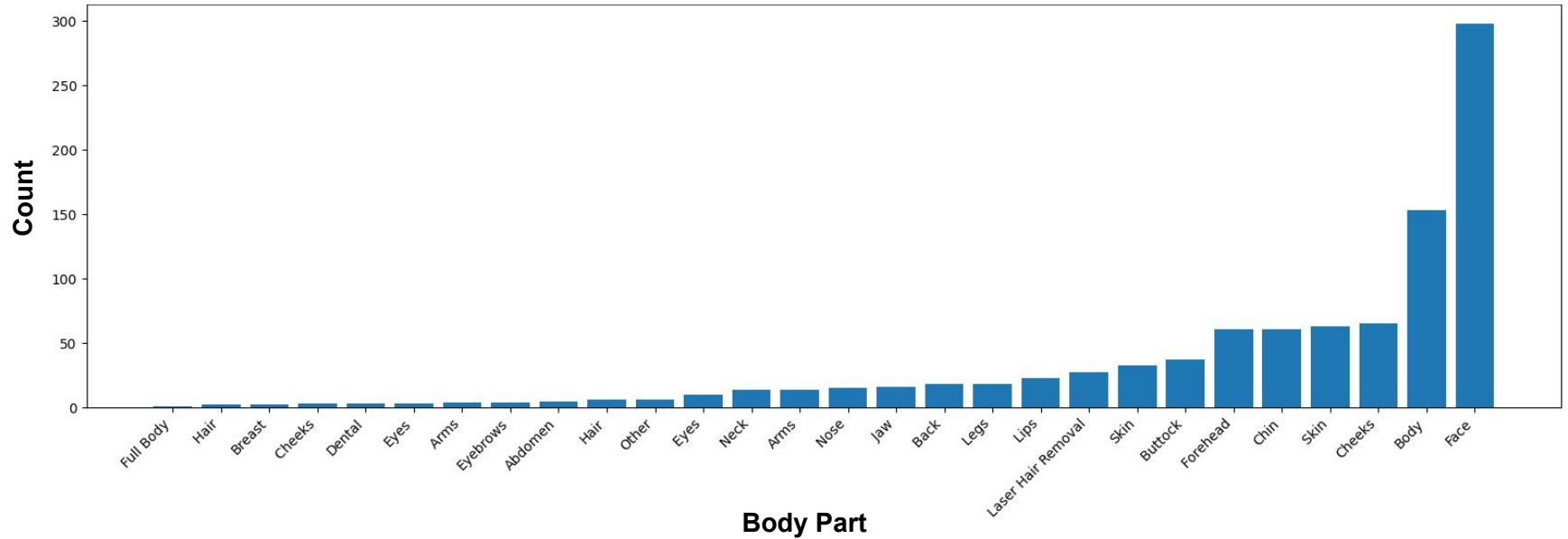
Regional Analysis

Top Trigrams Percentage by Customer Region

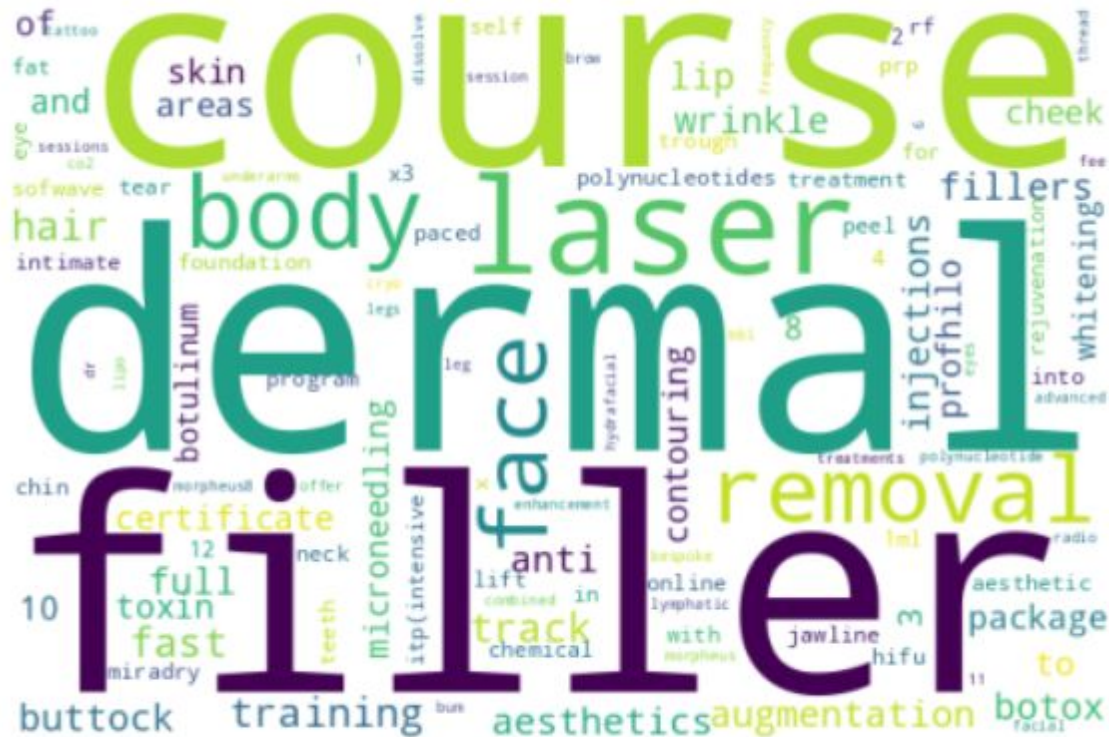


2 Treatment & Body Area Analysis

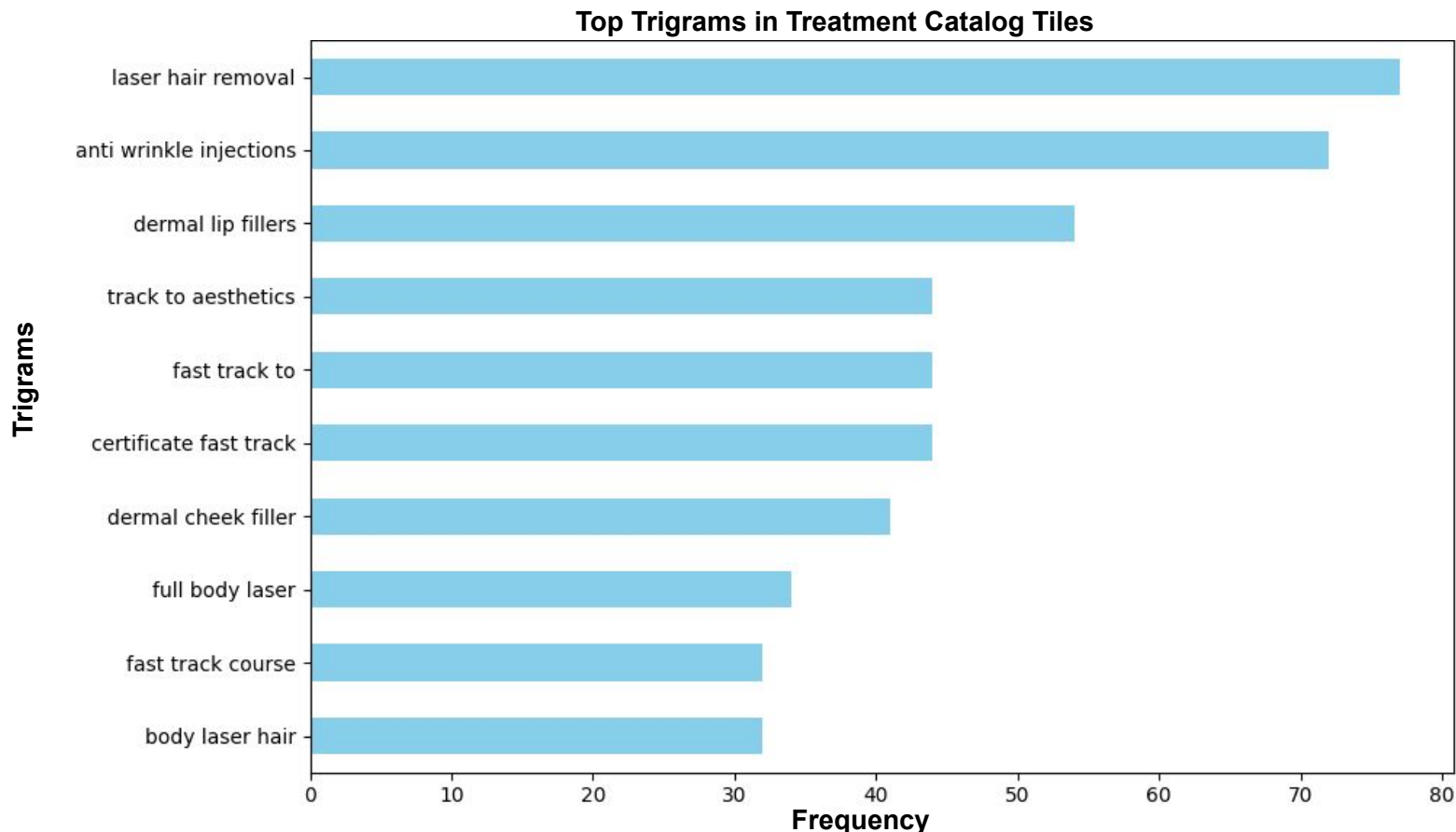
Frequency of Treatments by Body Part



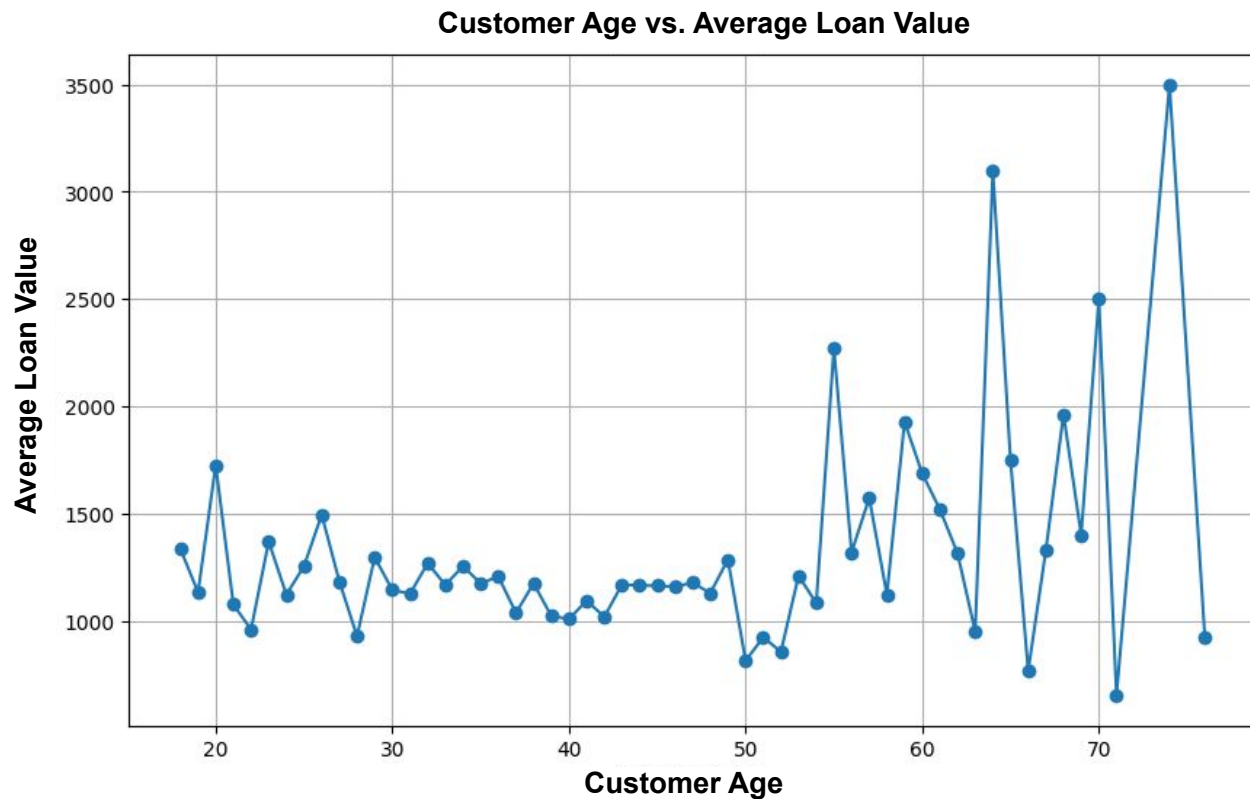
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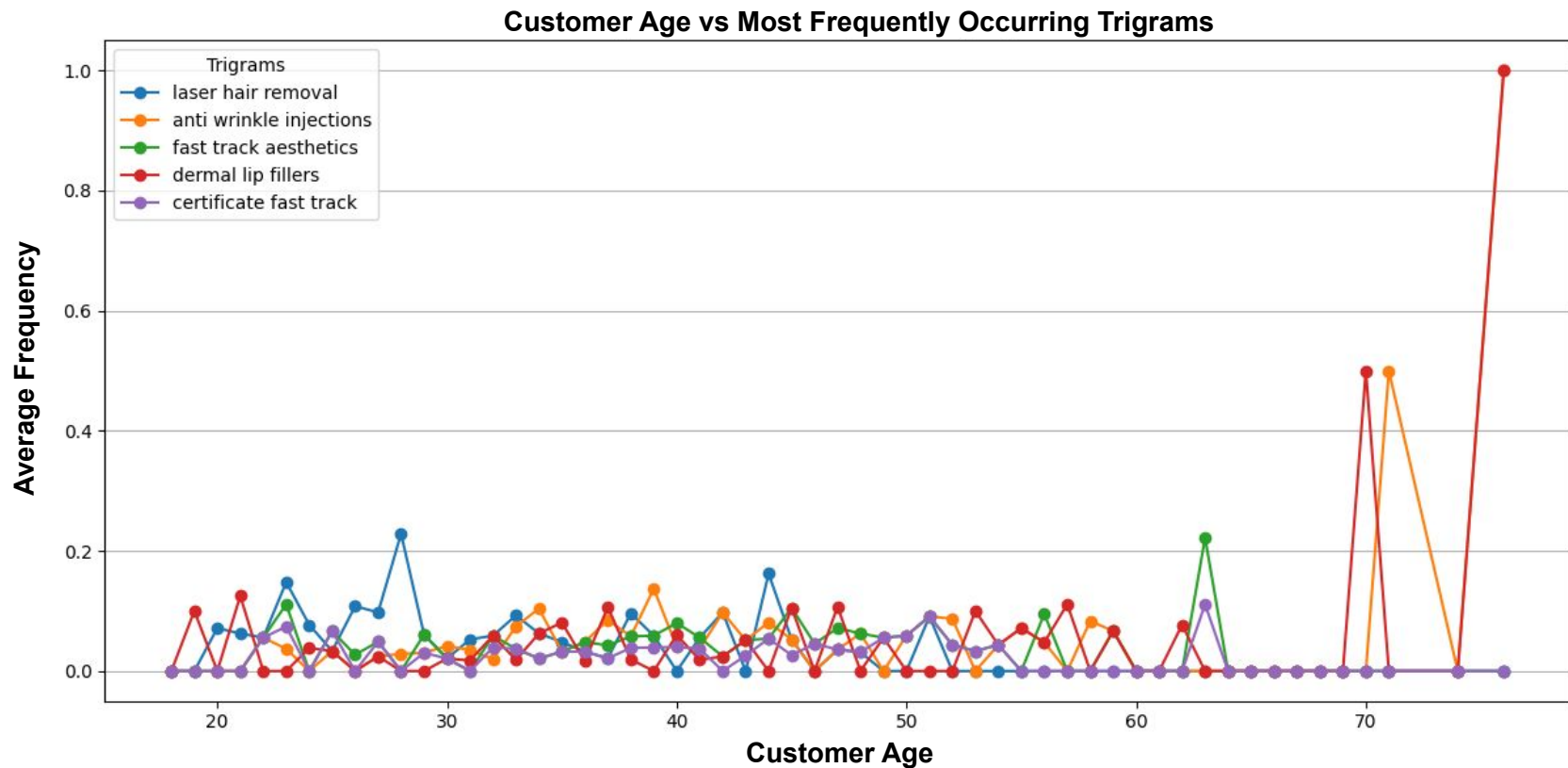
2 Treatment & Body Area Analysis



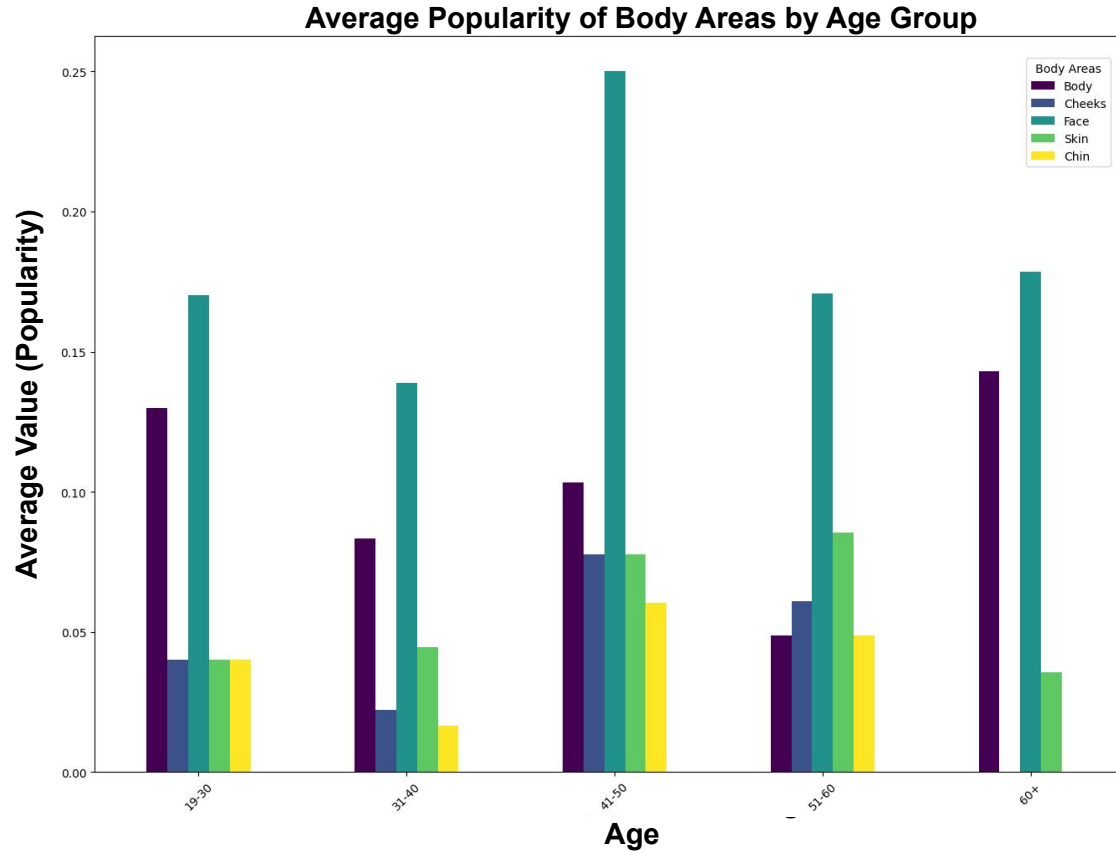
3 Demographic Analysis



3 Demographic Analysis



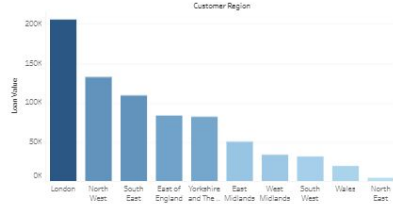
3 Demographic Analysis



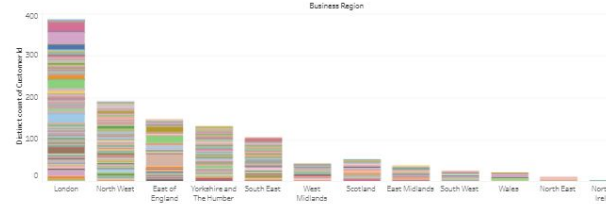
DASHBOARD

Comprehensive Aesthetic Cosmetic Market Analysis of UK

Regional Analysis: Total Loan value and Average Income of Customers



Popularity Analysis: Business Region Vs Treatment Catalog Types

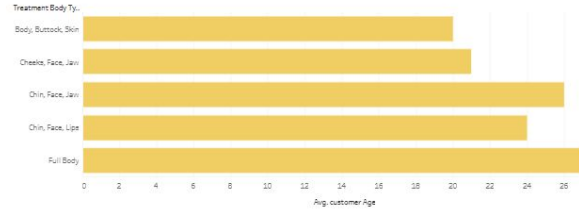


Average Customer Income
285,400 £ 264,400

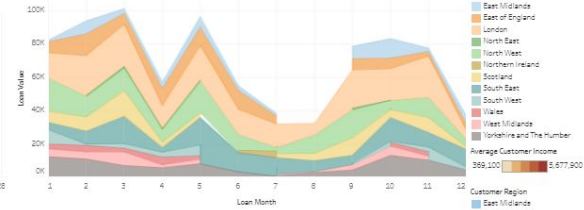
Avg. customer Age
25,000 27,000

- Business Region
- ☒ (All)
 - ☒ Hull
 - ☒ East Midlands
 - ☒ East of England
 - ☒ London
 - ☒ North East
 - ☒ North West
 - ☒ Northern Ireland
 - ☒ Scotland
 - ☒ South East
 - ☒ South West
 - ☒ Wales
 - ☒ West Midlands
 - ☒ Yorkshire and The Humber

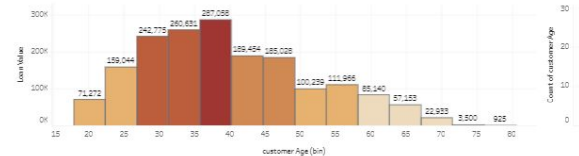
Average Age Vs Treatment Body Part



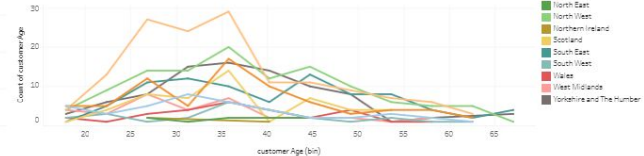
Monthly Loan Value Trend by Customer Region



Customer Age vs Total Loan Value and Average Customer Income



Distribution of Customer Age and Region



View on Tableau Public

Share

https://public.tableau.com/views/marketresearch_17366006681840/Dashboard1?:language=en-US&publish=yes&.sid=&.redirect=auth&.display_count=n&.origin=viz_share_link

STRATEGIC RECOMMENDATIONS

Product Portfolio



Synergy with Aesthetic Treatments

- Laser Hair Removal
- Dermal Fillers
- Anti-Wrinkle Injections
- Fast -Track Aesthetic Courses



Customization

- Treatment Care Kits
- Age-Specific Kits



Innovation

- Ayurvedic Organic Solutions
- Sustainable Nutri-Cosmetics

STRATEGIC RECOMMENDATIONS

Marketing Strategy



Target Age groups

- 20-30
- 30-40
- 50-60+



Geographic customization

- London and the south east
- North East and Wales
- Scotland and Northern Ireland
- North West & West Midlands



Treatment-specific Campaigns

- Perfect your Laser Glow
- Lip Love Essentials
- BBL Recovery Kit



Influencer Collaboration

- 5k-50M followers
- Collaborate with dermatologists/ Aesthetic practitioners

STRATEGIC RECOMMENDATIONS

Distribution Strategy



Partner with clinics offering popular treatments to sell treatment-specific products directly at the point of service.

Online sites like personal website, social medias, before-and-after galleries and reviews, subscription services for recurring purchases and regional discounts for high-demand areas

Stock products in high-end beauty retailers and pharmacies like Boots and Superdrug in urban areas with high cosmetic procedure rates. Run targeted promotions and position the brand as a premium, safe, and effective skincare provider aligned with treatments.

CONCLUSION

- Offer a targeted product range aligned with popular aesthetic treatments.
- Cater to diverse customer needs with sustainable, age-specific solutions.
- Establish the brand as a premium, trusted skincare provider.
- Focus on authenticity, customer education, and convenience.
- Leverage strategic marketing through influencers and social media.
- Expand through partnerships, e-commerce, and retail in urban markets.
- Drive long-term growth in a competitive industry.

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THANK YOU!!