

# WhatClinic Global Report: Spotlight on Malaysia

## Plastic Surgery

- Liposuction, eyelid surgery and fat transfer top the list of plastic surgery treatments in Malaysia
- enquiries from Australia continue to grow, up 10% over the past 12 months
- Fat Transfer continues strong growth, up 30% year on year
- Laser Vaginal Rejuvenation is the fastest growing treatment and has almost tripled (+191%) in the past 12 months
- However, 7 out of the top 10 treatments all saw a decline averaging 20.8%
- Liposuction (-32%), Rhinoplasty (-24%) and Breast Implants (-26%) top the list of declining treatments
- The U.S is Malaysia's fastest growing Medical Tourism market growing 32% in the past 12 months. This has no doubt been influenced by the weakening Ringgit (MYR) against the Dollar (USD)
- Liposuction, Rhinoplasty and Breast Implants all top the lists of treatments being sought by Medical Tourists
- Fat Transfer enquiries from abroad have more than double (+120%) over the 12 month period
- 70% of interest in plastic surgery in Malaysia is from women, with a growing proportion of men visiting the site last year (+30%)

Private healthcare search engine WhatClinic.com today released its annual global report on plastic surgery trends, based on data from over 20 million patients worldwide. Malaysia has seen a surge in medical tourism patients, which may be attributed to both currency deflation as well as government initiatives to support and promote Malaysia as a medical tourism to visitors from overseas.

The report examined over 10,000 patient enquiries made to over 100 top clinics over a two year period to track changing demands for key treatments within the plastic surgery market in Malaysia. Enquiries were made through their site from patients at home and abroad.

## Top 10 Treatment Enquiries to Malaysia Plastic Surgery Clinics (past 12 months)

Procedure	Enquiries past year	Enquiries previous year	Change in demand	Average starting price last year (Malaysia)
Liposuction	1201	1757	-32%	RM7,833
Eyelid surgery	577	710	-19%	RM4,400
Fat Transfer	563	434	30%	RM8,736
Rhinoplasty	550	720	-24%	RM8,778
Breast Implants	511	694	-26%	RM14,011
Gynecomastia	454	365	24%	RM8,723
Laser Vaginal Rejuvenation	300	103	191%	RM2,575
Tummy Tuck	246	282	-13%	RM16,996
Facelift	233	279	-16%	RM16,162

**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

Breast Reduction	142	169	-16%	RM17,874
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As the table above shows, Liposuction continues to be the top plastic surgery treatment sought in Malaysia. However Breast Reduction (-16%), Facelifts (-16%) and Tummy Tucks (-13%) show a steady decline in demand.

Conversely Laser Vaginal Rejuvenation showed triple digit growth (+191%) over the period analysed. The treatment is relatively pain free and the patient can return to a normal day to day routine very soon after.

Prices shown are based on average prices advertised online by Malaysian clinics in January 2017. When price ranges are given, the lowest price is taken to calculate overall averages.

## What Treatments are Medical Tourists seeking?

<i>Top 5 most popular plastic surgery procedures for medical tourism patients enquiring to Kuala Lumpur - based on enquiries sent to clinics on WhatClinic.com in the past year</i>			
Procedure	Enquiries past year	Enquiries previous year	Change in demand
Liposuction	409	415	-1%
Rhinoplasty	209	247	-15%
Breast Implants	205	202	1%
Fat Transfer	196	89	120%
Eyelid surgery	160	221	-28%

Liposuction also tops the list for Medical Tourism enquiries with almost double the number of enquiries of second place Rhinoplasty. Demand for Liposuction declined ever so slightly (-1%) while the surge in eyelid surgery appears to be subsiding dropping more than a quarter (-28%) in the past 12 months. Fat Transfer appears to be the treatment of the year experiencing 2.2x growth in the 12 months to January 2017.

## Malaysia's popularity among Medical Tourists.

The table below shows Malaysia's top markets for inbound Medical Tourism with % change in demand.

<i>Top 5 countries of medical tourism patients enquiring to Kuala Lumpur - based on enquiries sent to clinics on WhatClinic.com in the past year</i>			
Country of user	Enquiries past year	Enquiries previous year	Change in demand
Australia	581	528	10%
Singapore	373	472	-21%
US	209	158	32%
UK	156	147	6%
Indonesia	145	221	-34%

Australians are the most active Nationality seeking to research and send enquiries to Malaysian Clinics on WhatClinic.com. Strong growth of 10% indicates that this trend is likely to continue. However, The U.S.A will be the market that Clinicians will watch most closely as Ringbit continues to fall against the Dollar under a Trump presidency. 1 US Dollar will now buy you 4.45 Ringgit which represents a 16% increase in the period from January 2016 and January 2017.

## Demographical Analysis

Female	Male
70%	30%

Of the 4,777 enquiries examined, Women (70%) are making more enquiries than their male counterparts, however, this figure is not static as the the number of men seeking treatments has seen a sharp increase in the past few years and the team here at WhatClinic.com expect to see this balance shifting.

18-24	25-34	35-44	45-54	55-64	65+
18%	43%	20%	11%	6%	3%

Keeping in line with International benchmarks, younger men and women occupy the largest cohorts with age with 25-34 year olds making up 43% of the of the age brackets outlined. The 2nd largest cohort is the 35-44 year old age group at 20% of the total.

**Philip Boyle, WhatClinic's Head of Consumer Matters** said:

“Medical tourism is a growth industry worldwide, and Malaysia is a popular destination for visitors from Australia and the US in particular, thanks to currency advantages. Treatment trends are a reflection of consumer interest, with safer and less risky treatment such as fat transfer (which has less risk because it uses patients own cells) increasing this year.

We advise all the users of our site to make sure they research any clinic carefully before they book, and that they should make themselves very aware of possible risks. Before you travel, it's a good idea to check that your surgeon is accredited, insured and experienced in the chosen treatment. Reading reviews and speaking with previous patients can help consumers make informed decisions, before they book.”

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### Notes to editor:

There are over 1000 private medical clinics in Malaysia listed on WhatClinic.com. Over 200 of those offer medical aesthetic treatments, and a further 106 offer full plastic surgery treatments to English speaking patients from home and abroad. The remaining clinics offer dental, bariatric, fertility and a range of other holistic treatments. At time of writing there are 93 plastic surgery clinics in Malaysia listed on WhatClinic.com.

## **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 Malaysia through WhatClinic.com. This data excludes a significant volume of phone enquiries.

Malaysia plastic surgery data is \*based on analysis of 4,777 email enquiries to 106 clinics in Malaysia during the past two years.

## **For more information contact:**

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## **About WhatClinic.com**

WhatClinic.com is a clinic comparison site that lists over 125,000 clinics globally. In 2016 the site had more than 20 million visitors to the site, where they were able to 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.