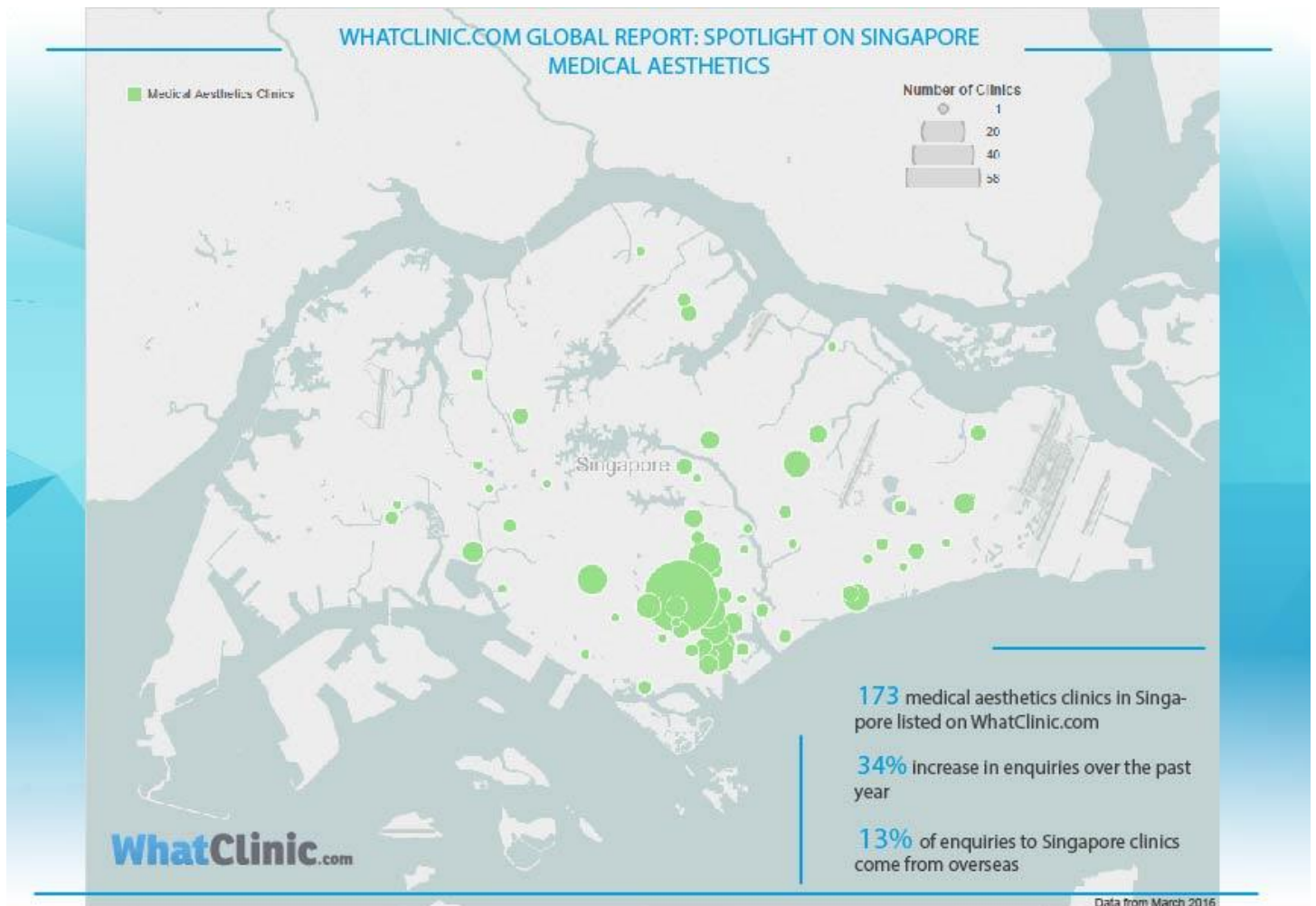


WHATCLINIC GLOBAL REPORT: SPOTLIGHT ON SINGAPORE MEDICAL AESTHETICS

- Interest in medical aesthetic treatments has grown by 44% in Singapore in the past 12 months.
- Tattoo and scar removal are the most popular medical aesthetic treatments, up 42% and 79% respectively.
- 20% of medical aesthetic enquiries are from overseas, with Indonesian and Malaysian patients topping the list*
- 42% of patients from sample data are between the ages of 25 and 34, higher than global or UK demographics
- 24% of all enquiries were male, which has remained static from the year before.
- Fat Reduction Injection is this year's fastest growing treatment with enquiries up 544% in 12 months



International clinic comparison site WhatClinic.com today released detailed analysis of the private medical market in Singapore, which has revealed the top medical aesthetic trends based on online searches and enquiries from 68,546 users to Singapore clinics over the past twelve months, up from 47,495 for the 12 month period before that.

For the period reported, the number of people searching the site for information on medical aesthetic treatments in Singapore has increased by 44%, with email enquiries to 160 clinics increasing by 42% for the same period.

The table below shows the top ten most popular medical aesthetic 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 medical aesthetics treatments 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)
Tattoo Removal	1218	860	42%	\$260
Scar Removal	1192	667	79%	\$428
Mole Removal	762	491	55%	\$285
Dermal Fillers	579	425	36%	\$693
Zeltiq CoolSculpting™	488	305	60%	\$568
VASER Lipo™	319	140	128%	\$2,472
Excessive Sweating Treatment	176	161	9%	\$959
Varicose Veins Treatment	140	121	16%	\$299*
Thread Lift	136	84	62%	\$1,940
Sclerotherapy	115	54	113%	n/a

**single price*

Tattoo removal is by far the most popular medical aesthetic treatment in Singapore, and this has increased by 42% in the past year. Scar removal in second place has grown more in popularity, while dermal fillers have not seen the same kind of growth in recent times. Vaser Lipo has been the fastest growing treatment in the top ten list, with 128% increase in email enquiries.

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

Top 10 medical aesthetics treatments in Singapore (increase in email enquiries)		
Treatment	Increase in email enquiries over the past year	Average Starting Price (SGD)
Fat Reduction Injections	544%	\$69*
SmartLipo™	200%	\$499*
VASER Lipo™	128%	\$2,472
Treatment for Wrinkles	123%	\$422
Facial Thread Veins Treatment	119%	\$310
Sclerotherapy	113%	n/a
Lipodissolve	90%	n/a
Lip Augmentation	79%	\$793
Scar Removal	79%	\$428
Thread Lift	62%	\$1,940

**single price*

Fat Reduction Injection tops the list as the fastest growing medical aesthetics trend with enquiries up a 544% in the past 12 months, followed by SmartLipo (200%) and VASER Lipo (128%).

Medical Tourism vs Local Patients

In an analysis of over 6,410 phone and email enquiries, the report confirms that 20% of all enquiries came from overseas patients, with 80% 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
Scar Removal	22%	Indonesia	15%
Zeltiq CoolSculpting™	14%	Malaysia	12%
Tattoo Removal	11%	Australia	12%
Dermal Fillers	8%	Philippines	9%
VASER Lipo™	7%	US	8%

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

Singapore patient demographics indicates that the biggest section of consumers interested in medical aesthetic treatments by far, are within the 25 - 34 year old segment. If we compare this to the global demographic for medical aesthetic 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	17%	24%	19%
25-34	42%	36%	29%
35-44	23%	18%	20%
45-54	12%	12%	17%
55-64	6%	7%	9%
65+	0%	4%	5%

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 between 15.03.2015 and 15.03.2016, compared to the same period last year.

There are between 160 and 173 [medical aesthetic clinics in Singapore](#) listed on WhatClinic.com at any one time.

*based on analysis of 6,410 phone and email enquiries to over 173 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.