

# Current Trends in Cosmetic Surgery: What Patients are Looking for Today

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## Abstract

## Original Research Article

Once perceived as an elitist privilege, cosmetic surgery has become widely democratized to meet the changing needs of a modern society seeking well-being and personal fulfillment. Our study highlights the overwhelming predominance of women (91%) among cosmetic surgery patients, a phenomenon that is mainly explained by the persistent sociocultural pressures on female appearance. Patients aged 35 and over emerge as the most motivated group, seeking primarily to correct signs of aging such as wrinkles, sagging skin or loss of facial volume. The influence of social networks and patient testimonials is particularly pronounced in their decisions, while the surgeon's expertise becomes a primary selection criterion for 89% of them. The analysis shows that some interventions are particularly successful. Breast augmentation and abdominoplasty are among the most requested procedures, meeting aesthetic and functional needs. Brazilian Butt Lift (BBL) appeals to 81% of patients aged 34 and over, reflecting the influence of current beauty canons that value pronounced forms. At the same time, innovative techniques such as ultrasound rhinoplasty and HD liposuction are gradually gaining in popularity among patients 25 years of age and older, attracted by more natural results and reduced recovery times. It is interesting to note that a minority of patients, all age groups, express a marked disinterest in these interventions. This reluctance often seems to be related to ethical concerns or a negative perception of the associated risks. These attitudes vary significantly according to age, with a greater reserve observed in younger patients. Finally, our results highlight how the choices in cosmetic surgery are deeply influenced by socio-demographic and generational factors. While younger patients prefer minimally invasive and rapid procedures, older patients are more likely to opt for complex interventions aimed at correcting the effects of time. These trends reflect changing aesthetic standards and body image concerns at different stages of life.

**Keywords:** Surgery – Aesthetics – Trends.

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## INTRODUCTION

Cosmetic surgery, once considered a luxury reserved for a minority, has gradually been democratized and adapted to the varied aspirations of a constantly changing society. Today, patients are not only looking to correct imperfections or reverse the effects of aging. Their expectations lead to broader issues, influenced by social norms, technological progress and the growing impact of social networks on self-image [1].

Non-invasive procedures, such as botulinum toxin and hyaluronic acid injections, are now dominant in the market, accounting for more than 60% of cosmetic interventions worldwide. These techniques offer fast results and reduced recovery times, thus meeting the needs of a generation looking for practical and discreet solutions [2]. At the same time, innovative technologies such as cryolipolysis, focused ultrasound and laser

remodeling allow to achieve natural results, in phase with the rise of the natural trend, which favours subtle and harmonious improvements [3].

Another major development is the personalization of interventions. Patients now want results that respect their unique traits, highlighting their uniqueness rather than conforming to universal standards of beauty (Swanson, 2023). This shift also reflects a shift in the perception of beauty towards a more inclusive approach, where diversity and authenticity take into account individual traits and specific expectations.

This article explores current trends in cosmetic surgery and analyses the motivations of today's patients, highlighting sociocultural influences, technological advances and evolving medical practices in this field.

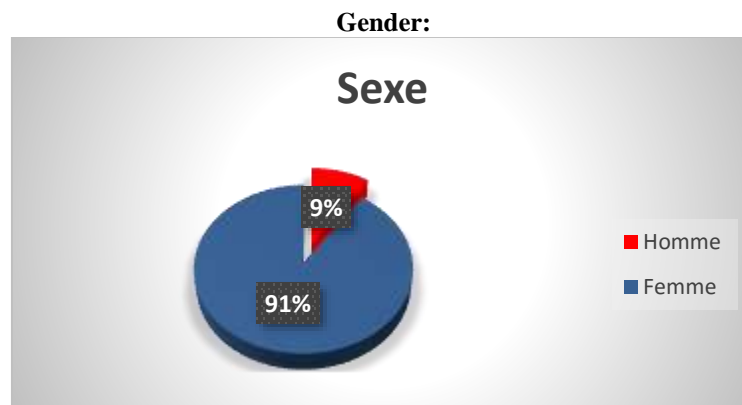
## PATIENTS AND METHODS

Our prospective study covered 116 cases, carried out over a period of one month, from 1 December 2024 to 31 December 2024, within the department of plastic and aesthetic surgery of the Mohammed VI University Hospital in Marrakech. The survey targeted a diverse sample of patients, including those with and without cosmetic surgery, including different types of procedures.

The data was collected through a questionnaire distributed on Google Forms, ensuring wide accessibility, anonymous participation and, therefore, greater sincerity in the answers.

Participants' comments were then analyzed to identify recurring themes related to their expectations.

## RESULTS

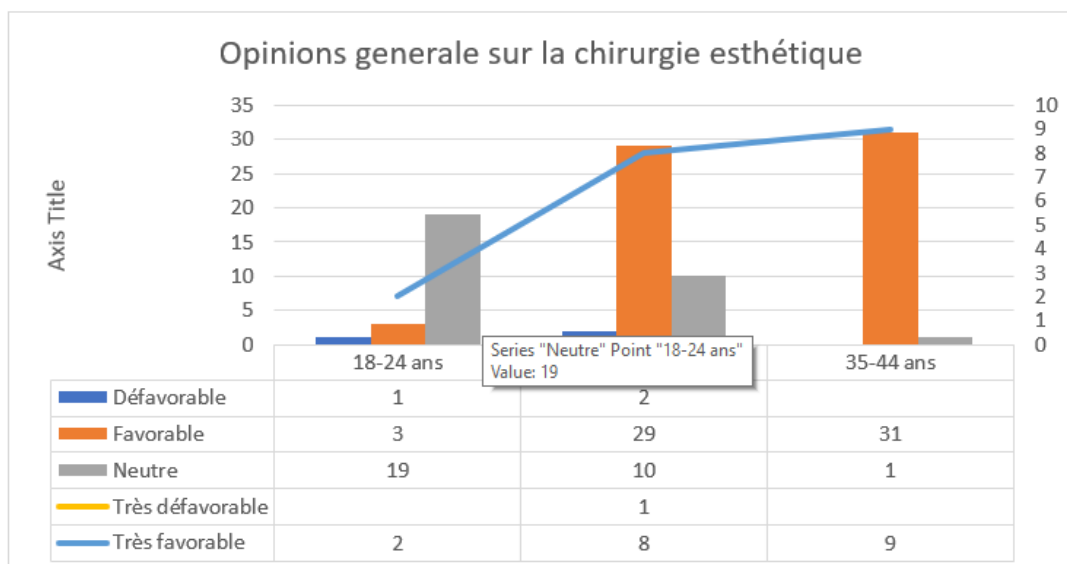


Women constitute the vast majority of respondents **91%**, while men represent only **9%** with a sex ratio of 0.1.

### Age:

Age difference	Staff
18-24 years	21
25-34 years	43
35-44 years	52

The 35-44 age **group**, with **52 people**, shows a strong interest in cosmetic surgery, probably seeking to correct signs of aging or improve their appearance.



Opinions on cosmetic surgery vary significantly across age groups. Young adults (18-24 years) are mostly neutral, indicating an open attitude with no strong commitment. The 25-34 year olds have a generally

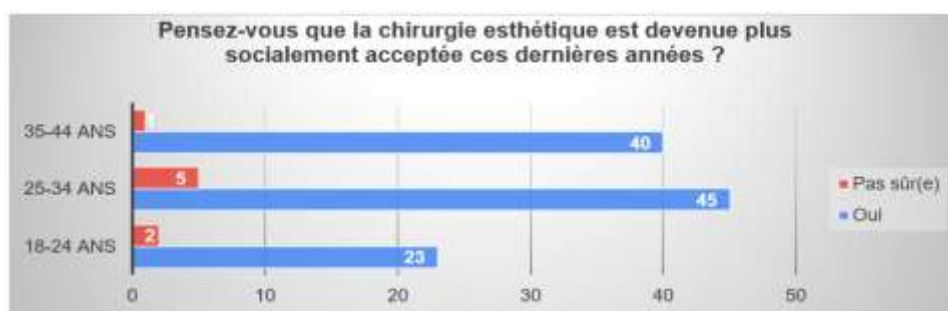
favourable opinion, although marked by some polarisation, with very favourable opinions and some reticence. Finally, the 35-44 age group is characterized by a very favourable opinion, reflecting a strong interest

in aesthetic interventions, probably motivated by concerns related to aging.

What factors most influence your perception of cosmetic surgery?	Age		
	18-24 years	25-34 years	35-44 years
Opinion of my entourage	1	3	
Advice from my entourage, Risks and possible complications, Cost of the procedure, Religion	1		
Reviews from my entourage, Testimonials and visible results		1	
Opinion of my entourage, Testimonials and visible results, Risks and possible complications		1	
Opinion of my entourage, Visible testimonies and results, Risks and possible complications, Cost of the procedure	1		
Cost of the procedure	12	1	
Influence of social networks		2	29
Influence of social networks, Opinion of my entourage		1	
Influence of social networks, Opinion of my entourage, Cost of the procedure		1	
Influence of social networks, Opinion of my entourage, Cost of the procedure,			1
Influence of social networks, Opinions of my entourage, Testimonials and visible results	1		1
Influence of social networks, Opinion of my entourage, Testimonials and visible results, Risks and possible complications, Cost of the procedure	1	2	
Influence of social networks, Cost of the procedure		1	
Influence of social networks, Risks and possible complications, Cost of the procedure	1	1	1
Influence of social networks, Testimonials and visible results	3	23	
Influence of social networks, Visible testimonials and results, Cost of the procedure	1	1	7
Influence of social networks, Visible testimonials and results, Possible risks and complications		1	
Influence of social networks, Visible testimonies and results, Risks and possible complications, Cost of the procedure		2	
Religion		1	
Possible risks and complications	1	1	
Possible risks and complications, Cost of the procedure	1	1	1
Possible risks and complications, I consider that God created me in the best of forms, and I have no reason to do a cosmetic surgery.	1		
Testimonials and visible results		3	
Testimonials and visible results, Restorative surgery			1
Evidence and visible results, Potential risks and complications, Cost of the procedure		3	

Factors influencing the perception of cosmetic surgery vary by age group. Social networks and visible testimonies are predominant in all groups, but particularly marked among those aged 25-34 and 35-44.

On the other hand, cost is the most important factor for 18-24 year olds, but it remains significant for the other age groups.



The social acceptance of cosmetic surgery is perceived differently according to age groups. The 25-34 age group is the most convinced, with 45 affirmative

responses. The 18-24 age group also shares this view, although to a lesser extent (23). Uncertainty is very low among participants, indicating broad consensus.



The 35-44 age group is most likely to consider surgery, probably in response to early signs of aging. Many remain curious but undecided, reflecting a

reflection on the benefits and risks. Total disinterest is higher among young people, but decreases with age.

If you are considering facial cosmetic surgery, which procedure is most interesting to you?	How old are you?		
	18-24 years	25-34 years	35-44 years
Botox	2	3	2
Filler		1	
Lifting	14	30	38
Lifting, botox		1	
Liposuction		1	
Rhinoplasty	2	4	8
Rhinoplasty, botox		1	
Rhinoplasty, facelift			1
Eyebrow			1
Nothing	3	2	2

- Facelift is the most requested procedure, with a notable increase in the 25-44 age group.
- Rhinoplasty is more popular among 35-44 year olds, but it is present in all groups.
- Botox, although less popular, appeals to patients of all ages.

- Fillers and liposuction attract moderate interest, especially among 25-34 year olds.
- A small proportion of each age group shows no interest in these interventions.

Which breast surgery is most interesting to you?	How old are you?		
	18-24 years	25-34 years	35-44 years
Increase	11	27	28
Reduction	6	11	15
Nothing	4	5	9

Breast augmentation is the most requested procedure in all age groups, with a marked preference among those aged 25-34 and 35-44. Breast reduction, although less popular, is still present in all groups, with

slightly increased interest among 35-44 year olds. Finally, a minority in each age group expresses disinterest in any breast intervention.

What aesthetic intervention on the abdomen do you consider as a priority?	How old are you?		
	18-24 years	25-34 years	35-44 years
Abdominoplasty	16	26	44
Liposuction	3	11	2
Liposuction, abdominoplasty		4	1
Nothing	2	2	5

Abdominoplasty is the most requested procedure in all age groups, with a particularly

pronounced preference among those aged 25-34 and 35-44. Liposuction, although less popular than

abdominoplasty, remains present in all groups, with a slightly higher interest in 25-34 year olds.

What aesthetic intervention on the buttocks do you consider as a priority?	How old are you?		
	18-24 years	25-34 years	35-44 years
BBL	4	37	44
Implant	15	1	7
Nothing	2	5	1

BBL (Brazilian Butt Lift) is the most requested procedure, especially among 25-34 years old and 35-44 years old, with a significant increase in popularity. Implants are more popular among the 18-24 age group,

but their interest decreases in other age groups. On the other hand, a minority in each group shows no interest in buttock surgery.

Which recent trends or techniques in cosmetic surgery are of particular interest to you?	How old are you?		
	18-24 years	25-34 years	35-44 years
Fat transfer breast augmentation		1	1
Cosmetic surgery "express" (procedures with rapid recovery)	12		1
Injections of botox or hyaluronic acid for a natural effect		21	
Injections of botox or hyaluronic acid for a natural effect, Breast augmentation by fat transfer, Skin Boosters to improve the brightness of the skin, Cosmetic surgery "express" (procedures with rapid recovery)		1	
Injections of botox or hyaluronic acid for a natural effect, Skin Boosters to improve the radiance of the skin, Laser rejuvenation treatments (fractionated, CO2, etc.)		2	
Thread tensor lift, Botox or hyaluronic acid injections for a natural effect, Breast augmentation by fat transfer, Non-invasive body remodeling (CoolSculpting, Emsculpt), Laser rejuvenation treatments (fractionated, CO2, etc.)		1	
Lifting by thread tensioners, Botox or hyaluronic acid injections for a natural effect, Skin Boosters to improve the brightness of the skin, Laser rejuvenation treatments (fractionated, CO2, etc.)		1	
Lifting by tensor wires, high definition liposuction (Hi-Def Lipo)			1
High definition liposuction (Hi-Def Lipo)		1	26
High-definition liposuction (Hi-Def Lipo), Botox or hyaluronic acid injections for a natural effect, Skin Boosters to improve the radiance of the skin, Laser rejuvenation treatments (fractionated, CO2, etc.)		1	
High definition liposuction (Hi-Def Lipo), non-invasive body contouring (CoolSculpting, Emsculpt)	1		
High-definition liposuction (Hi-Def Lipo), Skin Boosters to improve the radiance of the skin		1	
High-definition liposuction (Hi-Def Lipo), Skin Boosters to improve skin radiance, Non-Invasive Body Remodeling (CoolSculpting, Emsculpt)		1	
High-definition liposuction (Hi-Def Lipo), Skin Boosters to improve the radiance of the skin, Non-invasive body remodeling (CoolSculpting, Emsculpt), Laser rejuvenation treatments (fractionated, CO2, etc.)		2	
High definition liposuction (Hi-Def Lipo), laser rejuvenation treatments (fractional, CO2)		1	5
Non-invasive body contouring (CoolSculpting, Emsculpt)	1		2
Ultrasonic rhinoplasty		1	2
Ultrasonic rhinoplasty, Botox or hyaluronic acid injections for a natural effect, Skin Boosters to improve the radiance of the skin, Laser rejuvenation treatments (fractionated, CO2, etc.)		1	
Ultrasonic rhinoplasty, Lifting by tensor wires	1		
Ultrasonic rhinoplasty, Thread tensor lift, High definition liposuction (Hi-Def Lipo), Botox or hyaluronic acid injections for a natural effect, Non-invasive body remodeling (CoolSculpting, Emsculpt)		1	8
Ultrasonic rhinoplasty, high definition liposuction (Hi-Def Lipo)	1		
Ultrasonic rhinoplasty, high definition liposuction (Hi-Def Lipo), breast augmentation by fat transfer, non-invasive body remodeling (CoolSculpting, Emsculpt)		1	

Ultrasonic rhinoplasty, high definition liposuction (Hi-Def Lipo), botox or hyaluronic acid injections for a natural effect, breast augmentation by fat transfer			1
Nothing	2	2	3
Skin Boosters to improve skin radiance	2	1	1
Skin Boosters to improve the radiance of the skin, Non-invasive body contouring (CoolSculpting, Emsculpt), Laser rejuvenation treatments (fractionated, CO2)		1	
Skin Boosters to improve skin radiance, Laser rejuvenation treatments (fractional, CO2)	1	1	
Skin Boosters to improve the radiance of the skin, Laser rejuvenation treatments (fractional, CO2), "express" cosmetic surgery (procedures with rapid recovery)			1

Trends in cosmetic surgery vary by age group, with a preference for fast and non-invasive procedures in young adults and advanced and precise techniques in older groups.

The "express" cosmetic surgery is particularly popular among 18-24 year olds, reflecting a demand for quick and convenient procedures. Botox or hyaluronic acid injections are very popular among 25-34 year olds,

highlighting a preference for natural and non-invasive results. High-definition liposuction (Hi-Def Lipo) has a strong popularity among 25-34 year olds and a moderate interest in 35-44 year olds, reflecting a search for precise and sculpted body results. Finally, ultrasound rhinoplasty is moderately attractive to 35-44 year olds, reflecting a preference for advanced and less invasive techniques.

What are the most important aspects for you when choosing an intervention?	How old are you?		
	18-24 years	25-34 years	35-44 years
Reviews and testimonials from other patients	1		
Cost		1	
Cost, Safety and Risk		1	1
Cost, Safety and risk, Surgeon experience			2
Cost, Safety and Risk, Sustainable Outcomes	1	3	2
Cost, Safety and Risk, Lasting Results, Other Patients' Opinions and Testimonials			1
Cost, Safety and Risk, Lasting Results, Surgeon's Experience	13	10	1
Cost, Safety and Risks, Lasting Results, Surgeon's Experience, Other Patients' Opinions and Testimonials	2	2	
Cost, Safety and Risk, Lasting Results, Surgeon's Experience, Clinic Location		1	1
Cost, Safety and Risk, Lasting Results, Surgeon's Experience, Clinic Location, Patient Reviews and Testimonials	1	2	1
Experience of the surgeon		1	23
Experience of the surgeon, Opinions and testimonials from other patients		1	
Experience of surgeon, Location of clinic			1
Lasting results, Opinions and testimonials of other patients			15
Long-lasting results, Surgeon experience, Other patients' opinions and testimonials	1	1	
Safety and risks			1
Safety and Risk, Sustainable Outcomes	2		
Safety and risk, Lasting results, Surgeon experience		2	1
Safety and risk, Long-term outcomes, Surgeon experience, Other patient opinions and testimonials		2	
Safety and risk, Sustainable outcomes, Surgeon experience, Clinic location			1
Safety and risk, Long-term outcomes, Surgeon experience, Clinic location, Other patient reviews and testimonials		1	
Experience of the surgeon, Opinions and testimonials from other patients		15	
Nothing			1



The most important aspects when choosing an aesthetic intervention vary according to age groups. Young adults (18-24 years old) focus on comprehensive aspects including cost, safety, outcomes and surgeon expertise. The 25-34 age group shows a similar preference, with particular attention to cost and safety. The 35-44 age group attaches great importance to the surgeon's expertise and long-term results.

## DISCUSSIONS

Our study reveals that 91% of respondents are women, confirming a trend widely documented in the literature. According to a study by Swami *et al*, women are more likely to have cosmetic surgery because of sociocultural pressures related to physical appearance [4]. Furthermore, Sarwer *et al* point out that women are more exposed to the ideals of beauty conveyed by the media, which explains their greater participation in these procedures [5].

Our results show that 35-44 year olds are the most likely to consider cosmetic surgery, probably in response to early signs of aging. This observation is consistent with the work of Honigman *et al*, who found that concerns about aging increase with age, prompting individuals to seek corrective interventions [6]. Similarly, Furnham and Levitas observed that people aged 35 to 50 are more likely to use procedures such as facelift or liposuction to maintain a youthful appearance[7].

Our study highlights the importance of social networks and visible testimonies in patients' decision-making, especially among 25-34 year olds. This is in line with research that has shown that social platforms such as Instagram and YouTube play a key role in the standardization of cosmetic surgery [8]. In addition, Walker *et al* noted that patient testimonials strongly influence the perception of the risks and benefits associated with these procedures [9].

The 18-24 age group shows a marked interest in "express" cosmetic surgery, reflecting a preference for fast and minimally invasive procedures. This trend is corroborated by the work of the American Society of Plastic Surgeons (2021), which reports a significant increase in requests for procedures such as Botox and dermal fillings in young adults [10]. Sarwer and Crerand (2008) explain that this preference is motivated by a desire for immediate results with minimal recovery time [10].

In the 35-44 age group, experience of the surgeon is a primary criterion for choosing an intervention. This finding is in line with findings that older patients attach greater importance to the practitioner's reputation and expertise [12]. Pusic *et al*. add that trust in the surgeon is a key factor in reducing anxiety about potential risks [13].

Our study reveals that breast augmentation and abdominoplasty are the most requested procedures, especially among 25-44 year olds. These results are consistent with data from the International Society of Aesthetic Plastic Surgery (2020), which indicates that these interventions are among the most popular in the world [14]. However, Swami *et al*. note that preferences vary across cultures, with higher demand for breast augmentation in western countries [4].

A minority of respondents, particularly among 18-24 year olds, express disinterest in cosmetic surgery. This phenomenon may be linked to ethical concerns or a negative perception of risk, as observed by Mironica *et al* [8]. In addition, Sarwer and Crerand (2008) point out that some young adults prefer non-surgical alternatives such as skin care or diets [11].

The results of our study are broadly aligned with global trends in cosmetic surgery, while highlighting age and gender specificities. Comparisons with existing literature confirm that sociocultural factors, media influences and aging concerns play a central role in patient decisions.

## CONCLUSION

Our study reveals that women account for the majority of cosmetic surgery applications, with an increased interest among older people to mitigate signs of aging. Social networks and testimonials play a key role in decisions. Young adults opt for fast, minimally invasive procedures, while older adults prefer the expertise of the surgeon and long-term outcomes. These trends illustrate diverse aesthetic concerns, influenced by socio-cultural and generational factors.

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