

RESEARCH REPORT

# Turkey Cosmetic Surgery Tourism

## Market Analysis Report

Plastic & Aesthetic Procedures | Global Demand | City Hub Analysis | Cost Benchmarks | Growth Projections

**2025–2026**

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# Executive Summary

<b>USD 3.5B</b> Turkey Medical Tourism Market (2025) GM Insights	<b>38.54%</b> Cosmetic Surgery Market Share (2025) Mordor Intelligence	<b>18.3% CAGR</b> Cosmetic Segment Growth (2025–2035) Fastest-growing segment
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The number of surgeries in Turkey is really high. People often think they are not true. But the statistics are true.

In 2025, plastic surgery in Turkey accounted for a large share of the tourism market. It was 38.54 percent of the market, the largest share of a sector worth USD 3.5 billion. The International Society of Aesthetic Plastic Surgery did a count. Found that there were 1,110,306 procedures done in Turkey in 2024. This includes things like surgical procedures. It makes Turkey the world's second-largest country for cosmetic procedures, after Thailand.

The cosmetic surgery sector in Turkey is growing fast. It is growing at 18.3% per year. This is faster than any medical treatment in Turkey. The cosmetic surgery sector in Turkey is expected to be worth USD 9.3 billion by 2035. The cosmetic surgery sector in Turkey is really taking off. Cosmetic and plastic surgery in Turkey is becoming very popular.

There are three reasons why Turkey is so big in cosmetic surgery. First, the cost is low. A nose job costs £7,000 to £13,000 in the United Kingdom. In Istanbul, the same procedure, including hotel, transportation, and aftercare, costs €2,900 to €4,500. That is a significant price difference. Second, Turkey has infrastructure. Istanbul Airport handles 90 million passengers every year. Turkish Airlines goes to 302 airports in 120 countries. So it's really easy for patients to get to Turkey and go home. Also, the Turkish government thinks cosmetic surgery is important. They made rules and programs to help clinics. For example, they have certified websites and mandatory licenses. They even have a program that reimburses 60% of marketing costs for qualifying clinics.

In the United Kingdom, more and more people are searching for 'Cosmetic Surgery Turkey' online. The number of searches grew by over 1,000% from 2015 to August 2024. This is a market, not just a few people. Many people are getting surgery in Turkey. It is becoming really popular. Cosmetic surgery in Turkey is sought by many people. Turkish cosmetic surgery is easy to get.

Core finding: Turkey does over 1.1 million procedures every year. This brings in more than USD 3 billion in health tourism revenue. The growth rate is twice the global average for medical tourism.

Istanbul has a lot of facilities.

- There are over 650 clinics.
- There are 238 hospitals.
- There are more than 36,000 beds.

## 1. Market Overview

### 1.1 Turkey at a Glance

Metric	Figure
Health Tourists — Turkey (2025)	~1,398,580 (USHAS)
Health Tourism Revenue (2025)	USD ~\$3 billion+ (USHAS / Ministry of Health)
Medical Tourism Market Size (2025)	USD 3.5 billion (GM Insights)

<b>Cosmetic Surgery Share (2025)</b>	38.54% — largest single segment (Mordor Intelligence)
<b>Cosmetic Segment CAGR (2025–2035)</b>	18.3% — fastest-growing segment (GM Insights)
<b>Total Aesthetic Procedures (ISAPS 2024)</b>	1,110,306: 570,478 surgical + 539,828 non-surgical
<b>Cosmetic Tourists — Turkey (2022)</b>	600,000
<b>Top Procedures by Volume (2022, ISAPS)</b>	1. Liposuction: 64,600   2. Rhinoplasty: 56,700   3. Breast Aug: 55,000+
<b>Combined Flagship Procedures (2023)</b>	470,900 rhinoplasty, liposuction, and breast cases (Mordor Intelligence)
<b>MoH-Certified Facilities (Turkey-wide)</b>	700+ (International Health Tourism Authorization Certificate)
<b>JCI-Accredited Hospitals</b>	50–60 private hospitals (US Trade.gov)
<b>Specialty Clinics — Revenue Share (2025)</b>	70.6% of Turkey's medical tourism revenue (GM Insights)
<b>Market Size Projection — 2035</b>	USD 9.3 billion at 17.6% CAGR (GM Insights)
<b>Patient Age Profile</b>	18–44 cohort = 53.23% of 2025 cosmetic arrivals (Mordor Intelligence)
<b>Cost Advantage vs UK / US</b>	50–75% savings across all major procedures
<b>UK Search Growth ('Cosmetic Surgery Turkey')</b>	1,000%+ increase, 2015–August 2024 (Online Search Trends)
<b>Visa-Free Access</b>	70+ countries (as of 2024)
<b>Government Revenue Target (2025)</b>	2.5 million health tourists / USD 15 billion revenue (USHAS)

## 2. Key Growth Drivers

### 2.1 The Government Is Really Helping

Every country has some kind of government support for its markets. Turkey's support is really big.

USHAS is the government body responsible for health tourism. It reimburses up to 60% of what clinics spend on marketing. This is not a tax break. The government is actually paying for the clinics to get patients. No other country does this for its tourism.

There is a law, Decree No. 5448, that states that health tourism is important to Turkey's exports. The government launched a website, Health Türkiye, where patients can check whether a clinic is good before booking. This is something that most other countries do not have.

In 2022, clinics treating patients from other countries had to follow certain rules. They have to get a license, have staff who speak languages, and report what they do. This is not something the government wants to happen. It is the law.

Turkish Airlines is also very helpful. Turkish Airlines flies to 120 countries and 302 airports. Turkish Airlines has a program that offers some passengers free 1–3-night hotel stays in Istanbul. This makes it easy for patients to get to Turkey.

### 2.2 The Price Difference Is Really Big

If you want a nose job in the United Kingdom, it can cost between 7,000 and 13,000 pounds. In Istanbul, you can get a nose job, including the procedure, hospital, and hotel, for two thousand nine hundred euros to four thousand five hundred euros. A Mommy Makeover that costs thirty thousand pounds in London costs four

thousand two hundred pounds to seven thousand eight hundred pounds in Turkey. Turkish Airlines and Turkey are making it easy for people to get the help they need.

What people might not notice is that the price difference is getting bigger. The cost of procedures in the UK and the US is going up. Turkey's prices are not going up as fast. This means that in ten years the price difference will be even bigger.

### 2.3 The Quality Of Medical Care Has Improved

A survey by the Aesthetic Surgery Society found that ninety three percent of patients were happy with their care at hospitals in Turkey. The number of complications is really low. Some major hospitals in Turkey, such as Acıbadem and Memorial, have teams that care for international patients. These are not clinics. They are like institutions that have everything patients need.

### 2.4 Insurance Companies Are Getting Involved

Some insurance companies in Germany and Scandinavia are now sending patients to Turkey for procedures. This is a deal for everyone. When an insurance company does this, it means they really trust the quality of care that patients get in Turkey.

There are also companies in Turkey that help patients plan their trips. These companies are getting bigger fast. More and more patients are coming to Turkey for care. They need help with things like finding a place to stay and getting around the city. The tourism market is growing rapidly, and Turkey is well-positioned to capture a significant share. The global market for procedures is worth USD 107.5 billion and continues to grow. Turkey is a destination for patients seeking the care they need. Medical care in Turkey is very good. Patients are happy with the care they get at hospitals, like Acıbadem and Memorial.

## 3. Geographic Hub Analysis

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### 3.1 Istanbul — Where Most of This Happens

Factor	Detail
Foreign Tourist Arrivals (2024)	18,000,000+ (Hurriyet Daily News)
Hospital Infrastructure	238 hospitals, 36,000+ beds (Invest Istanbul)
Health-Tourism Certified Clinics	650+ (Ministry of Health / Health Türkiye Portal)
JCI-Accredited Hospitals	Majority of Turkey's 50+ JCI hospitals, incl. Memorial Şişli (Turkey's first)
Key Hospital Groups	Acıbadem, Memorial, Medipol Mega University, Florence Nightingale, Lokman Hekim
Istanbul Airport Capacity	90 million+ passengers/year — world's largest single-terminal airport (IGA)
Expat Population	575,000+ registered foreign residents (TÜİK Press Release No. 53899)
Seasonality	Year-round — unlike coastal cities, which peak May–October

Istanbul accounts for more than 50% of all cosmetic surgery patients who come to Turkey. The Med Tourism Co LLC found this out during visits to clinics and conversations with hospital staff. For people who speak English, the actual number of cosmetic surgery patients in Istanbul is probably higher than 50% of all cosmetic surgery patients who come to Turkey.

The reason for this is that Istanbul has infrastructure. You can fly directly to Istanbul from five airports in the United Kingdom. Than a dozen cities in the United States also have direct flights to Istanbul. Istanbul's airport is the largest single-terminal airport in the world. When a patient books a package, they can fly in, get picked up, talk to a doctor, have surgery, recover, and then fly home. Someone else takes care of all the details from start to finish. This makes Istanbul very special.

### 3.2 What the Rest of Turkey Offers

There are some great places in Turkey. Antalya has good hospitals where people can have surgery. Medstar Antalya Hospital is one of the hospitals in Antalya that care for patients who need surgery. After surgery, people can stay at hotels like Lara Barut Collection and Rixos Premium Belek to recover. Antalya has a package that includes surgery and a stay at a nice hotel.

Ankara performs more complex surgeries. The Ministry of Health and USHAS are both based in Ankara. The university hospitals at Hacettepe do things beyond the normal scope of cosmetic tourism. Izmir is another coastal option. Patients can recover in places like Çeşme and Alaçatı. There are also local patients, so they have built good facilities for international patients.

There are also resort towns like Bodrum, Marmaris, Kuşadası, Fethiye, Alanya, and Didim. These places are mostly for work and other non-surgical things, and they are busiest from May to October. None of these towns has JCI accreditation. If someone needs surgery, they usually go to Istanbul or Antalya. However, these resort towns have communities of British expats, especially in Fethiye and Didim. They also offer flights from the United Kingdom with airlines such as Jet2, TUI, and easyJet. In Kuşadası, 227 cruise ships and 340,000 passengers come in, bringing a lot of people who are looking for cosmetic and dental services. This keeps the clinics busy.

## 4. Procedure Cost Comparison (2025–2026)

Turkey all-inclusive pricing covers: the procedure, hospital stay, VIP airport transfers, hotel (3–7 nights), meals, and post-op follow-up. UK and US figures are procedure costs only.

Procedure	Turkey (All-Incl.)	United Kingdom	United States	Saving
Rhinoplasty	€2,900–€4,500	£7,000–£13,000	USD \$10,000–\$20,000	60–75%
Breast Augmentation	€3,400–€5,200	£5,500–£8,500 est.	USD \$10,000+	50–65%
Tummy Tuck (Abdominoplasty)	€3,000–€5,500	£6,701–£11,931	USD \$6,000–\$12,000	50–60%
Facelift	€3,000–€5,500	£6,000–£12,000 est.	USD \$7,000–\$18,000	55–70%
Mommy Makeover Package	£4,200–£7,800	£15,000–£30,000 est.	USD \$20,000–\$35,000	60–75%
Liposuction (per area)	USD \$2,500 or less	£3,000–£6,000 est.	USD \$3,000–\$8,000	50–70%

Sources: Hayatmed.com (Turkey, 2026), Manchester Private Hospital (UK rhinoplasty, 2026), privatehealth.co.uk (UK tummy tuck), Celalalioglu.com (US pricing, 2025), Internationalclinics.com.

## 5. Patient Information and Origin Markets

### 5.1 Who Are The Patients

The typical patient's not who you might think. More than half, or 53.23%, are between 18 and 44 years old. They usually have a middle-class income. These are not people who can't afford a procedure in their country. They are people who saw a price difference, did their research, and made a choice.

This research takes a lot of time. On average, it takes three to nine months from when they start looking to when they book. This is longer than tourism because the risks are higher, and people know it. They watch YouTube videos about recovery. They read Reddit discussions where patients talk honestly about their surgeons, scars, and more. They compare before-and-after pictures on Instagram. By the time they contact a clinic, most patients have already chosen two or three facilities.

Most bookings are still made directly. Patients book through clinic websites or WhatsApp. The number of bookings through agencies that support the process is growing by 16.32% each year. Most patients travel with someone they trust. This is definitely true for the procedure. They come back. Patients who book again are a pattern in this market.

### 5.2 Where Patients Come From

Market	Status	Primary Procedures	What's Driving It
United Kingdom	Mature	Rhinoplasty, breast aug, tummy tuck, mommy makeover	Cost + 4-hr flight + mainstream awareness
Germany / DACH	Largest EU volume	Full range; rhinoplasty, facelift, body contouring	Diaspora networks; insurer referrals emerging
Middle East (Gulf/N. Africa)	High spend; year-round	Rhinoplasty, facelift, body contouring	Arabic-language infrastructure; cultural familiarity
United States	Early, accelerating	Rhinoplasty, mommy makeover, facelift	3–5x cost saving; social media virality
Australia	Early growth	Body contouring, rhinoplasty	Marketing investment starting to compound; word-of-mouth
Netherlands/Scandinavia	Growing	Body contouring, facial aesthetics	Insurer-driven — early but structurally significant

## 6. Popular Procedures

### 6.1 What People Are Booking — Istanbul Pricing and Volume

Procedure	Turkey Volume (2022)	Istanbul Cost (All-Incl.)	What It's For
Liposuction	64,600 — most performed	USD \$2,500+ per area	Body contouring; fat removal
Rhinoplasty	56,700	€2,900–€4,500	Nasal reshaping — aesthetic and functional
Breast Augmentation	55,000+	€3,400–€5,200	Size, shape, symmetry
Breast Reduction	Significant volume	€3,000–€4,500	Reduction; functional relief
Tummy Tuck	Rapidly growing	€3,000–€5,500	Post-pregnancy abdominal contouring
Mommy Makeover	Package procedure	£4,200–£7,800	Combined post-pregnancy restoration
Facelift	Moderate volume	€3,000–€5,500	Facial rejuvenation; anti-ageing
Blepharoplasty (Eyelid)	Moderate volume	€1,500–€3,000	Eyelid correction; hooded eyes
Brazilian Butt Lift (BBL)	Growing rapidly	€3,500–€6,000	Gluteal augmentation via fat transfer
Gynecomastia	Growing — male segment	€2,000–€3,500	Male breast reduction

By 2023, rhinoplasty, liposuction, and breast procedures combined had hit 470,900 cases in Turkey. Non-surgical treatments — Botox, fillers, PRP, laser, thread lifts — account for 539,828 of Turkey's total ISAPS count. These are the bread-and-butter of the Tier 2 coastal cities, where complex surgical cases aren't done.

## 7. Safety, Regulation, and Risk

### 7.1 The Regulatory Framework

Turkey has a good regulatory system. It is better than countries where people go for medical tourism. The rules are also enforced. The International Health Tourism Authorization Certificate is required for any hospital that treats patients from countries. This rule has been in place since 2022. Turkey has around 50 to 60 hospitals that meet the standards of the Joint Commission International. The Joint Commission International reviews these standards every 3 years to ensure they remain valid. You can visit the Health Türkiye website at [healthturkiye.gov.tr](http://healthturkiye.gov.tr) to see whether a hospital is approved by the Ministry of Health. This is a way to check if a hospital is okay. Doctors in Turkey follow the World Medical Association's rules. The World Medical Association has rules that doctors should follow. These standards are important to know about. They can have consequences. It is good to know these standards when you are considering the risks of something.

### 7.2 Outcomes at Certified Facilities

The Aesthetic Surgery Society did a survey in 2025. They found that 93% of patients were happy with the treatment they received. Sometimes things do not go well. The complication rate is 6.2 percent per patient and 2.2 percent per procedure. This is similar to what happens in hospitals in the United States that have been accredited by the Joint Commission International. Turkey hospitals and United States hospitals have complication rates. Hospitals that are accredited have lower rates of infection at the surgical site. The rate of complications that required revision surgery decreased by 28% between 2022 and 2025.

### 7.3 The Risk That's Real

In 2025, seven people from the UK died in Turkey after having procedures. This is a fact that should be discussed openly. The British Association of Aesthetic Plastic Surgery (BAAPS) found a 94% increase in UK hospital admissions following surgery overseas over three years. Most of these cases were from procedures done in Turkey. The risk in Turkey is mostly associated with unlicensed hospitals. The certified hospitals have results that are similar to accredited hospitals in the US.

Patients who do not check if a hospital is certified are taking a risk. Before you book a procedure, check whether the hospital has the Ministry of Health International Health Tourism Authorization Certificate on the healthturkiye.gov.tr website. This only takes a few minutes. It is important.

## 8. Competitive Landscape

Dimension	Turkey (Istanbul)	Thailand (Bangkok)	Hungary (Budapest)	Mexico
Cosmetic Tourists (2022)	600,000	900,000	Limited data	Growing
Cost vs UK	50–75% saving	40–65% saving	30–50% saving	40–60% saving
All-Inclusive Norm	Yes — industry standard	Partial	Partial	Partial
UK Flight Duration	~4 hrs — 5 UK airports direct	~11–12 hrs	~2.5 hrs	~10 hrs indirect
US Flight Duration	~10–13 hrs direct	~17–20 hrs	~8–9 hrs indirect	~3–5 hrs direct
Government Support	Very High — USHAS, 60% subsidy	Moderate	Low	Low
JCI-Accredited Hospitals	50–60 nationally	25–30	Limited	Limited
Year-Round Accessibility	Yes — Istanbul 12 months	Yes	Yes	Yes

For people in the United Kingdom seeking surgery, Turkey is the best place to go. This is because Turkey has a system that includes everything in the price. They also have good hospitals and doctors. Even though some Eastern European countries are closer, people still choose Turkey because it is cheaper and offers better care.

When people from the United States look for surgery, Turkey is usually the best choice. Mexico also does some of this kind of surgery. It is not as good as Turkey. Turkey is better because they have performed many of these surgeries and has doctors and hospitals.

## 9. Market Forecast (2025–2035)

<b>USD 3.5B</b> Market Size — 2025 <small>GM Insights</small>	<b>USD 9.3B</b> Projected Size — 2035 <small>17.6% CAGR</small>	<b>18.3%</b> Cosmetic CAGR 2025–2035 <small>Fastest segment</small>
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Source Market	2025 Baseline	2026–2028 Forecast	Priority
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<b>United Kingdom</b>	Mature; high volume; 1,000%+ search growth	Stable to moderate growth (10–20%)	Primary
<b>Germany / DACH</b>	Largest EU volume; insurer referrals emerging	Stable to moderate; insurer upside	Primary
<b>Middle East (Gulf + N. Africa)</b>	High spend; year-round; established	Continued strong growth	Primary
<b>United States</b>	Early stage; search demand is accelerating rapidly	Strong growth (20–35%)	Secondary
<b>Netherlands / Scandinavia</b>	Growing, insurer-driven structural shift	Moderate growth; structural positive	Secondary
<b>Australia</b>	Small absolute; ~20% YoY (proxy data)	Consistent growth (15–25%)	Tertiary

The forecast to reach USD 9.3 billion by 2035 depends on a few things that are likely to happen and a few that may not.

The things that are likely to happen are: The cost of procedures in the UK, US, and Australia will keep rising. Turkish Airlines will keep adding routes. A new group of patients who are used to booking things will soon be in the 18-44 age range. This age group usually drives this market. People will keep sharing their clinic experiences on TikTok and Instagram. This will help more people learn about clinics in Istanbul. More patients will probably come across these clinics while browsing these media platforms. The clinics in Istanbul are likely to attract attention from people in the UK, the US, and Australia.

The things that may not happen are: the lira staying stable. The lira has been changing a lot in value. If it becomes stronger compared to the pound and dollar, the cost advantage will. Some of the expected growth may not happen. There is also the possibility of instability in the region, which can affect things. If something bad happens at an unlicensed clinic, it could hurt the reputation of the whole sector, even if it is unrelated to the other clinics.

None of these scenarios has to happen.. They are possible, and any realistic forecast should consider them.

## 10. Conclusions

The market for cosmetic surgery tourism in Turkey is not emerging; it has already emerged. The question now is how big it will get.

The current situation is that cosmetic surgery is really big. It is 38.54% of a market valued at USD 3.5 billion. Every year, doctors do 1.1 million procedures. People are very happy with the results. 93% of them are satisfied with their visits to clinics. This is also good for medical tourism, which is growing.

This shows what happens when you invest in infrastructure, clinical standards, and patient logistics over a period of 10 years. Istanbul is the world's center for cosmetic surgery. There are 238 hospitals and 650 certified clinics in Istanbul. The airport in Istanbul is also very big; it can handle 90 million passengers. Cosmetic surgery is very popular in Istanbul.

The advantages of Turkey. Cost, good connections, government support, and improving medical outcomes. They are real, and they are getting stronger. The risk. That some clinics may not be as good as others. Is also real. It can be managed. If patients are educated and have trusted help, they can make choices.

That is where MTC comes in. As the market grows to USD 9.3 billion, the role of MTC will become more important.

The plan is to work with certified clinics in Istanbul and Antalya and to invest in digital marketing in the UK, US and Germany to reach patients. We will also create content that helps patients choose certified clinics and shows that MTC is a trusted helper.

## 11. References and Data The plan is to work with certified clinicsSources

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## About Med Tourism Co LLC

MTC is a Dallas, Texas-based healthcare facilitation organization. We connect international patients with accredited providers across global dental and medical tourism destinations.

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