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Eyelid Surgery Is Now the Most Popular Cosmetic Procedure in the World

New global stats confirm blepharoplasty is having a major moment.

Tatiana Bido

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ccording to newly released [2024 statistics from the International Society of Aesthetic Plastic Surgery \(ISAPS\)](#), blepharoplasty ([eyelid surgery](#)) has officially become the most performed cosmetic surgical procedure in the world, surpassing [liposuction](#) and [breast augmentation](#). A 13.4 percent jump in procedures over the past year pushed eyelid surgery past the 2.1 million mark globally, making it one of the most sought-after ways to refresh your look.

Featured Experts

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Dr. David Schlessinger

is a board-certified oculoplastic surgeon in Woodbury, NY

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Dr. Konstantin Vasyukevich

is board-certified facial plastic surgeon in New York

Dr. Jill Hessler

is board-certified facial plastic surgeon in Palo Alto, CA

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Dr. Kelly Bomer

is a board-certified facial plastic surgeon in Scottsdale, AZ

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Dr. James Bouzoukis

is a board-certified facial plastic surgeon in Scottsdale, AZ

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What Is Driving the Global Eyelid Surgery Surge?

Woodbury, NY oculoplastic surgeon David Schlessinger, MD, says the appeal is rooted in the procedure’s ability to deliver powerful results with relatively minimal downtime. “No other procedure can create so much rejuvenation with such a little downtime,” he says. “When done properly, the results are natural and rejuvenating, but do not change your overall appearance which may be the case with a rhinoplasty.”

While [blepharoplasty](#) has always been a popular choice among older patients, experts say the demographic is shifting. “We are seeing a significant increase in men who want to stay in the workforce longer and want to look more youthful and less tired,” says Dr. Schlessinger. “There’s also an increase in younger patients coming in as they do not like the appearance of hooded eyes or under-eye bags. Blepharoplasty is being treated more as a prejuvenation treatment in many as they want to maintain a youthful appearance.”

The Windows to the Soul

Scottsdale, AZ facial plastic surgeon Kelly Bomer, MD, adds that because the eyes play such a central role in how we’re perceived, treating this area can have a major impact. “When the eyes look old and tired they define the whole facial aesthetic as old and tired,” she explains. “When the eyes are bright, look unoperated and not tired, the whole face brightens up and is youthful in appearance. There is also a physical weight lifted from the eyelids which gives a more awake and alert feeling for those who had significant excess skin on the upper eyelids. The need for most people to be on camera in current times increases the importance of looking alert and youthful, making eyelid surgery more essential globally.”

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The Power of Social Media

New York facial plastic surgeon Konstantin Vasyukevich, MD, believes platforms like Instagram and TikTok are helping normalize the conversation around eyelid surgery, especially as less invasive alternatives struggle to deliver the same results. “In my opinion, the driving force behind the rise in blepharoplasty is increased awareness through social media and the reduced stigma associated with this procedure compared to a facelift, for example.”

It’s Not for the AARP Set Anymore

Palo Alto, CA facial plastic surgeon Jill Hessler, MD, notes that eyelid surgery is unique in that it appeals across age ranges. “Although patients are seeking facelifts earlier in life, the age of this more invasive procedure is generally later than eyelid surgery,” she explains. “I’ve seen patients seeking eyelid surgery that show me photographs of their eye bags in high school that were present. Since patients can seek this procedure from their 20s to their 80s, there is a wide breadth of the population that are candidates.” It also tends to be more accessible, she adds: “Blepharoplasty can also be a less expensive procedure than other facial plastic surgery procedures, often with a relatively quick recovery of under a week or two depending on the procedure performed.”

Scottsdale, AZ facial plastic surgeon James Bouzoukis, MD, notes that the procedure continues to be a favorite for a reason. “Eyelid surgery has been a popular surgery in my practice for years and continues to bring great joy to the patients who have been elevated to a youthful, more attractive appearance,” he says. “Pairing the surgery with platelet-rich fibrin, a more recent addition, has greatly improved the healing process, with an almost invisible scar and aiding in a speedy recovery.”