

# Geographic Variation in Consumer Interest in Brazilian Butt Lift (BBL) Surgery Across Six Major U.S. Cities: A One-Year Observational Study (2024–2025)

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## ABSTRACT

**Background:** Brazilian Butt Lift (BBL) surgery has experienced a surge in popularity, yet regional differences in interest have not been rigorously quantified. Online search behavior provides real-time insights into consumer demand and geographic preferences for elective procedures.

**Methods:** We conducted a retrospective observational analysis of search volume data related to BBL surgery across six major U.S. metropolitan areas: Los Angeles, Houston, Atlanta, Dallas, Miami, and Tampa. Average monthly search volume data were extracted from Google Keyword Planner covering the period June 2024 through May 2025. Cities were analyzed based on total search interest and year-over-year (YoY) percentage change. Results: Los Angeles exhibited the highest average monthly search interest (39,660), followed by Houston (29,870) and Atlanta (21,310). All six cities experienced a decline in YoY search volume, with Atlanta and Dallas showing the most significant decreases (both–10.7%). These results suggest softening public interest in BBL procedures across major metropolitan markets.

**Conclusion:** While BBL procedures remain prominent in cosmetic interest, the declining search volumes across key cities suggest a potential shift in public sentiment. These findings offer implications for resource allocation and may signal a plateau or redirection in procedural demand.

**Keywords:** We queried the following search terms: “BBL surgery,” “Brazilian butt lift,” “BBL cost,” “BBL near me,” “best BBL surgeon,” and “BBL recovery.” Duplicate or synonymous queries were consolidated. Keyword search volume was reported as average monthly searches.

## Introduction

The Brazilian Butt Lift (BBL) procedure—a fat grafting surgery aimed at augmenting the gluteal region—has emerged as one of the fastest-growing cosmetic procedures in the United States [1]. According to the American Society of Plastic Surgeons (ASPS), gluteal augmentation procedures rose by over 40% from 2020 to 2022 [2]. Despite its popularity, BBL remains controversial due to safety concerns, prompting increased media coverage and public interest.

Online search behavior has become a widely accepted proxy for public health surveillance and consumer intent in elective medicine [3,4]. Platforms like Google serve as the first point of research for many prospective patients, offering real-time insight into population-level interest [5]. While prior research has examined national interest in cosmetic procedures [6], few studies have evaluated city-level variation or temporal growth in BBL-related search trends.

This study aims to quantify regional demand for BBL surgery using search data across six major urban centers in the United States. We hypothesize that interest is not evenly distributed and that certain cities show disproportionate growth or decline, which may reflect evolving demographic, cultural, or safety-related concerns.

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## Methods

**Data Source:** Search volume data were obtained using Google Keyword Planner, a public tool that estimates monthly search traffic based on selected terms. The analysis window covered June 2024 to May 2025.

**Geographic Scope:** The following U.S. cities were selected based on procedure volume and cultural relevance:

- Los Angeles, CA
- Houston, TX
- Atlanta, GA
- Dallas, TX
- Miami, FL
- Tampa, FL

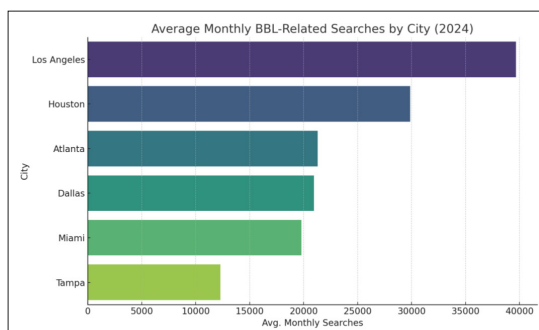
**Analytical Methods:** Search volume for each keyword was aggregated by city. We calculated total average monthly searches and computed average year-over-year (YoY) percentage change using Google's reported YoY metrics per keyword. Descriptive statistics summarized total interest and directional shifts across cities.

## Results

**Table 1: BBL-Related Search Volume by City (June 2024–May 2025)**

City	Avg. Monthly Searches	Estimated YoY Change (%)
Los Angeles	39,660	-3.1%
Houston	29,870	-6.3%
Atlanta	21,310	-10.7%
Dallas	20,960	-10.7%
Miami	19,790	-9.8%
Tampa	12,280	-8.5%

All six cities experienced a decline in BBL-related search volume over the past year. Los Angeles and Houston remained top markets by volume, though Atlanta and Dallas exhibited the largest negative changes. The downward trend may reflect broader public discourse surrounding BBL safety and shifting cosmetic ideals.



## Discussion

Our findings suggest a subtle but consistent decline in online interest in BBL surgery across major U.S. metropolitan areas.

This contrasts with prior years of rapid growth and may indicate a market plateau, increased procedural scrutiny, or shifting public tastes. While Los Angeles and Houston continue to dominate in raw search volume, their YoY change also indicates contraction.

Miami, long considered a national hub for BBL procedures, showed lower relative volume and a negative growth trend (-9.8%), which may signal competitive saturation or market maturity. Limitations include city-level overlap in metro areas, variability in keyword matching, and the assumption that search behavior correlates with clinical demand. No procedural outcome or booking data was included.

## Conclusion

This study demonstrates declining but still robust interest in BBL-related online searches across six key U.S. cities. The observed trends may guide elective procedure planning, marketing, and public health surveillance. Future work may benefit from combining digital interest signals with surgical outcome data and demographic profiling.

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## Conflict of Interest

Authors are affiliated with AestheticMatch, a platform operating in the elective cosmetic procedure space. No external funding or influence was involved in this analysis.

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