MADOR REPORT · NOVEMBER 2026

Aesthetic clinics in Spain: who AI assistants recommend

We asked 4 AI assistants where to find aesthetic clinics in 50 cities in Spain, with 5 questions per city written the way a resident would ask them. That makes 1,000 answers, collected between 30 September 2026 and 3 November 2026.

73% of answers recommend at least one business

731 of 1,000 answers give at least one name to call. With the same method, the true share sits between 70% and 76%; the other answers explain how to choose and name nobody.

Perplexity names the most, Claude the fewest

Perplexity recommends a business in 99% of its answers, Claude in 14%. Showing up in one assistant does not mean showing up in another.

Dorsia is recommended in 42 of 50 cities

38% of answers name at least one national network or chain. The other recommended businesses are independent, and they change from city to city.

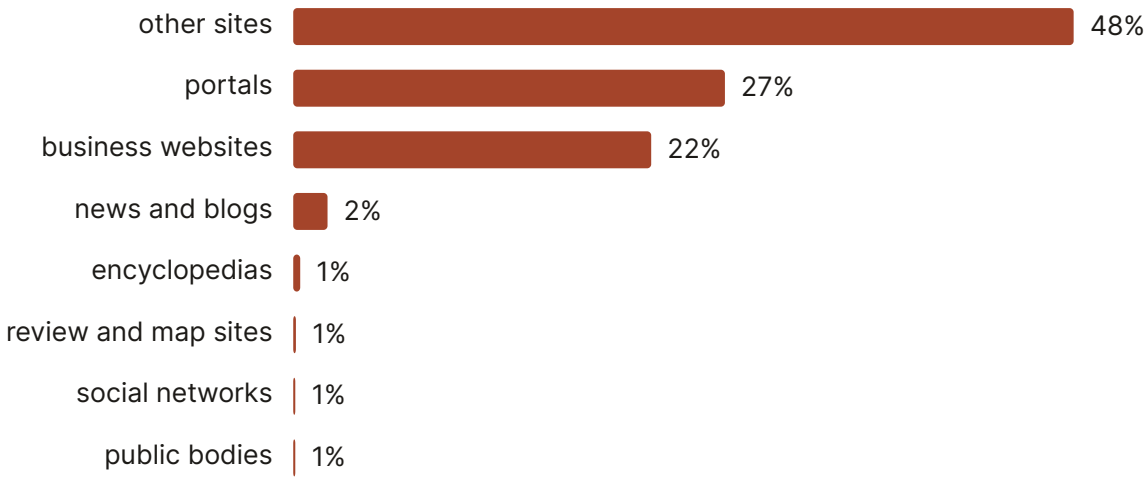
Portals make up 27% of the sites read, business websites 22%

61% of answers link to a portal, 45% to the website of a named business. A site the assistant reads is a site it takes names from.

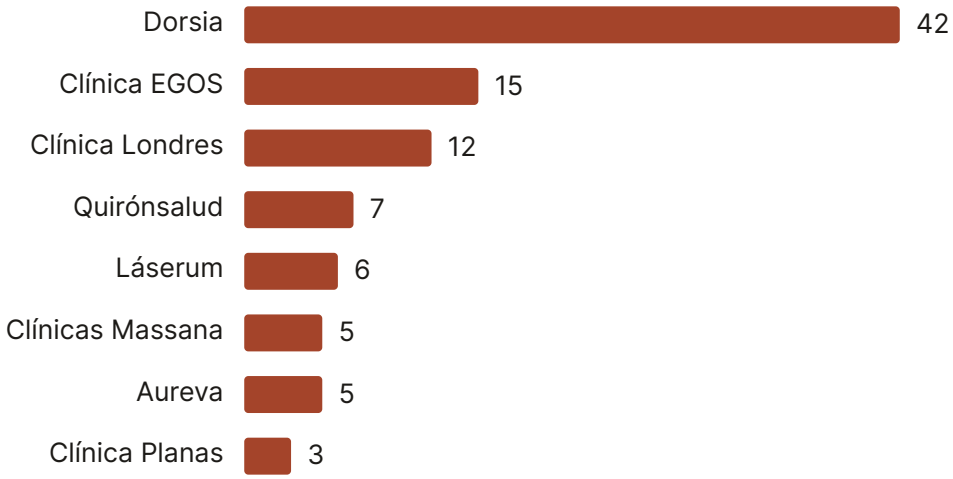
How often each assistant recommends



Sites read, by type



Networks recommended in the most cities



City by city

#	City	Answers	With a business	Most recommended
1	Madrid	20	65%	Clínica Arquero, Mooemclinic, Centro CEME
2	Barcelona	20	65%	Clínica Planas, Dorsia, Centro Médico Teknon
3	Valencia	20	70%	ORIGEN Clínica Estética, Senstetic, Clínica IVEMA
4	Zaragoza	20	70%	Clínica Renacek, Clínica García-Dihinx, Clínica San Clemente
5	Sevilla	20	65%	Clínica Mallen, Aurea Clinic, Clínica Cuve
6	Málaga	20	70%	Clínica Benzaquén, Clínica Pérez Roa, Instituto Médico Miramar
7	Murcia	20	70%	Clínicas CAME, Dorsia, Clínica San Clemente
8	Palma de Mallorca	20	80%	Clínica Planas, Clínica Mesomedic, CM Clinic
9	Las Palmas de Gran Canaria	20	80%	IMSEI Clinic, Clínica Médico Estética Piel y Limón, Clínica Remodel

#	City	Answers	With a business	Most recommended
10	Alicante	20	75%	Dorsia, Longevity, Avapura
11	Bilbao	20	85%	Clínica Sarabia, Clínica Euskalduna, Clínica Dermitek
12	Córdoba	20	50%	Clínica de Medicina Estética Córdoba, Absolute Beauty, Dorsia
13	Valladolid	20	75%	Clínicas Massana, Clínica Plenum, Clínica Siloé
14	Vigo	20	75%	Clínica Rey, Clínica dh belleza, Clínica Villoria L'Essence
15	L'Hospitalet de Llobregat	20	75%	Dorsia, Clínica Médico Estética Dimar, Clínica Torrubia y Garbayo
16	Gijón	20	70%	Clínica Emporium, Clínica Jovellanos, Instituto Genève
17	Vitoria-Gasteiz	20	80%	Dorsia, Integral Sthetic, Clínica IKI Medicina Estética
18	A Coruña	20	70%	Clínica Dosio, Clínica Londres, Brava Clinic
19	Elche	20	80%	Clínica CAME, Clínicas CAME, Clínica KAM
20	Granada	20	85%	Clínica Uve Gara, Salus Medical Clinic, Kclinik
21	Terrassa	20	80%	Clínica Vega, Dorsia, Estética 3C
22	Badalona	20	80%	MANÜIA Clínica Estética, Clínica Estètica Valthia, Clínica CIME
23	Sabadell	20	70%	MedicalGrass, Clínica Londres, Nuo Dermoestética
24	Oviedo	20	65%	GLOWMOUR Clinic, Dorsia, Clínica Rehavitall
25	Cartagena	20	55%	Epical Clinic, Bonilla Plastic Surgery, Dorsia
26	Móstoles	20	70%	Dorsia, Alos Centro de Estética Avanzada, Clínica Pradillo
27	Jerez de la Frontera	20	85%	Dorsia, Zesthetic, Clínica Revitae
28	Santa Cruz de Tenerife	20	75%	Innata Clínica, Azero Laclinic, Dorsia
29	Pamplona	20	75%	Clínica No Filters, Clínica Londres, Clínica San Fermín
30	Almería	20	70%	Clínica AMALFI, Clínica Marañón, Clínica Martínez Amo
31	Alcalá de Henares	20	80%	Clínica Professional Aesthetics, Aevo, Quirónsalud
32	Leganés	20	70%	Clínica Gala, Clínica Zero, Clínica CETA
33	Getafe	20	70%	Azala Centro Médico Estético, Perfezione Clinic, Dorsia
34	Fuenlabrada	20	60%	Dorsia, Isabella Centro Médico Estético, Centro de Belleza Ananda
35	San Sebastián	20	80%	Avalon Estetic, Ivance, Arruabarrena Clínica
36	Castellón de la Plana	20	75%	Clínica MiiM Clinic, Clínica Martí, Clínica Dosderma
37	Burgos	20	80%	Clínica Nueva Vida, Clínicas Massana, Belia Clinic
38	Alcorcón	20	55%	Estetic Leader, Dorsia, Top Clinic Alcorcón
39	Santander	20	85%	Dorsia, Instituto Médico López Obregón, Ayestarán Medicina

#	City	Answers	With a business	Most recommended
40	Albacete	20	75%	Dorsia, Artestética, Clínica Silins
41	San Cristóbal de La Laguna	20	80%	De Saja Medicina Estética, Clínicas Massana, ClínicaAlbayC
42	Marbella	20	75%	Cirumed Clinic, Clínica María 3, Arques Clinic
43	Logroño	20	80%	Clínica Estetik+, Clínica Nutriestética, Clínica Gastón
44	Badajoz	20	80%	Clínica Cíplex, Dorsia, Instituto Neofacial
45	Lleida	20	75%	Clínica Nexus, Clínica EGOS, Dorsia
46	Salamanca	20	70%	Face Clinic Salamanca, Clínicas Massana, Dorsia
47	Tarragona	20	75%	Clínica Mayol, Clínica Rigo, Clínica Londres
48	Torrejón de Ardoz	20	70%	Dorsia, Clínica Médico Estética BK, Clínica Saga
49	Huelva	20	65%	Clínica Estética Boccio, Clínica Santa Sofía, Dorsia
50	Dos Hermanas	20	75%	Dorsia, Marta Díaz Clínica Estética, Clínica Lemon Sevilla

Method

Cities: the 50 most populous cities, INE, municipal register at 1 January 2025. Each city has its own 5 questions, in the language spoken there, the same for every assistant.

Assistants: ChatGPT, Gemini, Claude, Perplexity, with the models of Mador's free scan and web search on. For each question and assistant the most recent answer counts.

An answer "recommends a business" when it names at least one real business in the category: headings, neighbourhoods, portals and public bodies do not count. The interval accounts for assistants answering the same questions (the same method as the Mador Index).

Since 4 November 2026, the order counts the answers that recommend first, then the mentions.

Names appear only where the assistants recommend them, never if an answer advises against them: national networks in the cities where at least one answer recommends them, independent businesses recommended in at least 2 answers in their city.

This data comes from the same work Mador does every day for businesses: it sees where assistants recommend them, writes and publishes the missing pages and measures again to see what changed.

See where your business shows up

Mador, "Aesthetic clinics in Spain: who AI assistants recommend", November 2026, mador.ai.