GEHWOL

Foot Care Trends 2024

Lübbecke, on 18 April 2024

Summary

The GEHWOL Foot Care Trends show that foot care has long since become a lifestyle topic. This representative data pool contains the opinions of 1,000 people in Germany, which were collected using an online questionnaire. The survey focuses on the importance of foot care, various foot problems, and the motivation for foot care in relation to social sub-trends. The **importance** of regular foot care and keeping your feet healthy was already highly rated two years ago. This relevance has even increased slightly among younger people.

The reasons for regular foot care are varied and show how individually it is perceived.

GEHWOL Foot Care Trends define a total of six **care types with different care motivations and goals.** Mindfulness and beauty are the most important drivers for positive skincare awareness. This is especially true for women. For men, problem solving is the main deciding factor.

Compared to the general public, people with an affinity for foot care are more likely to be inspired by new **trends** such as careness, beautyness, self-care and mindfulness. One in four foot care enthusiasts classifies themselves a first mover, and likes to try out new products and services straight away. Depending on the trend, this is particularly true for beauty-conscious persons and self-attentive care enthusiasts.

Summary

When foot care is highly valued, people are increasingly turning to special products or **professional foot care**. When selecting care products, most people seek high-quality ingredients and good quality management. Wellness and sensual care experiences are important here. Specifically, around two-thirds of young people who care for their feet for aesthetic reasons round out their care ritual with a lovely scent or a coordinated product range.

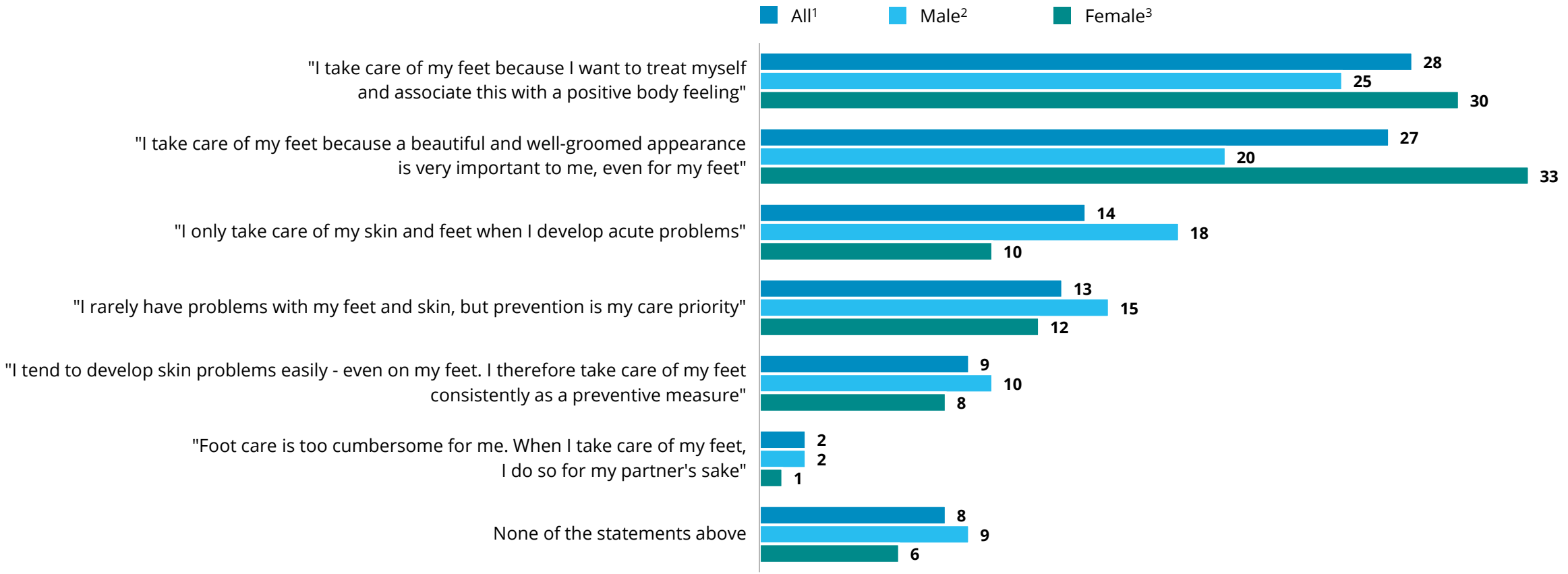
As expected, foot care plays an even greater role in people who are prone to skin problems. They consistently take care of their feet to prevent problems. The following are among the most common **foot problems:** dry and cracked skin, excessive callus, and cold feet.

Interestingly, a positive attitude towards foot care does not necessarily result in greater **satisfaction** with one's own feet. Around half of persons who consider foot care important are not satisfied or less satisfied with the condition of their own feet. In contrast, those who consider foot care less important or not important at all are more likely to be satisfied.

In summary, GEHWOL Foot Care Trends 2024 shows that the willingness to obtain foot care is high and actually growing, especially among younger, trend-savvy people - inspired by the desire for a lifestyle that includes self-care and mindfulness. However, goals and drivers as well as product preferences are individual, and vary depending on the type of care.

Mindfulness and aesthetics are the most important drivers of positive skincare awareness.

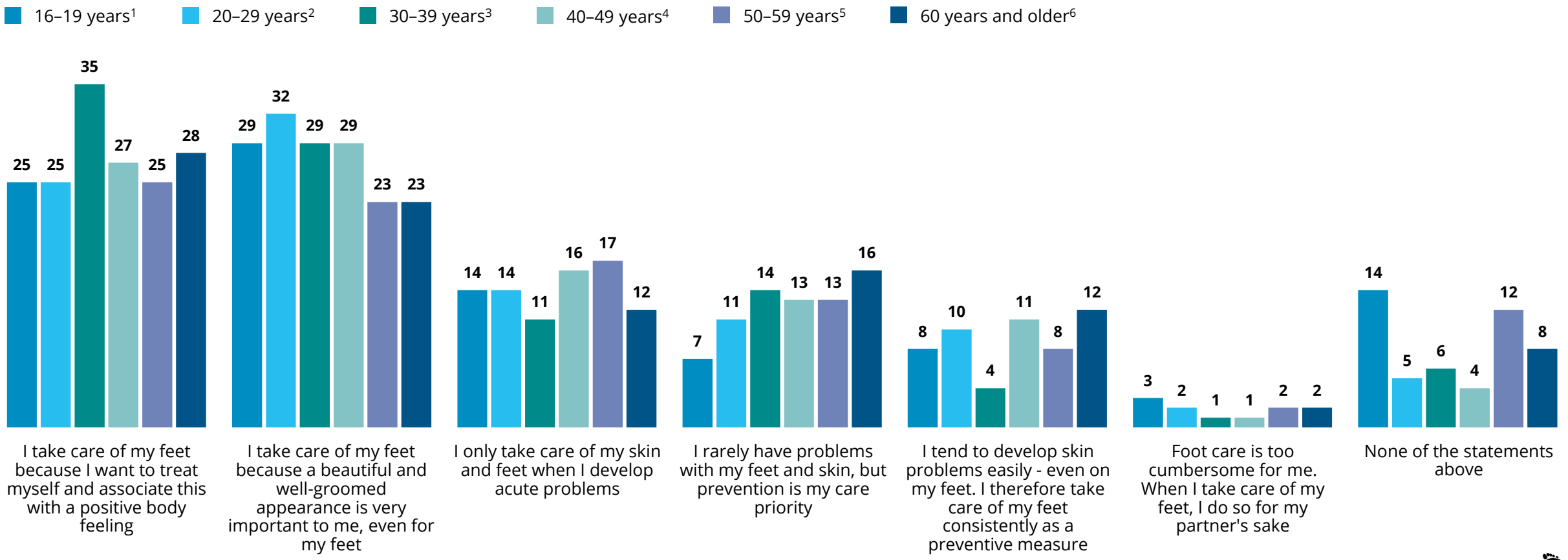
Which of these statements applies most or best to you? (statements in %)



[1] n = 1,000; [2] n = 495; [3] n = 502; multiple responses possible;

The young target group is most strongly motivated by appealing appearance

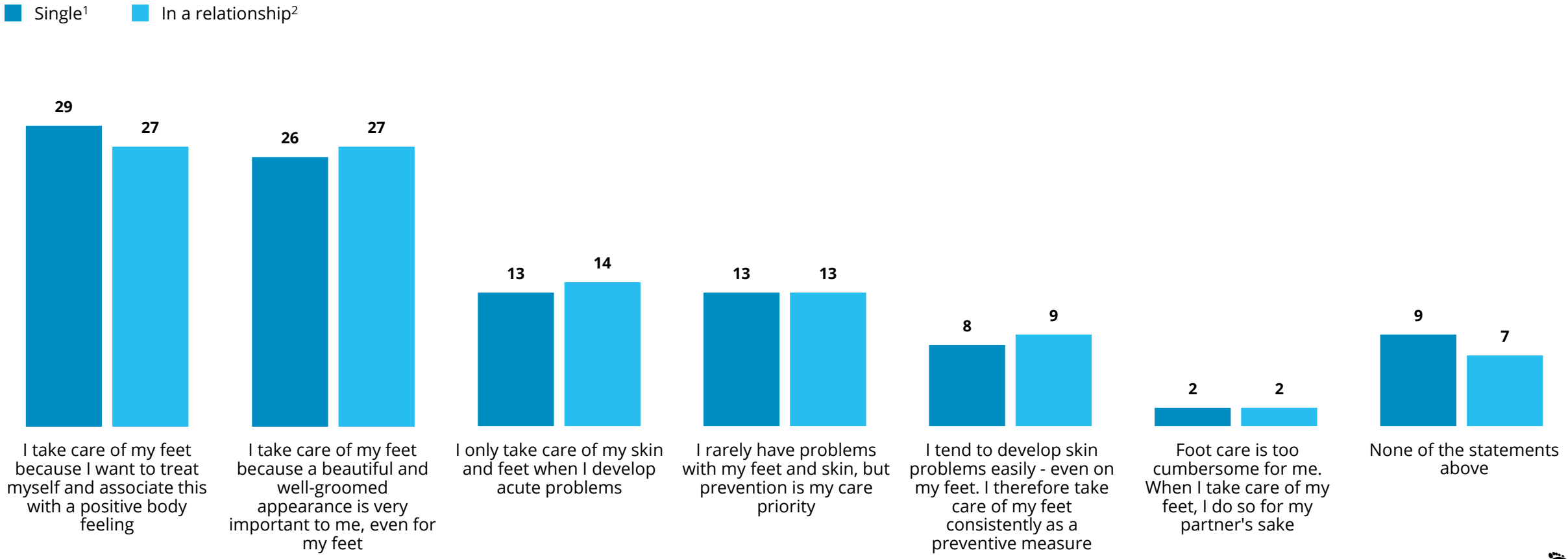
Which of these statements applies most or best to you? (statements in %)



[1] n = 59; [2] n = 142; [3] n = 188 ; [4] n = 160; [5] n = 226; [6] n = 225

Foot care is not a matter of relationship status

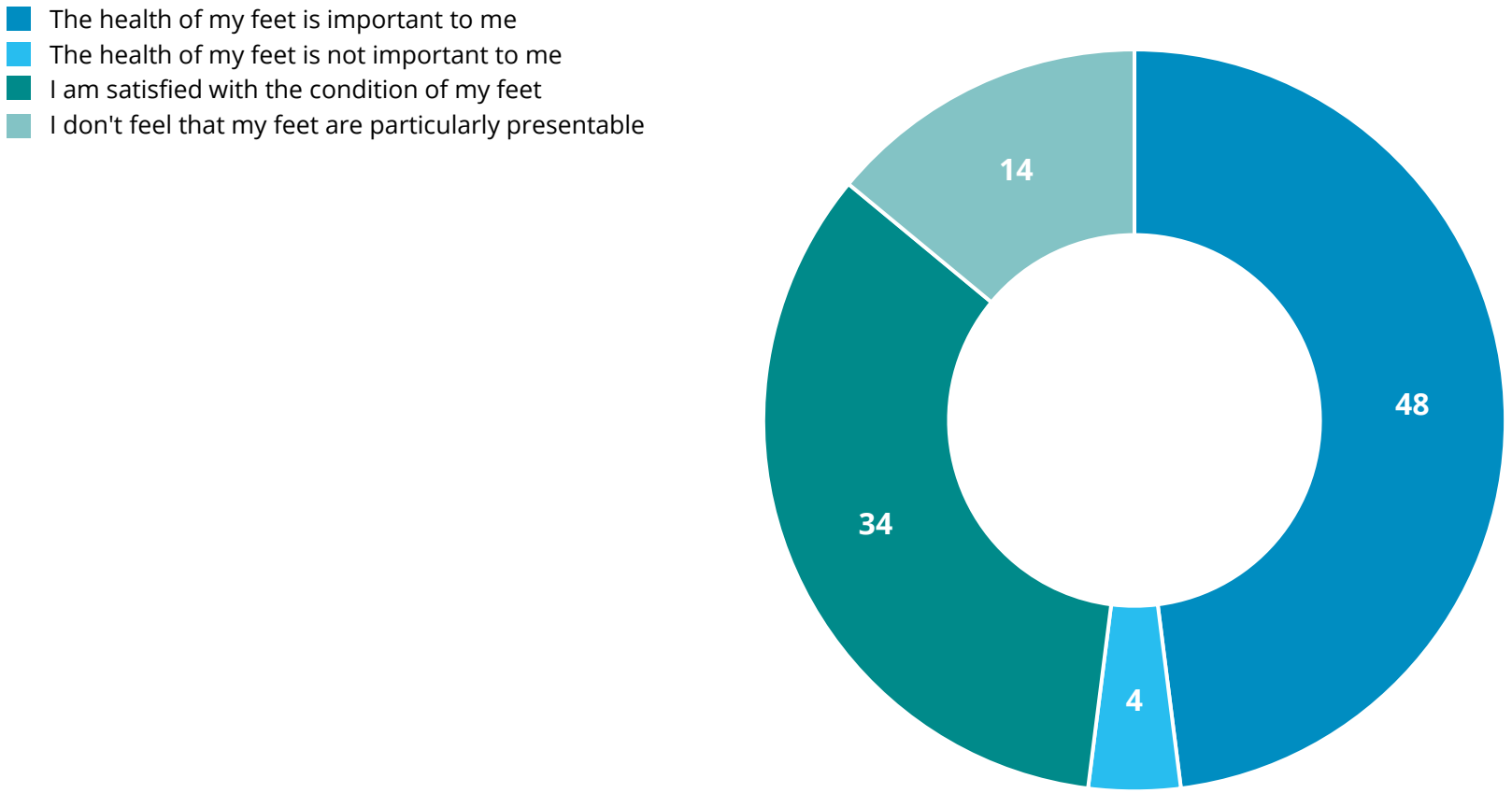
Which of these statements applies most or best to you? (statements in %)



[1] n = 347; [2] n = 644

Foot health is important; one-third of surveyed persons are satisfied with their own feet

Which of these statements applies most or best to you? (statements in %)

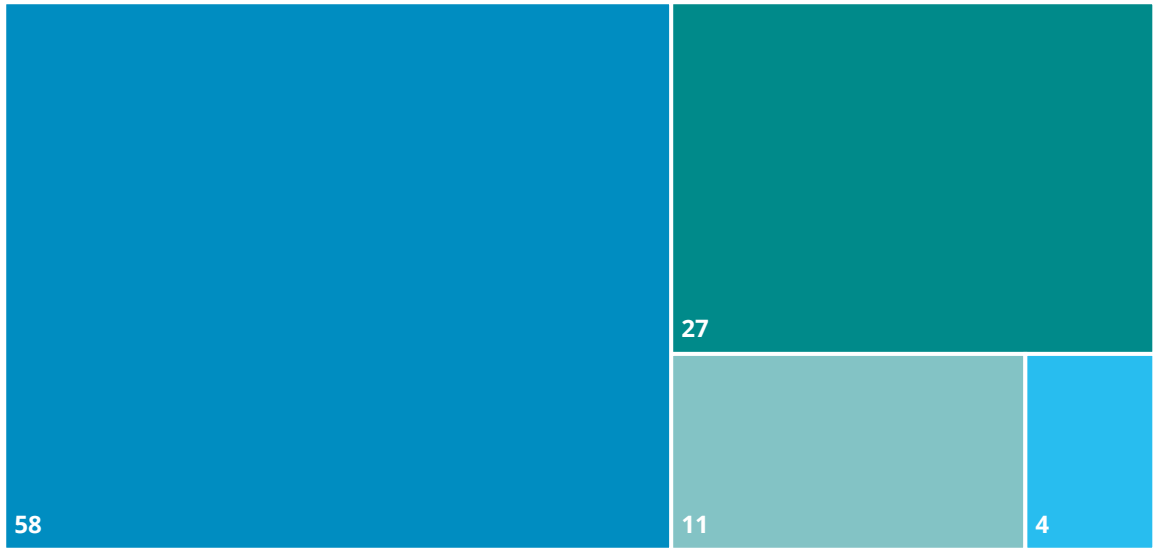


n = 1,000

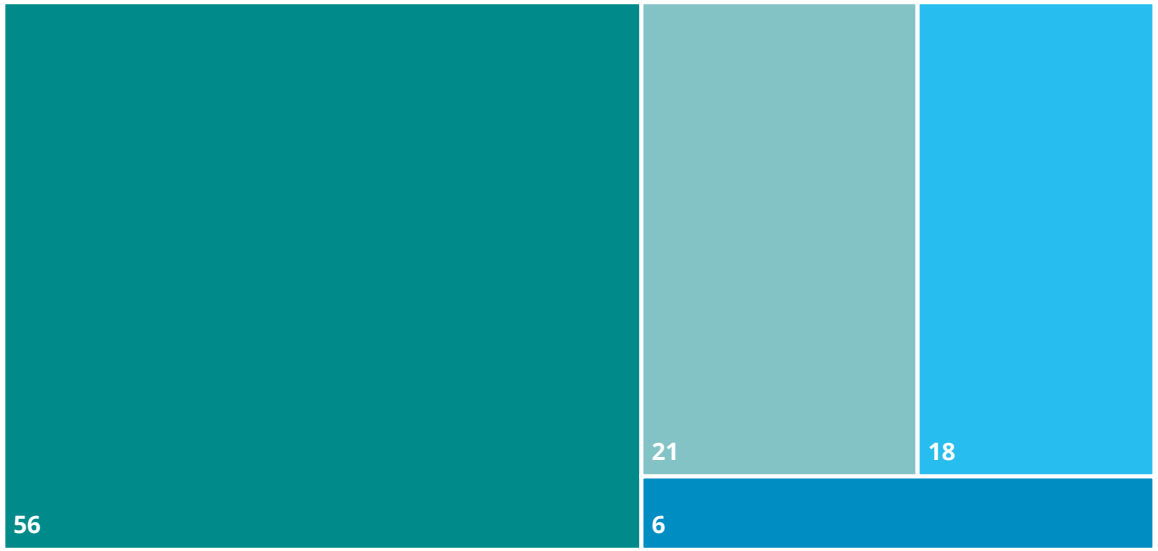
Foot care and a desire for health go hand in hand - but persons who regard foot care as important are not necessarily happier

Which of these statements applies most or best to you? Survey respondents according to importance of foot care (in %)

- The health of my feet is important to me
- The health of my feet is not important to me
- I am satisfied with the condition of my feet
- I don't feel that my feet are particularly presentable



Foot care is (very) important to me[1]



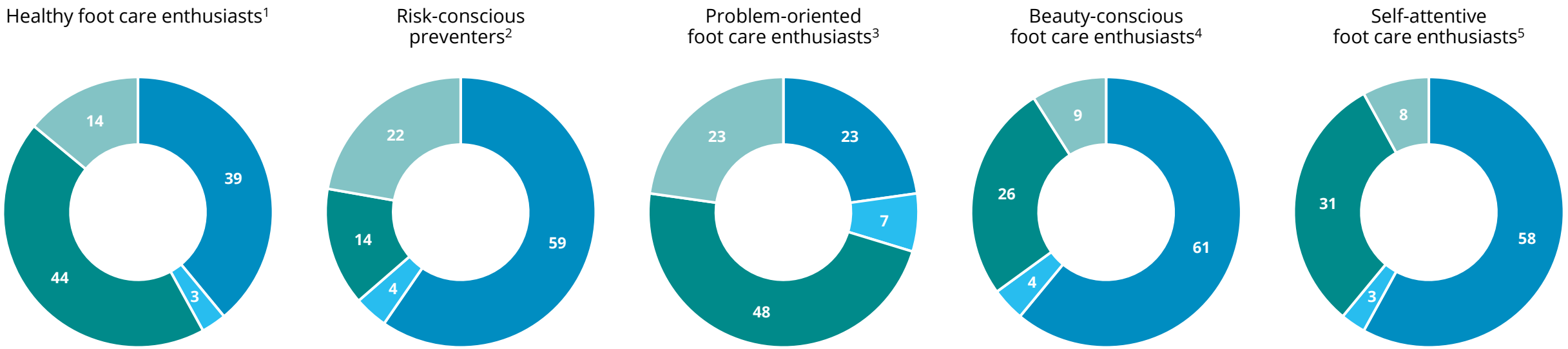
Foot care is less / not at all important to me[2]

[1] n = 758; [2] n = 68

Beauty-conscious people with an affinity for care attach importance to foot health, while problem-oriented people are more often dissatisfied with their feet

Which of these statements applies most or best to you? Respondents by type of care (figures in %)

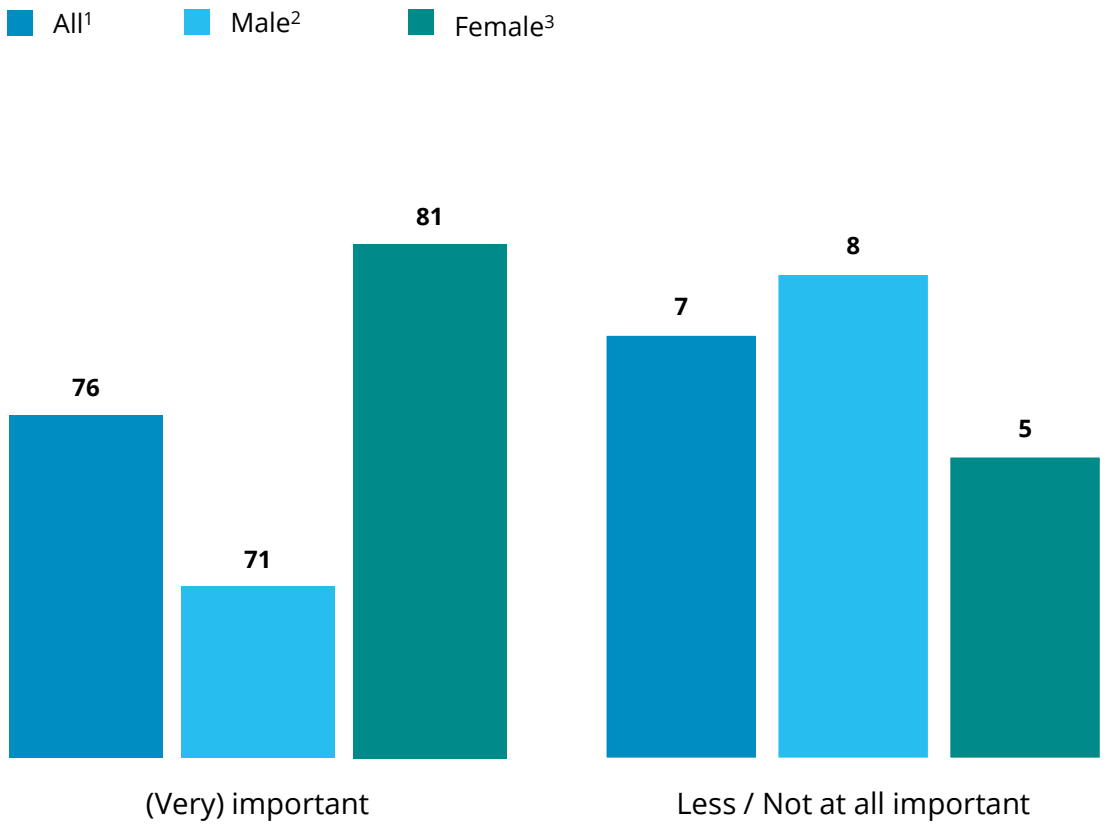
- The health of my feet is important to me
- The health of my feet is not important to me
- I am satisfied with the condition of my feet
- I don't feel that my feet are particularly presentable



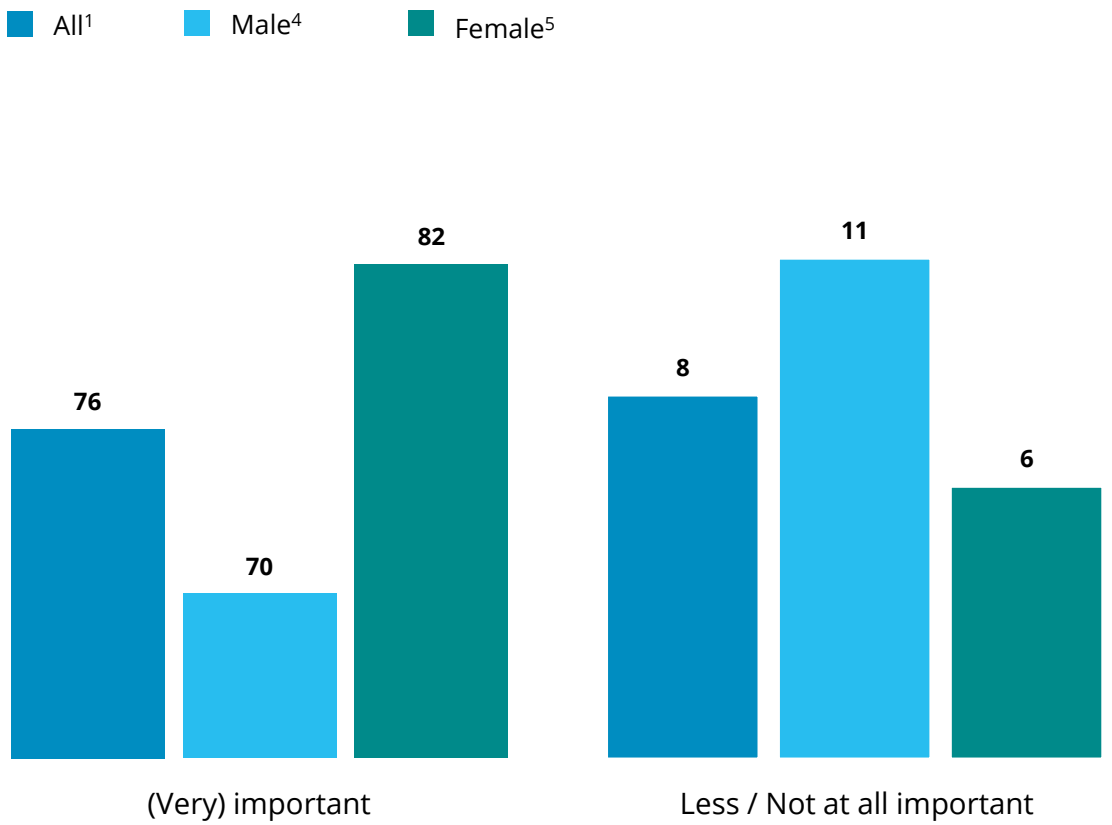
[1] n = 133; [2] n = 90; [3] n = 137; [4] n = 268; [5] n = 279

Foot care is important to everyone, much more to women than to men - and at a consistently high level

How important is regular foot care to you? (statements in %)



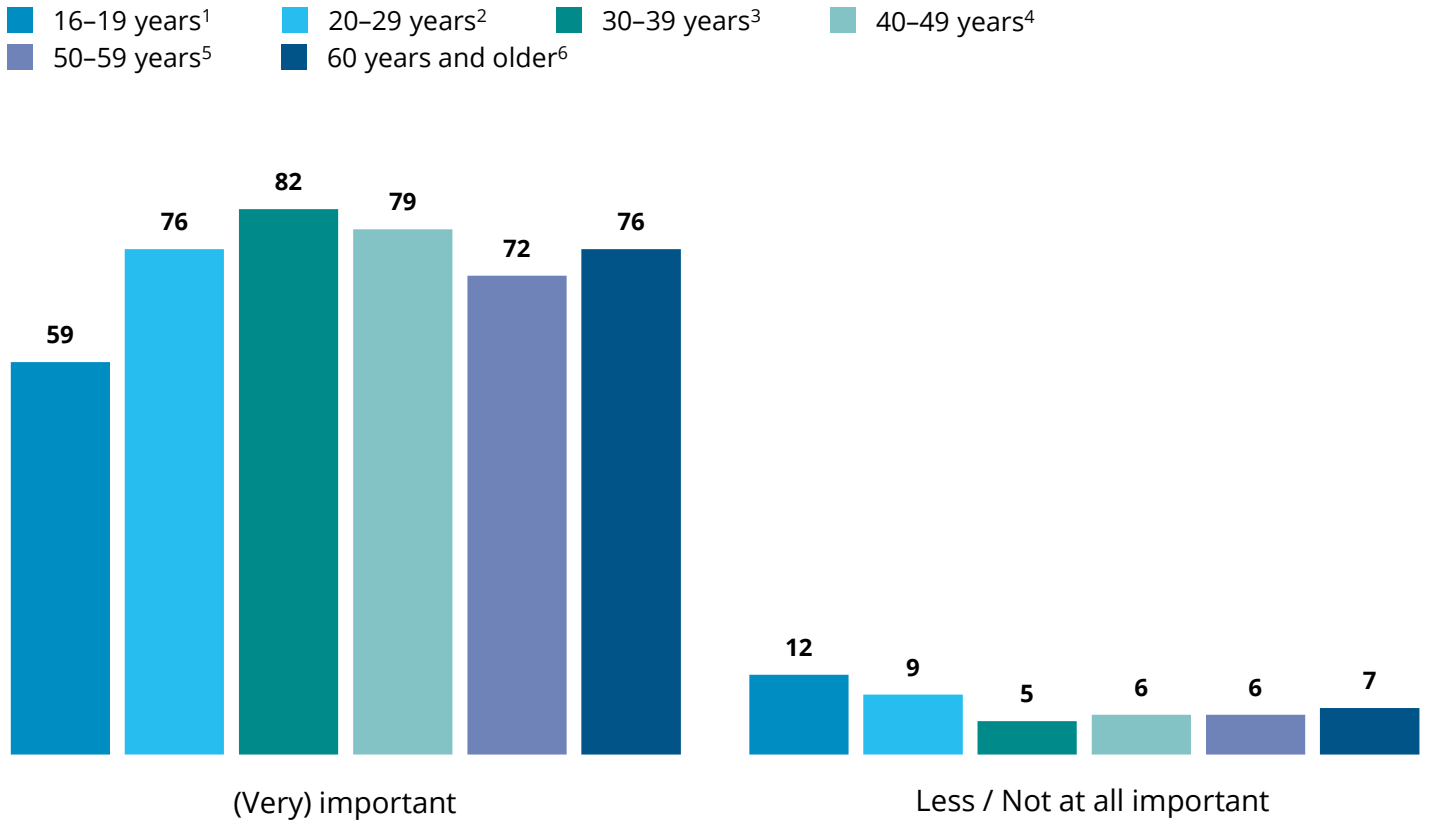
Comparative values from 2022 (figures in %)



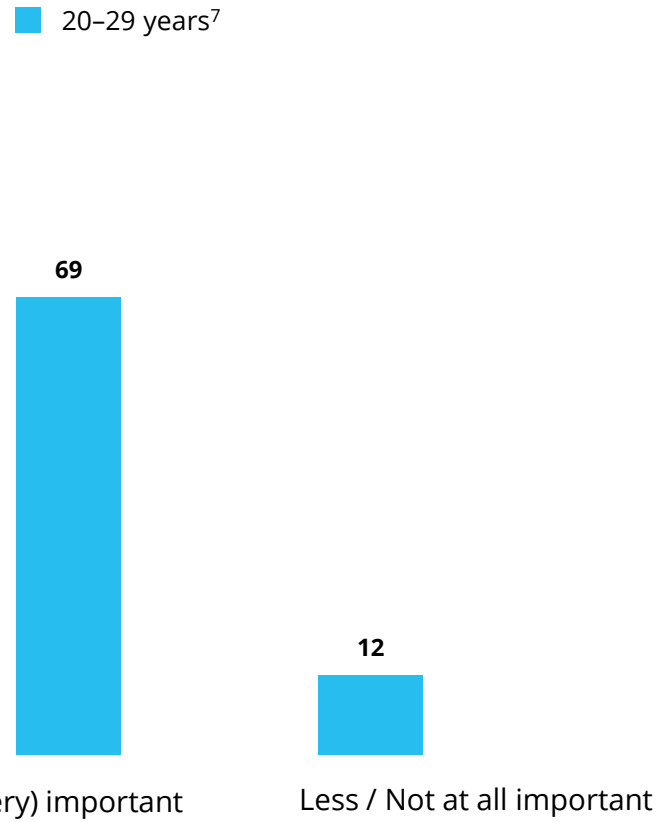
[1] n = 1,000; [2] n = 495; [3] n = 502; [4] n = 503; [5] n = 494

Regular foot care is deemed important in nearly all age groups, especially in the 30s. However, agreement is greater among 20-29-year-olds compared to 2022

How important is regular foot care to you? (statements in %)



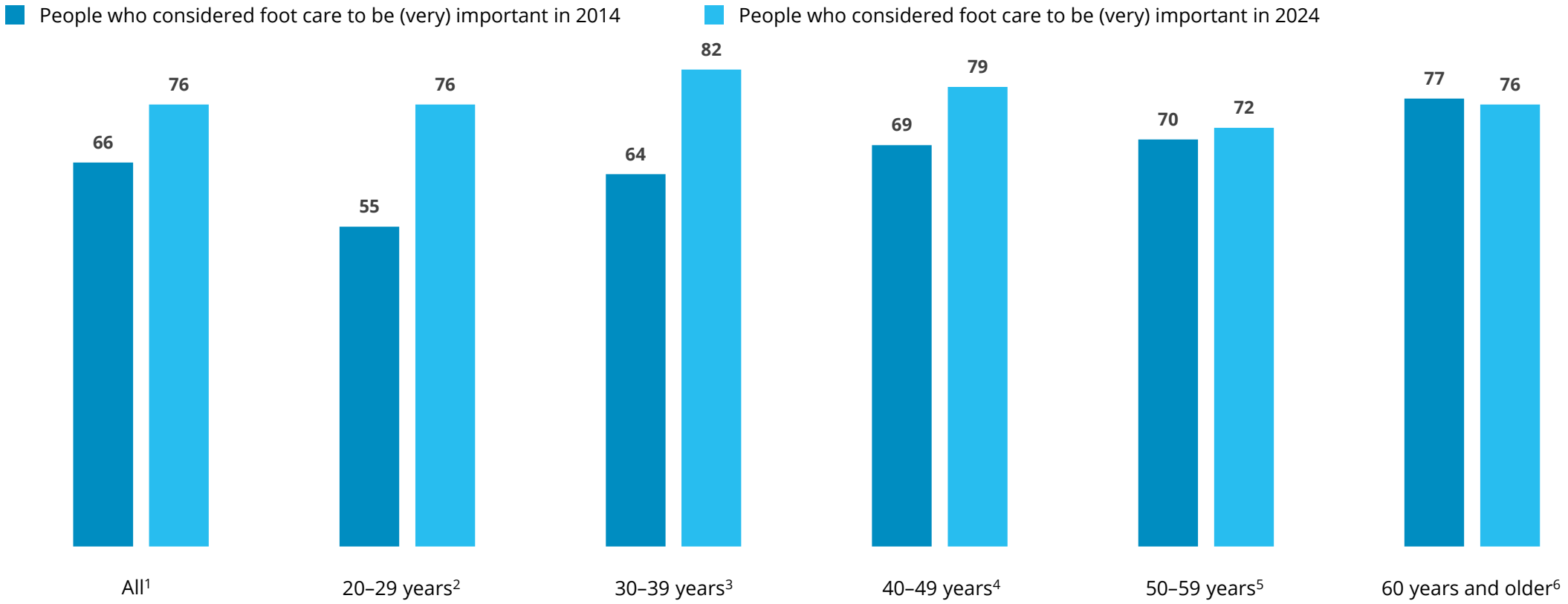
Comparative values from 2022 (figures in %)



[1] n = 59; [2] n = 142; [3] n = 188 ; [4] n = 160; [5] n = 226; [6] n = 225; [7] n = 140; Summarized values for top 2 and bottom 2, missing 100 %: "neither important nor unimportant"

Older people have always found foot care important, while younger people regard it as more important now than 10 years ago

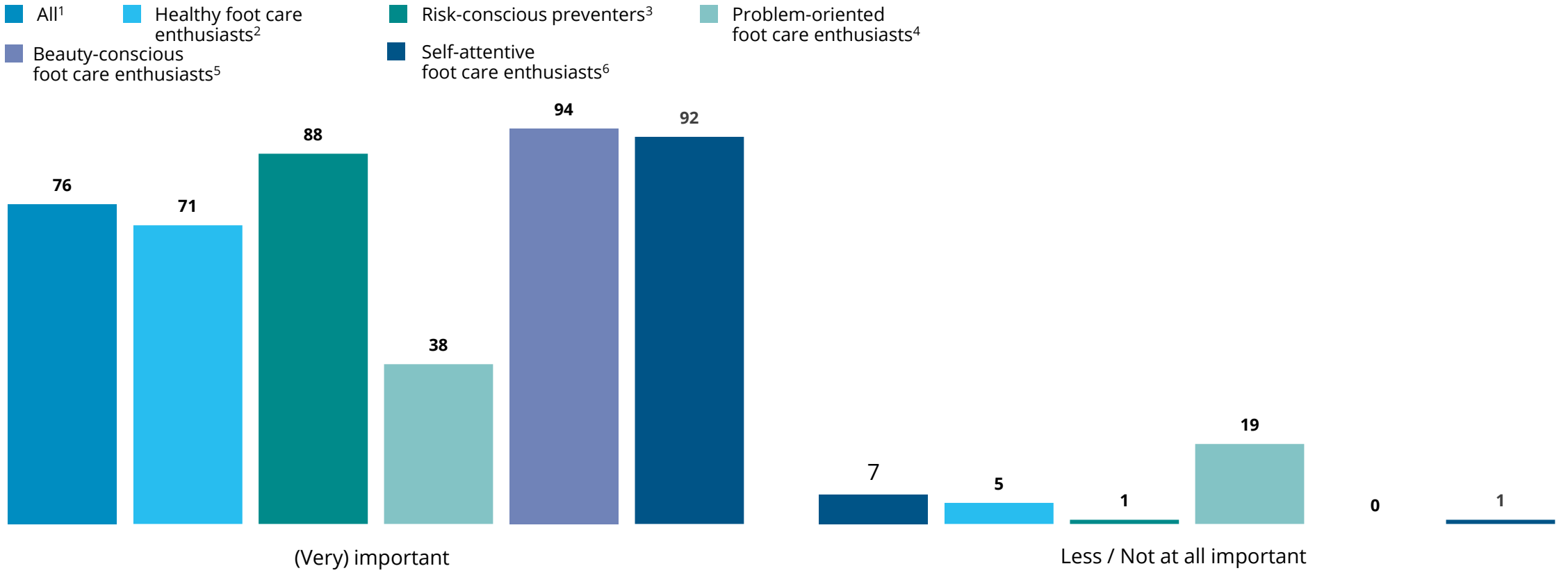
How has the perception of the importance of foot care developed over the past 10 years? (statements in %)



[1] n = 1,021 (2014) / 1,000 (2024); [2] n = 196 (2014) / 142 (2024); [3] n = 188 (2014) / 188 (2024); [4] n = 244 (2014) / 160 (2024); [5] n = 187 (2014) / 226 (2024); [6] n = 172 (2014) / 225 (2024);
Summarized values for Top 2 and Low 2; deviations from 100% total are due to rounding

Beauty-conscious foot care enthusiasts, self-attentive foot care enthusiasts and risk-conscious preventers place the highest value on foot care

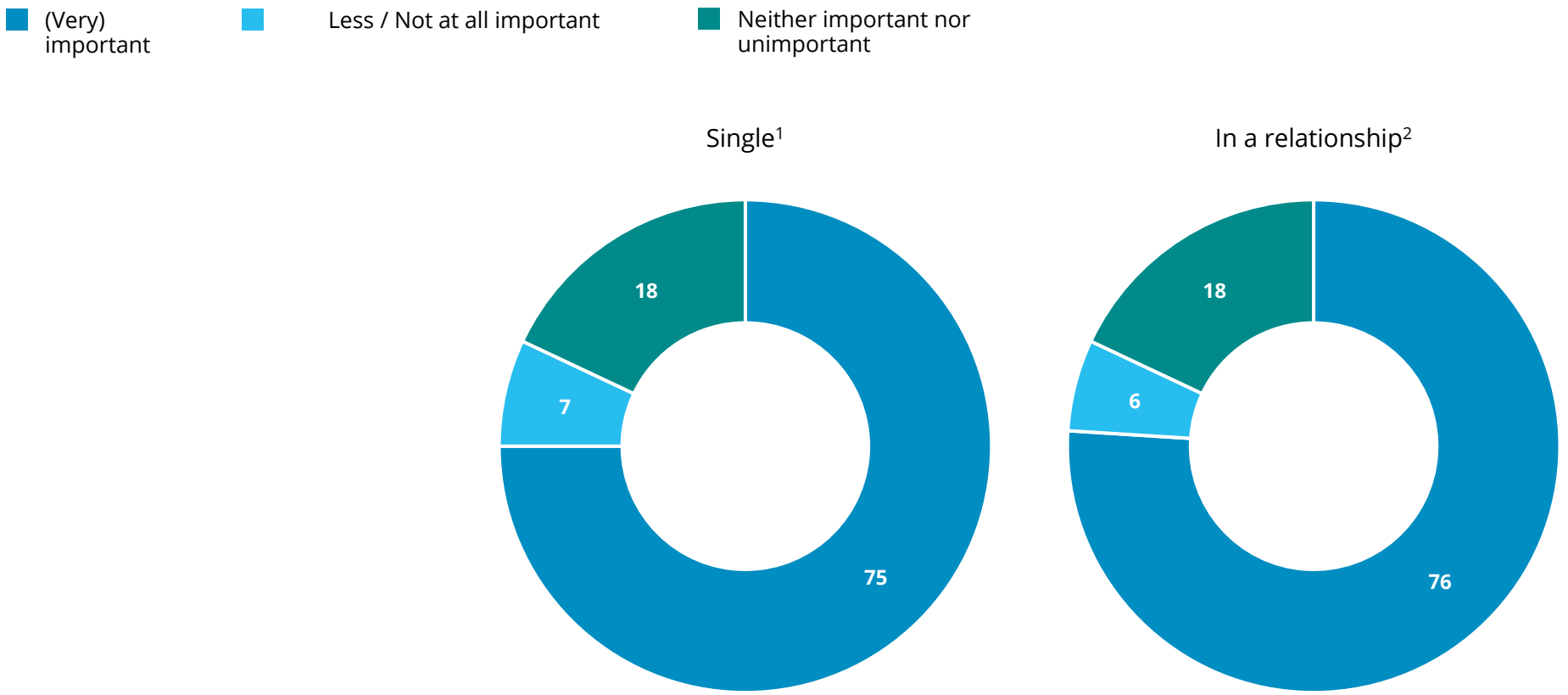
How important is regular foot care to you? (statements in %)



[1] n = 1,000; [2] n = 133; [3] n = 90; [4] n = 137 ; [5] n = 268; [6] n = 279; Summarized values for the top 2 and bottom 2, missing 100%: "neither important nor unimportant"

Foot care is important regardless of relationship status

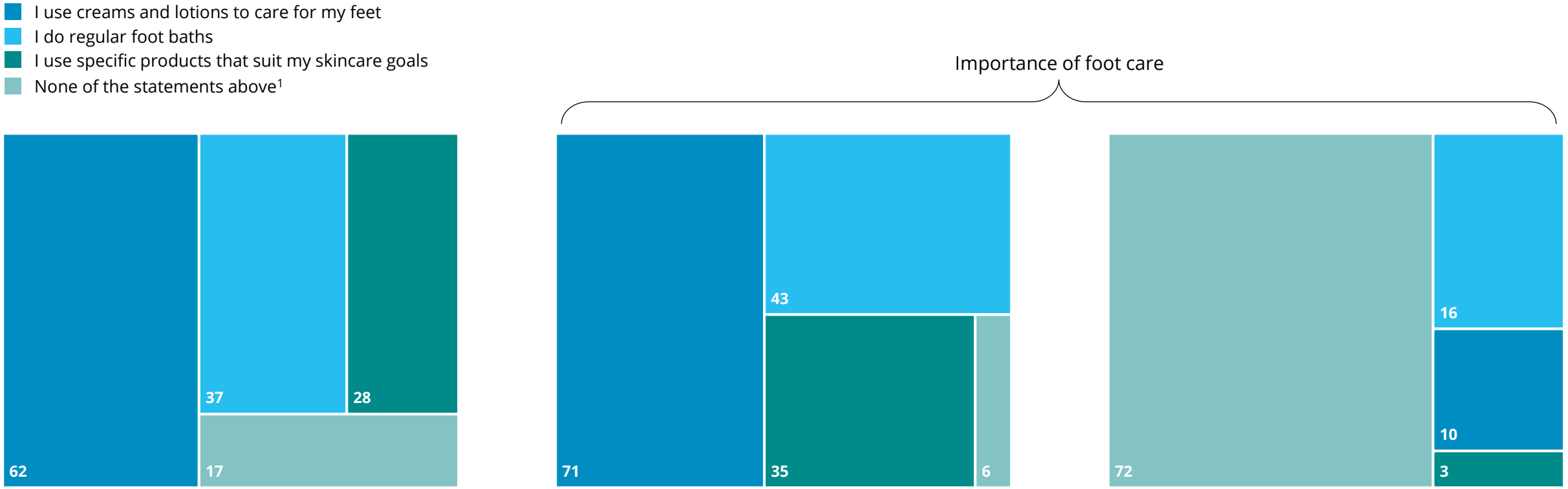
How important is regular foot care to you? (statements in %)



[1] n = 347; [2] n = 644; Summarized values for the top 2 and bottom 2

Those who consider foot care to be important also do more to care for their own feet: More than one-third rely on products that suit their personal care goals

How do you care for your feet?



All[2]

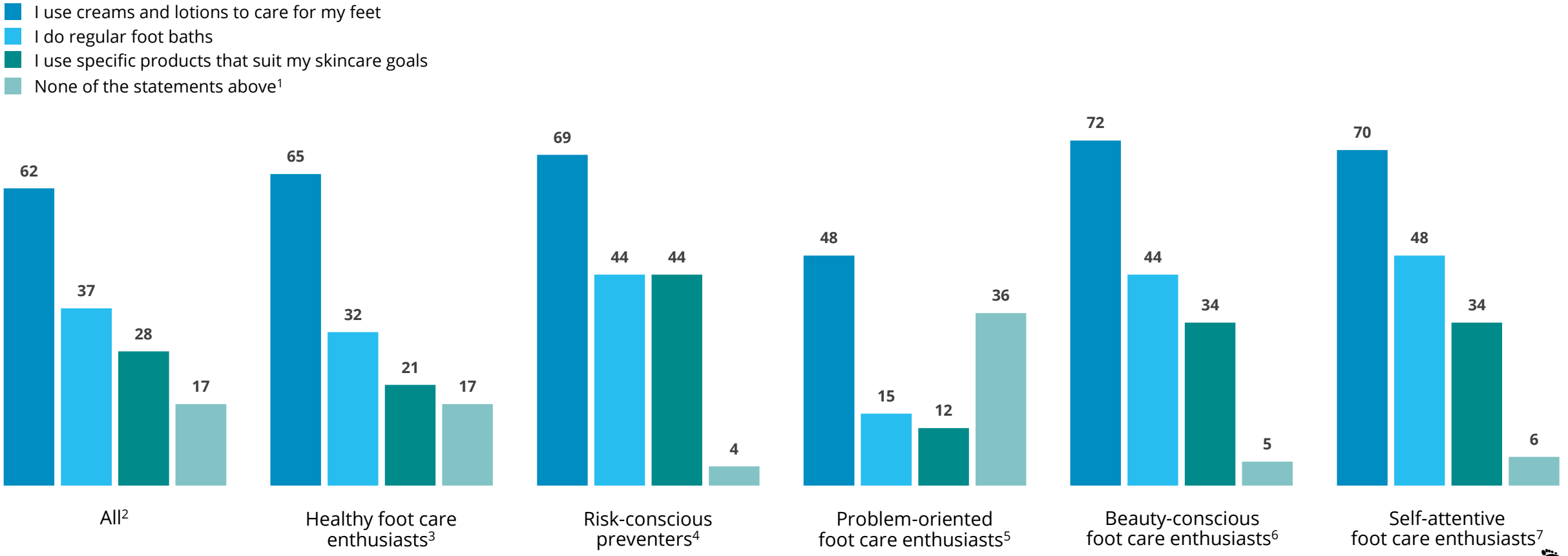
People who regard foot care as (very) important[3]

People who regard foot care as less / not at all important[4]

[1] Exclusive response; [2] n = 1,000; [3] n = 758; [4] n = 68; multiple responses possible

Persons who are interested in foot care beyond problems are also increasingly turning to (speciality) products

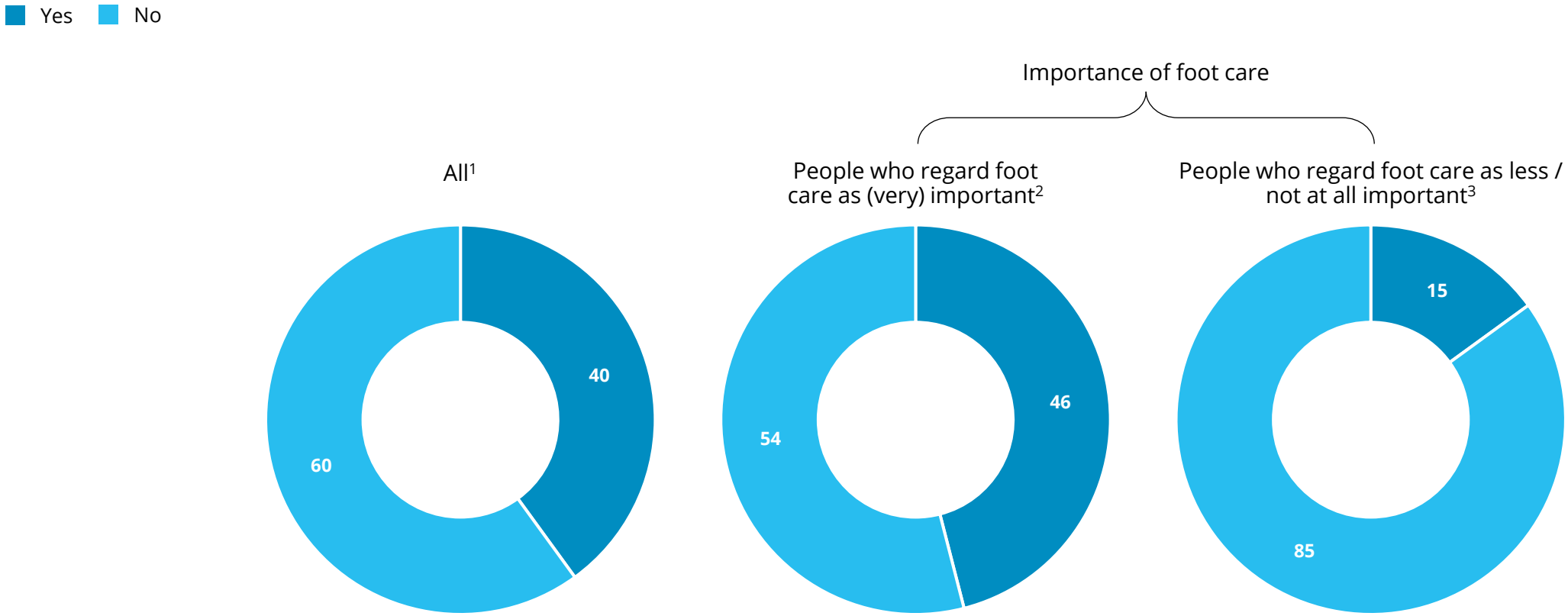
How do you care for your feet? (statements in %)



[1] Exclusive response; [2] n = 1,000; [3] n = 133; [4] n = 90; [5] n = 137 ; [6] n = 268; [7] n = 279; multiple responses possible

Foot care or podology? Most people don't know the difference - and even less so among those who don't consider foot care important

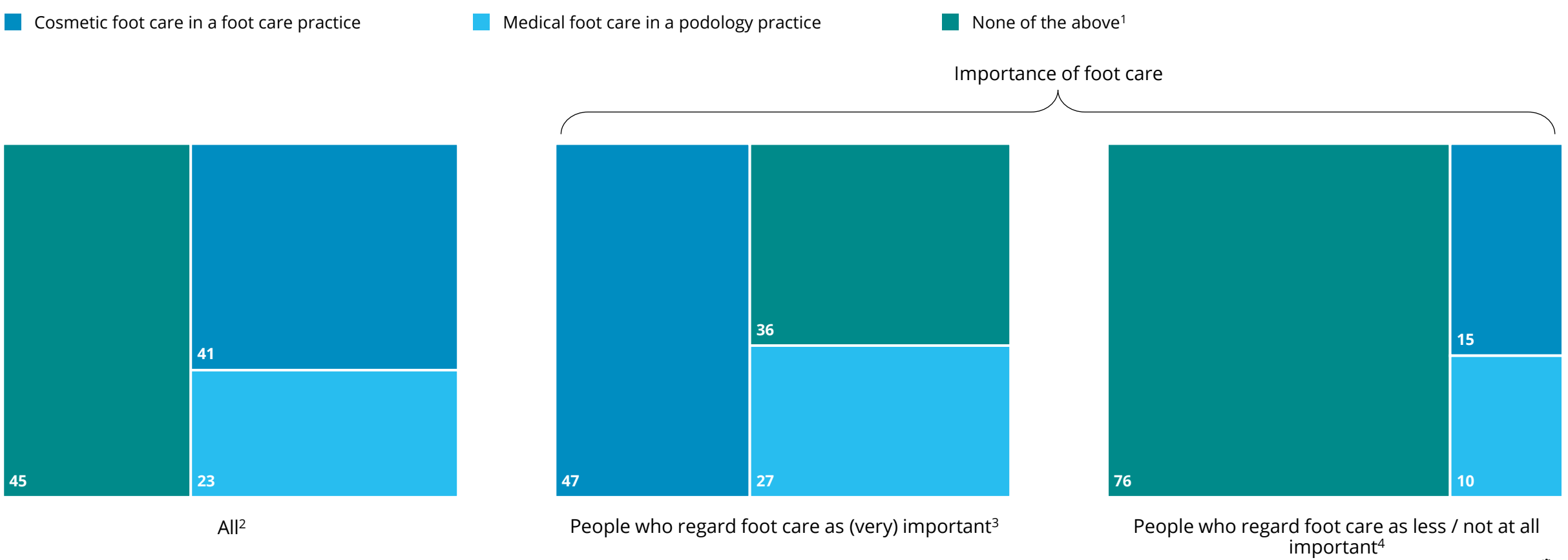
Do you know the difference between foot care and podology practices? (statements in %)



[1] n = 1,000; [2] n = 758; [3] n = 68

Nearly two-thirds of these have already used professional foot care - those who consider foot care important tend to do so even more often

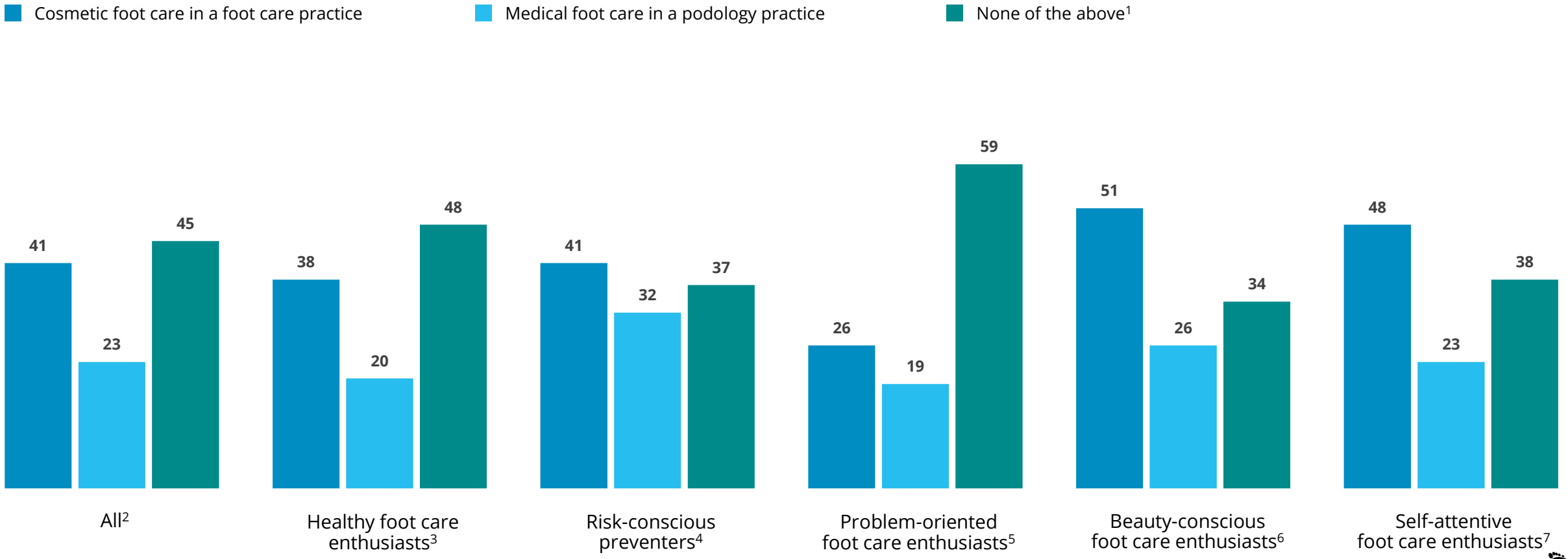
Which of the following types of professional foot care have you already used? (statements in %)



[1] Exclusive response; [2] n = 1,000; [3] n = 758; [4] n = 68; multiple responses possible

Risk-conscious preventers are more likely to obtain medical foot care, while beauty-conscious care enthusiasts are more likely to go for cosmetic foot care

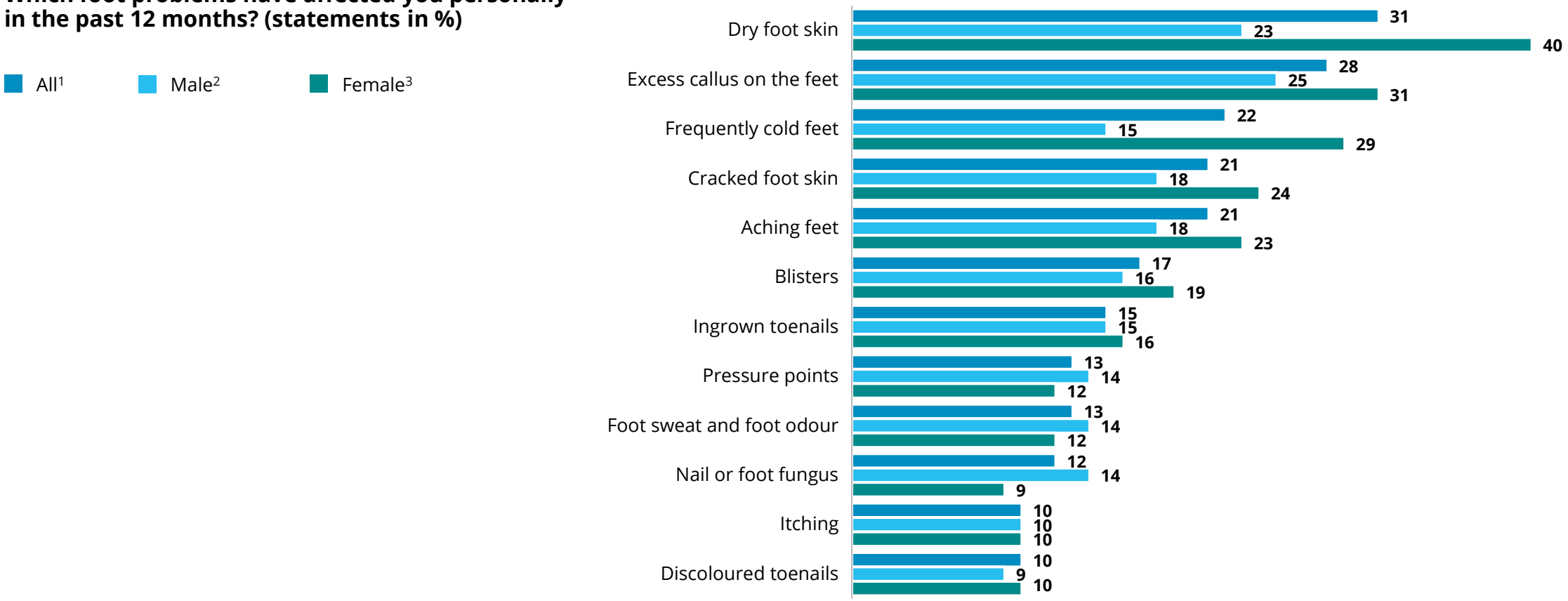
Which of the following types of professional foot care have you already used? (statements in %)



[1] Exclusive response; [2] n = 1,000; [3] n = 133; [4] n = 90; [5] n = 137 ; [6] n = 268; [7] n = 279; multiple responses possible

Dry skin is the most common foot problem, women are more commonly affected

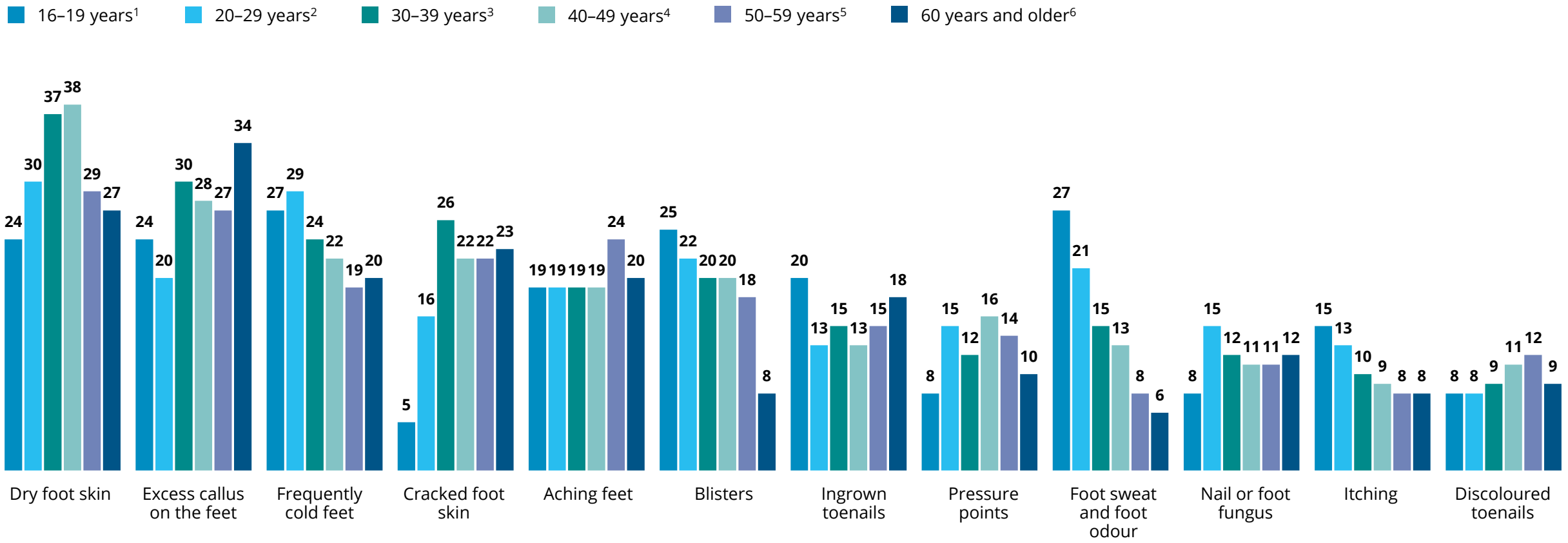
Which foot problems have affected you personally in the past 12 months? (statements in %)



[1] n = 1,000; [2] n = 495; [3] n = 502; multiple responses possible;

Foot problems are not a question of age, but they do change

Which foot problems have affected you personally in the past 12 months? (statements in %)

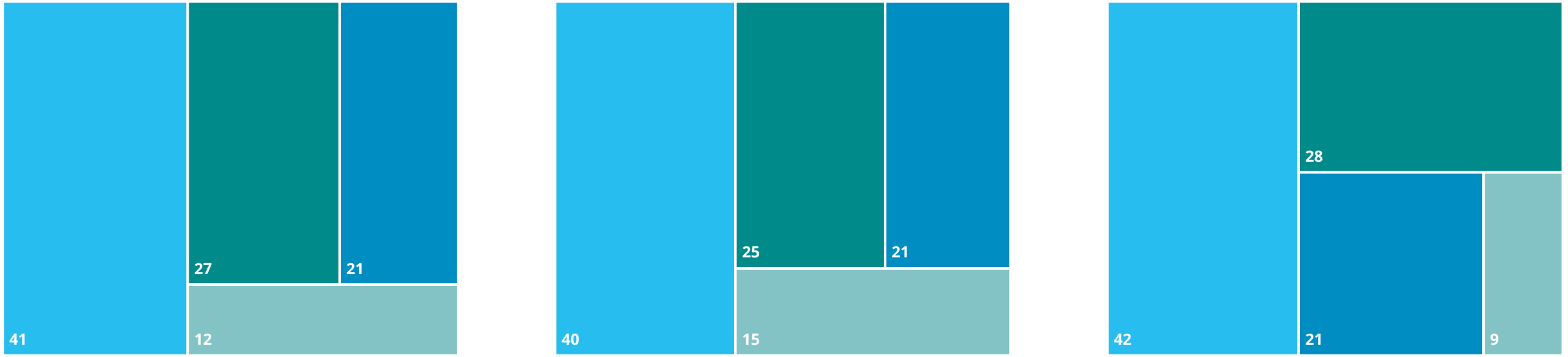


[1] n = 59; [2] n = 142; [3] n = 188 ; [4] n = 160; [5] n = 226; [6] n = 225; multiple responses possible

6 out of 10 are interested in trends, find them exciting and enjoy trying them out

Which of these statements about trends/lifestyles applies most to you? (statements in %)

- I find new trends exciting and like to try them out straight away
- I'm generally interested in trends and try them out, but prefer to wait for the experiences of others first
- I am open to new trends, but prefer to stay with the habits I know
- I'm not interested in new trends

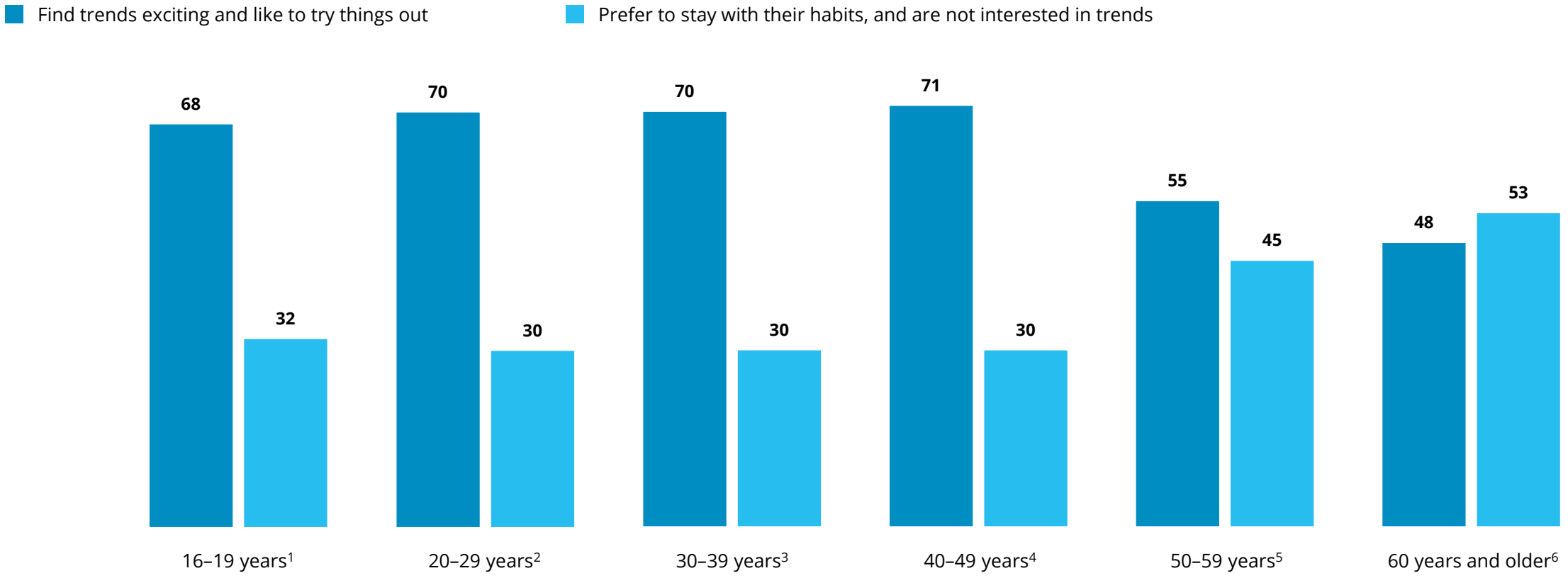


All[1] Male[2] Female[3]

[1] n = 1,000; [2] n = 495; [3] n = 502; deviations from 100 % total are due to rounding

Older people prefer to stay with their habits, while younger people are more enthusiastic about trends

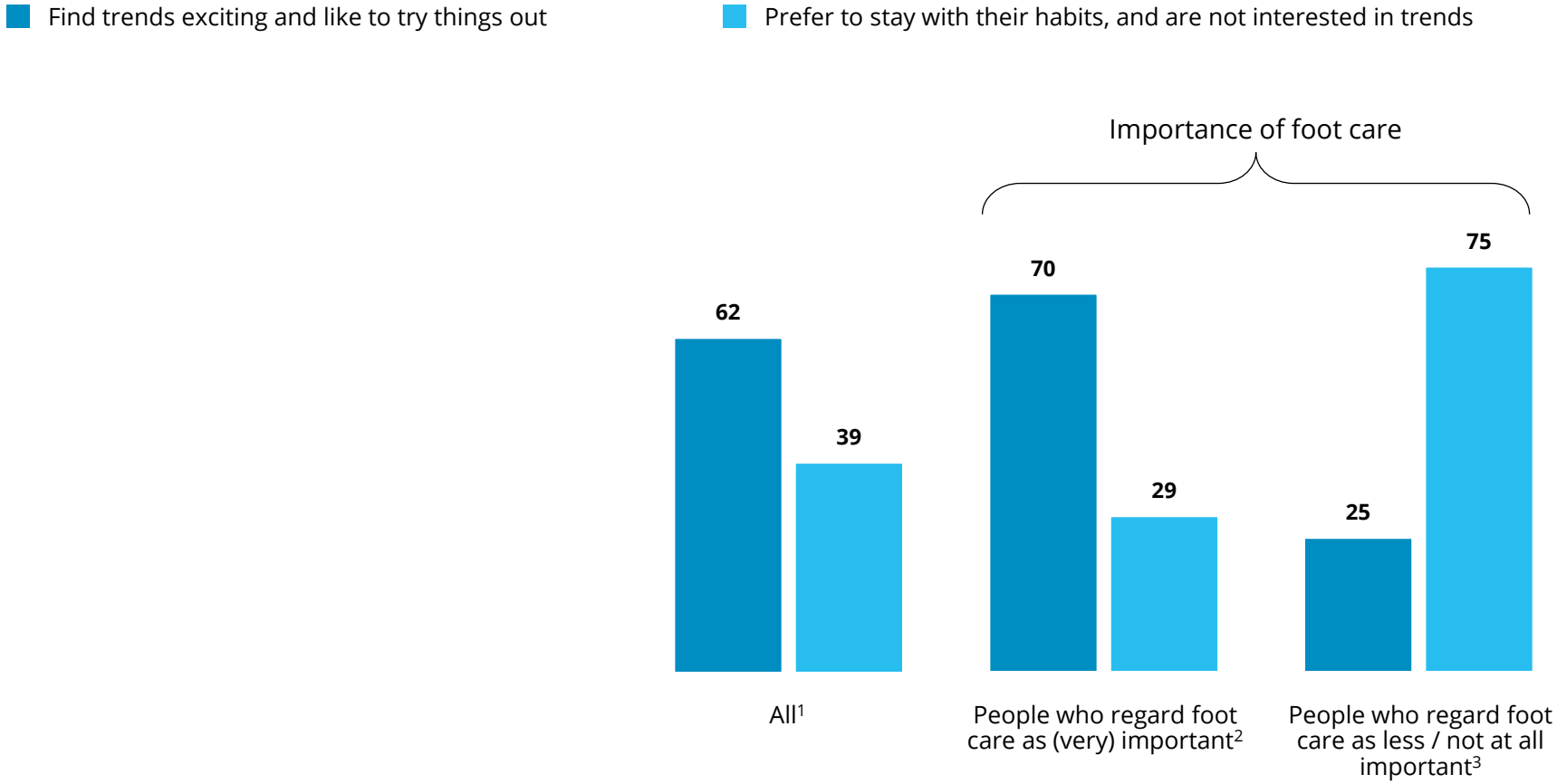
Which of these statements about trends/lifestyles applies most to you? (statements in %)



[1] n = 59; [2] n = 142; [3] n = 188 ; [4] n = 160; [5] n = 226; [6] n = 225; Summarized values for Top 2 and Low 2; deviations from 100 % total are due to rounding

There are more trend-oriented people among foot care enthusiasts compared to the general public; skeptics are often not interested in trends

Which of these statements about trends/lifestyles applies most to you? Survey respondents according to importance of foot care (in %)



[1] n = 1,000; [2] n = 758; [3] n = 68; deviations from 100 % total are due to rounding

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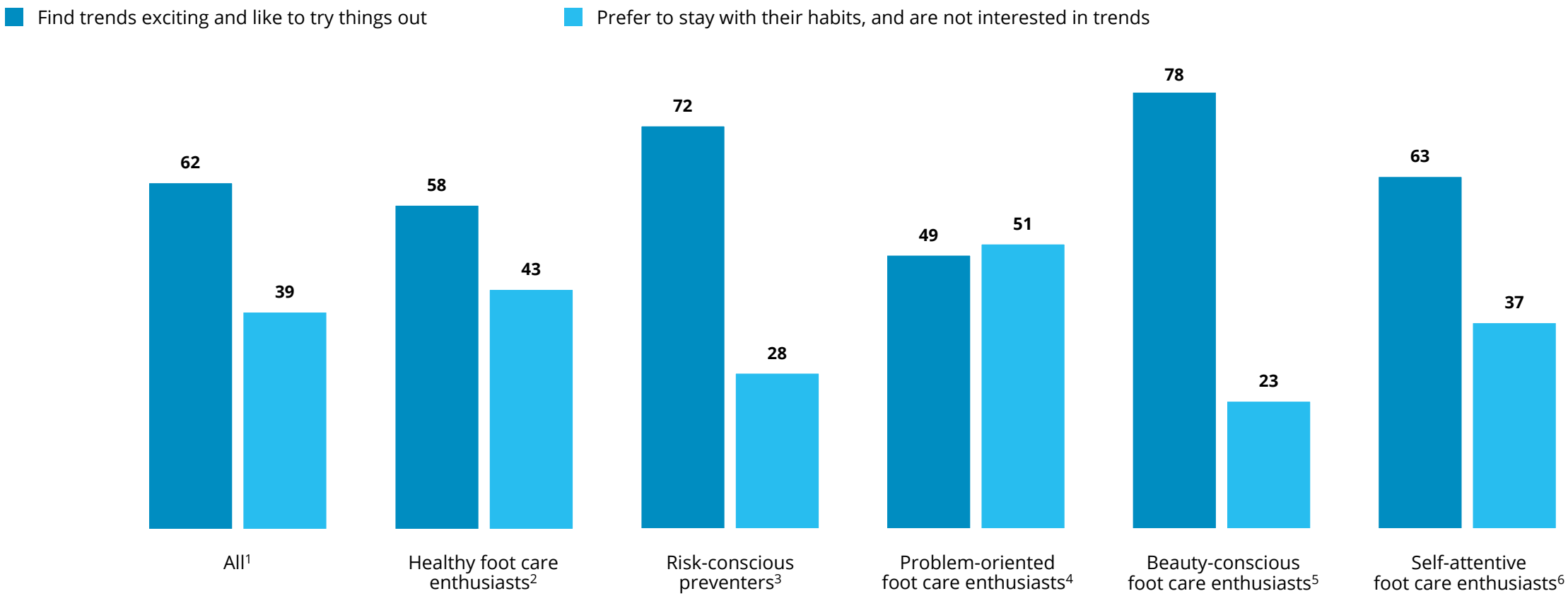
Beauty-conscious care enthusiasts and self-attentive care enthusiasts as well as risk-conscious preventers prefer to try out trends

Which of these statements about trends/lifestyles applies most to you? (statements in %)

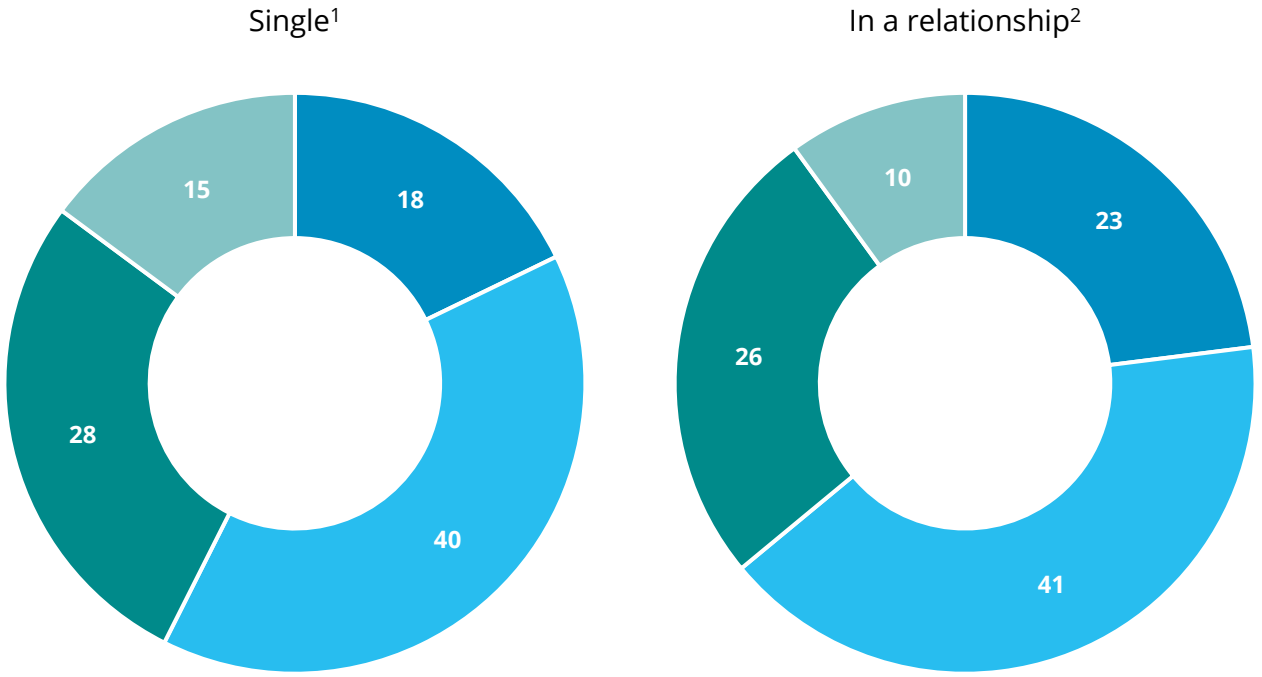


[1] n = 1,000; [2] n = 133; [3] n = 90; [4] n = 137 ; [5] n = 268; [6] n = 279; deviations from 100 % total are due to rounding

Trendsetter or conservative? Relationship status scarcely makes a difference - people in relationships tend to follow trends slightly more frequently

Which of these statements about trends/lifestyles applies most to you? (statements in %)

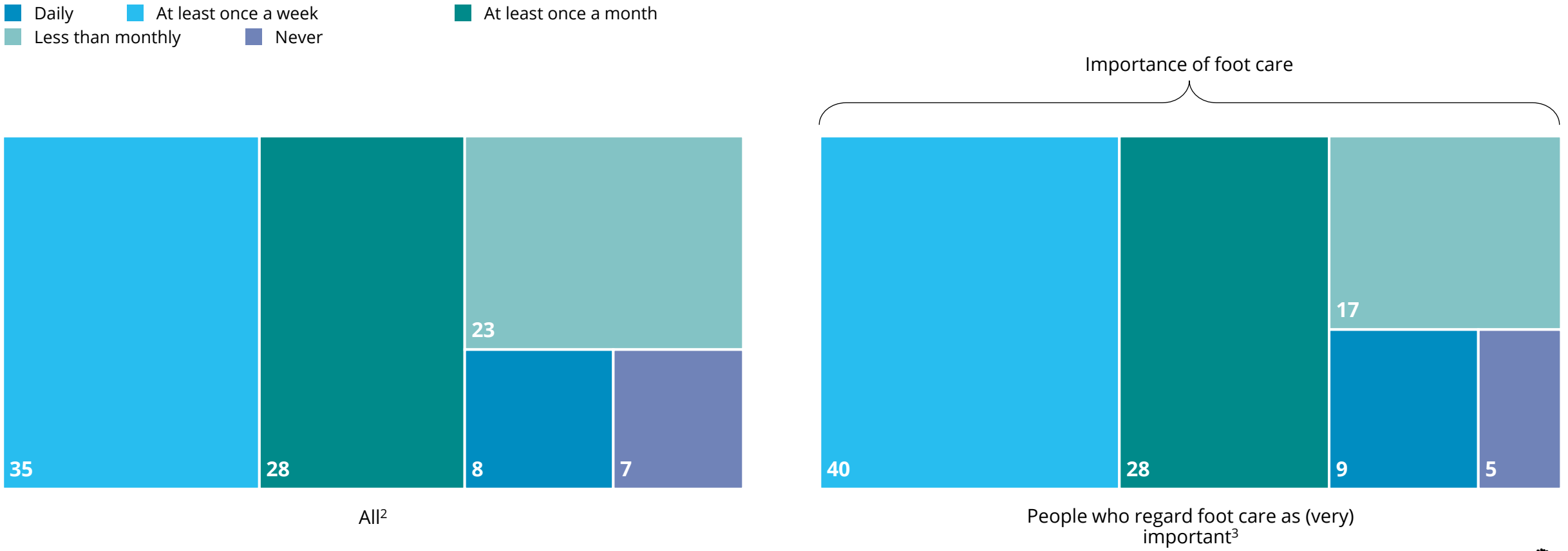
- I find new trends exciting and like to try them out straight away
- I'm generally interested in trends and try them out, but prefer to wait for the experiences of others first
- I am open to new trends, but prefer to stay with the habits I know
- I'm not interested in new trends



[1] n = 347; [2] n = 644; deviations from 100 % total are due to rounding

People who regard foot care as important often inform themselves about mindfulness and self-care

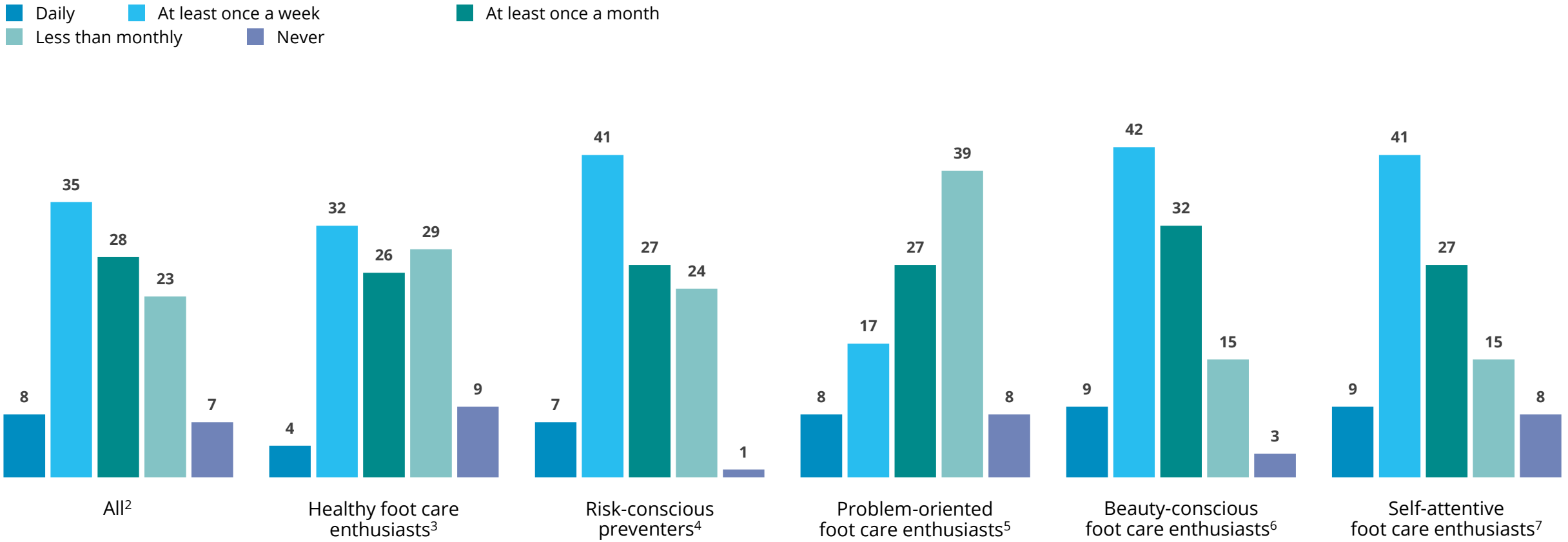
How often do you actively inform yourself about trends such as mindfulness or self-care?[1] (in %)



[1] Respondents who are generally interested in new trends; [2] n = 882; [3] n = 710; deviations from 100 % total are due to rounding

Mindfulness and self-care are topics for preventers and beauty-conscious as well as self-attentive care enthusiasts

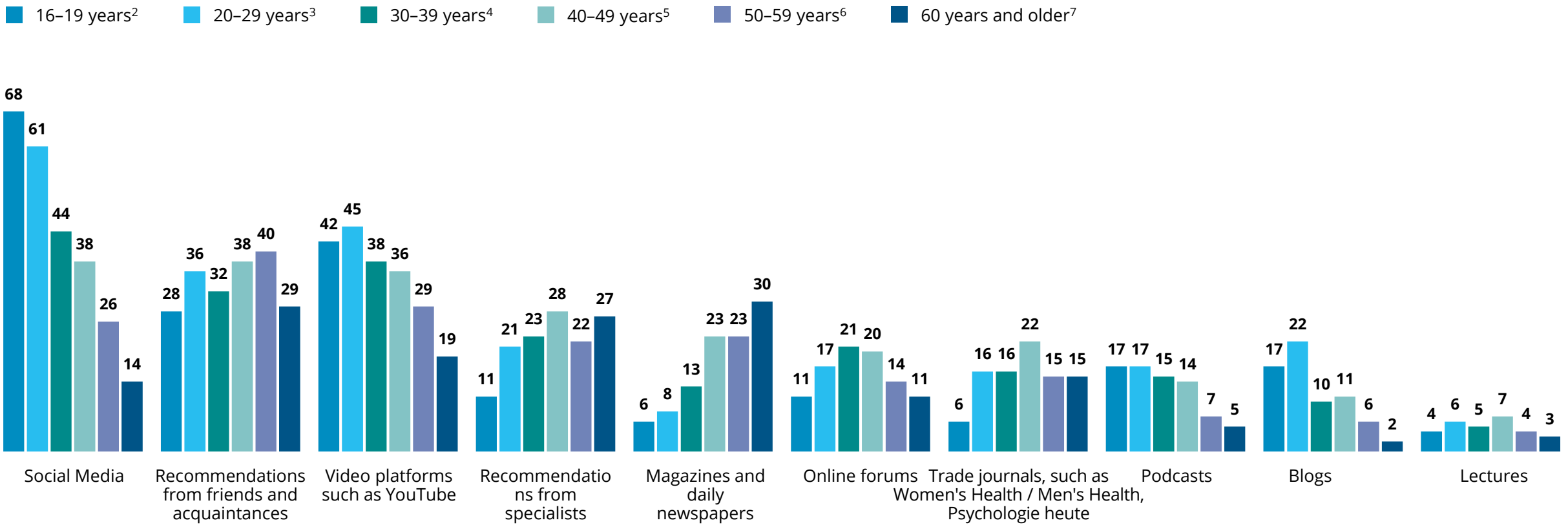
How often do you actively inform yourself about trends such as mindfulness or self-care?[1] (in %)



[1] Respondents who are generally interested in new trends; [2] n = 882; [3] n = 115; [4] n = 85; [5] n = 118 ; [6] n = 255; [7] n = 259; deviations from 100 % total are due to rounding

Younger people inform themselves via social media, while older people also rely on personal contacts and magazines

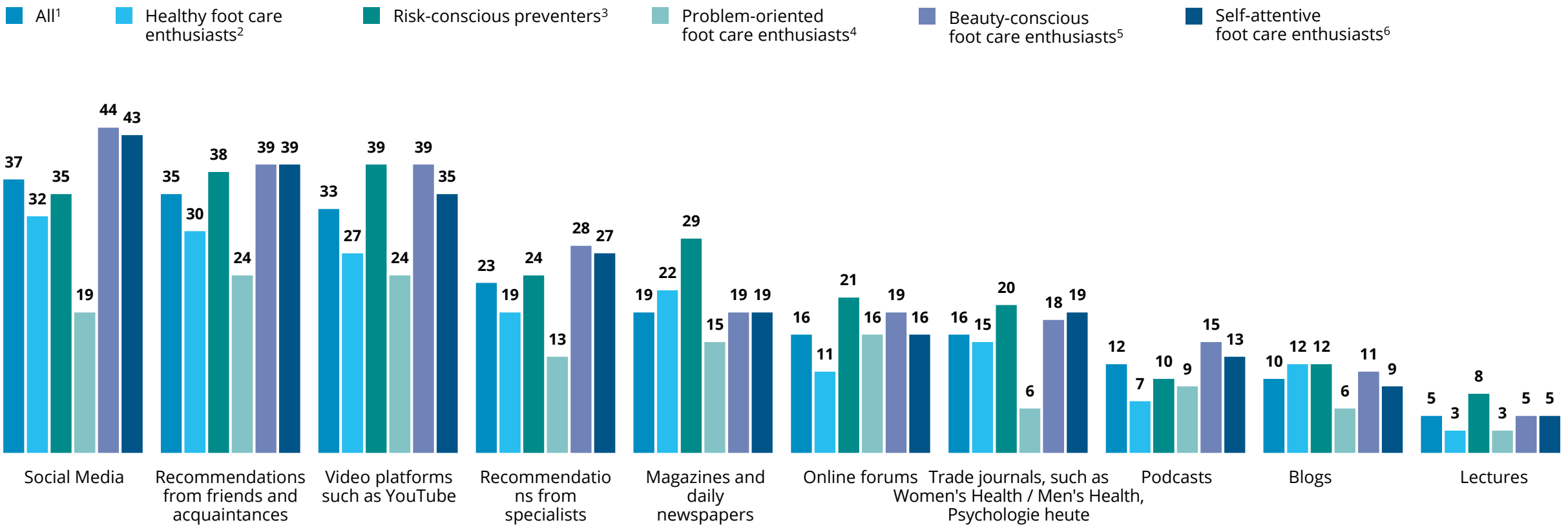
Which sources do you use to inform yourself about trends such as mindfulness or self-care?[1] (in %)



[1] Respondents who inform themselves about new social trends at least once a month; [2] n = 53; [3] n = 121; [4] n = 164 ; [5] n = 135; [6] n = 190; [7] n = 160; multiple answers possible

Beauty-conscious and self-attentive care enthusiasts most frequently gather information via social media

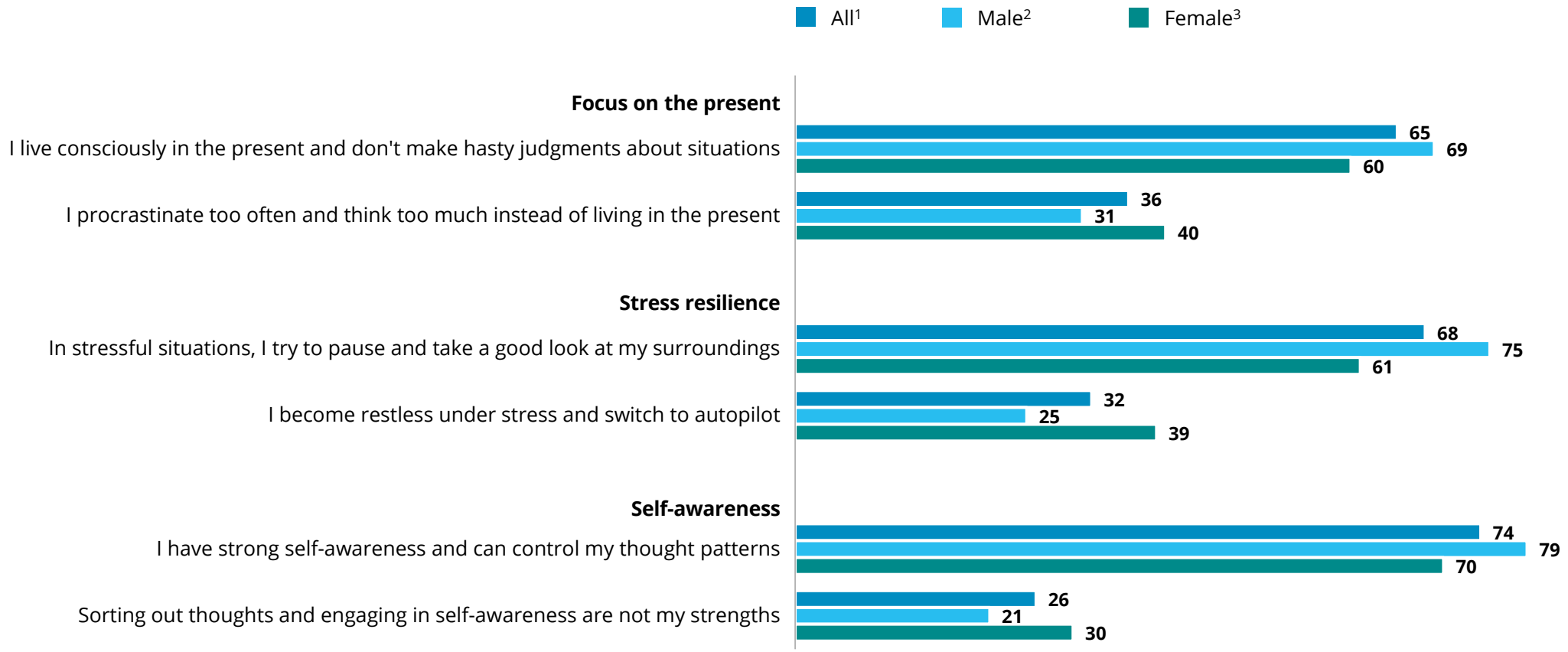
Which sources do you use to inform yourself about trends such as mindfulness or self-care?[1] (in %)



[1] n = 1,000; [2] n = 105; [3] n = 84 ; [4] n = 108; [5] n = 247; [6] n = 238; multiple answers possible

The majority live in the here and now; resilience and self-awareness are more pronounced in men

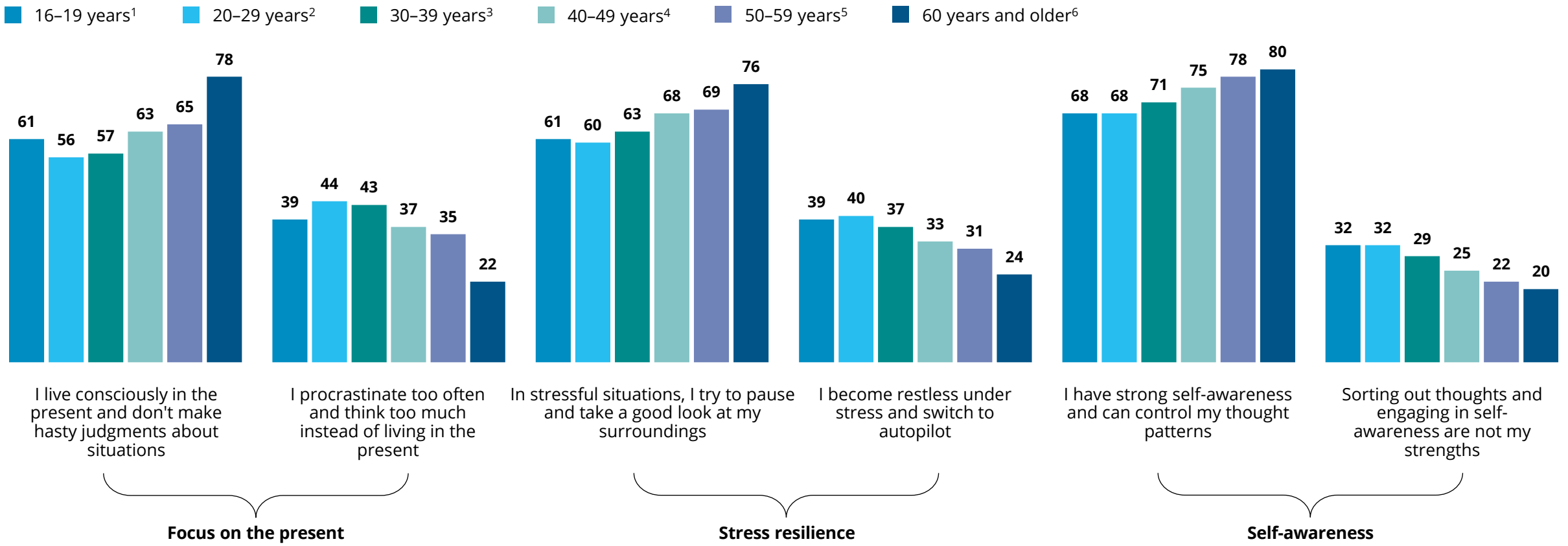
Which statement best applies to you and your current life situation? (statements in %)



[1] n = 1,000; [2] n = 495; [3] n = 502; location surveyed on a scale of 1 to 4, combined values for 1+2 and 3+4; deviations from 100 % total are due to rounding

Stress resilience and focus on the present increase significantly with age

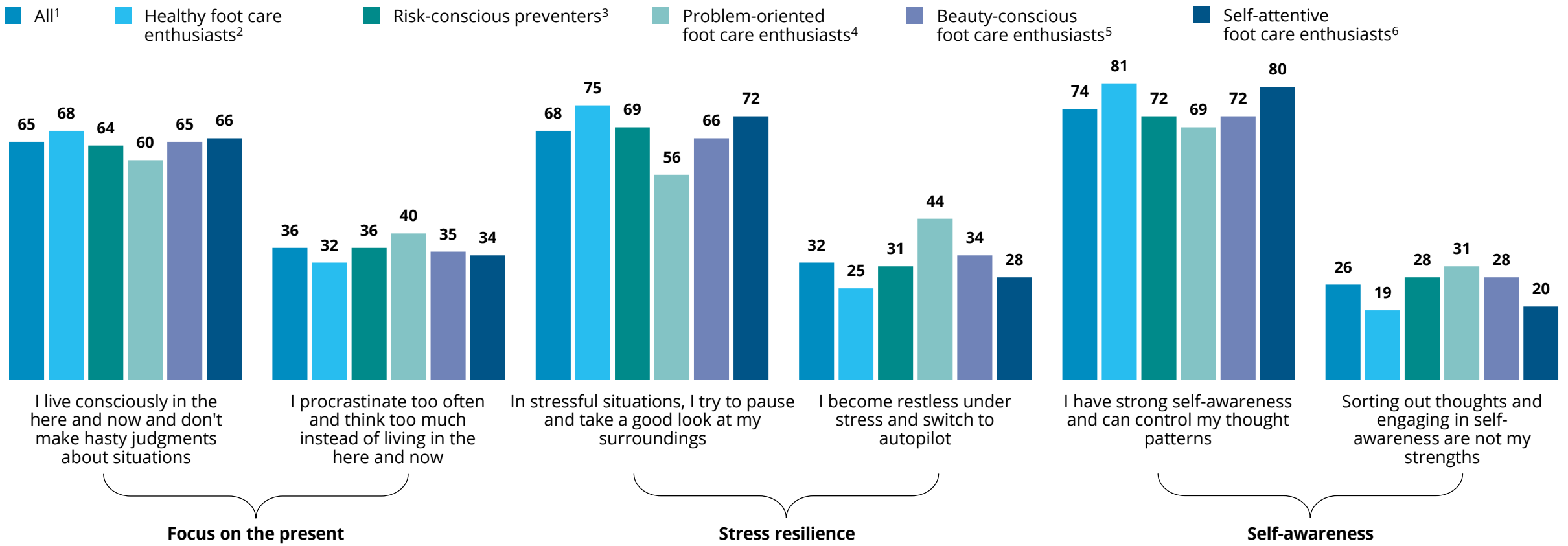
Which of these statements applies most or best to you? (statements in %)



[1] n = 59; [2] n = 142; [3] n = 188 ; [4] n = 160; [5] n = 226; [6] n = 225; location surveyed on a scale of 1 to 4, combined values for 1+2 and 3+4; deviations from 100 % total are due to rounding

Problem-oriented caregivers are less resilient and have less intense self-perception

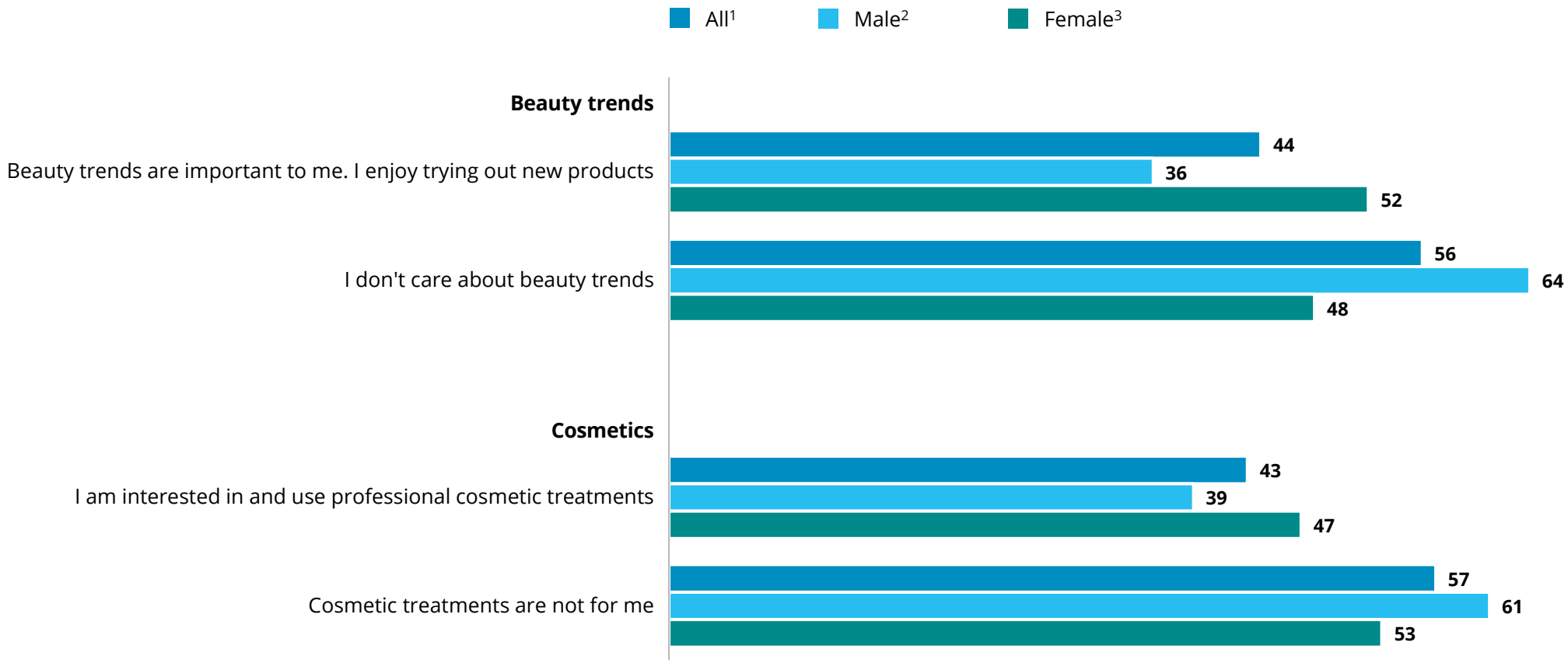
Which statement best applies to you and your current life situation? (statements in %)



[1] n = 1,000; [2] n = 133; [3] n = 90 ; [4] n = 137; [5] n = 268; [6] n = 279; location surveyed on a scale of 1 to 4, combined values for 1+2 and 3+4; deviations from 100 % total are due to rounding

Women are more interested in new products and cosmetic treatments

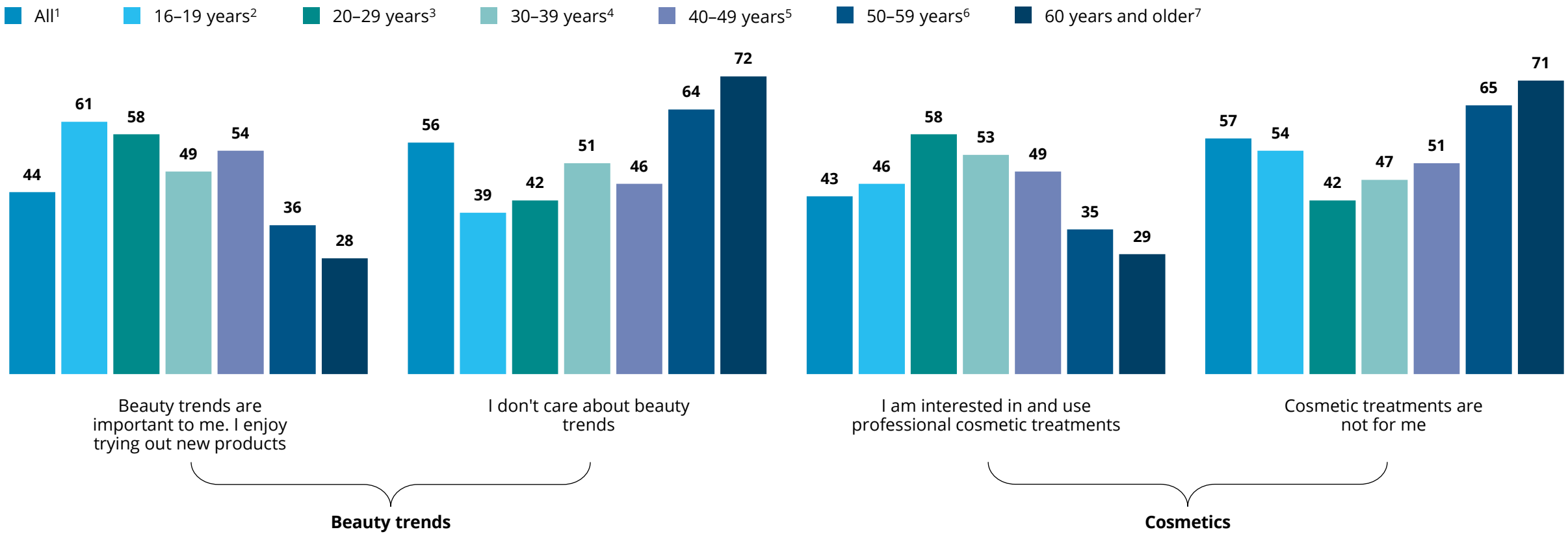
Which statement best applies to you and your current life situation? (statements in %)



[1] n = 1,000; [2] n = 495; [3] n = 502; location surveyed on a scale of 1 to 4, combined values for 1+2 and 3+4; deviations from 100 % total are due to rounding

Beauty trends, new products and cosmetic treatments tend to appeal more to younger persons

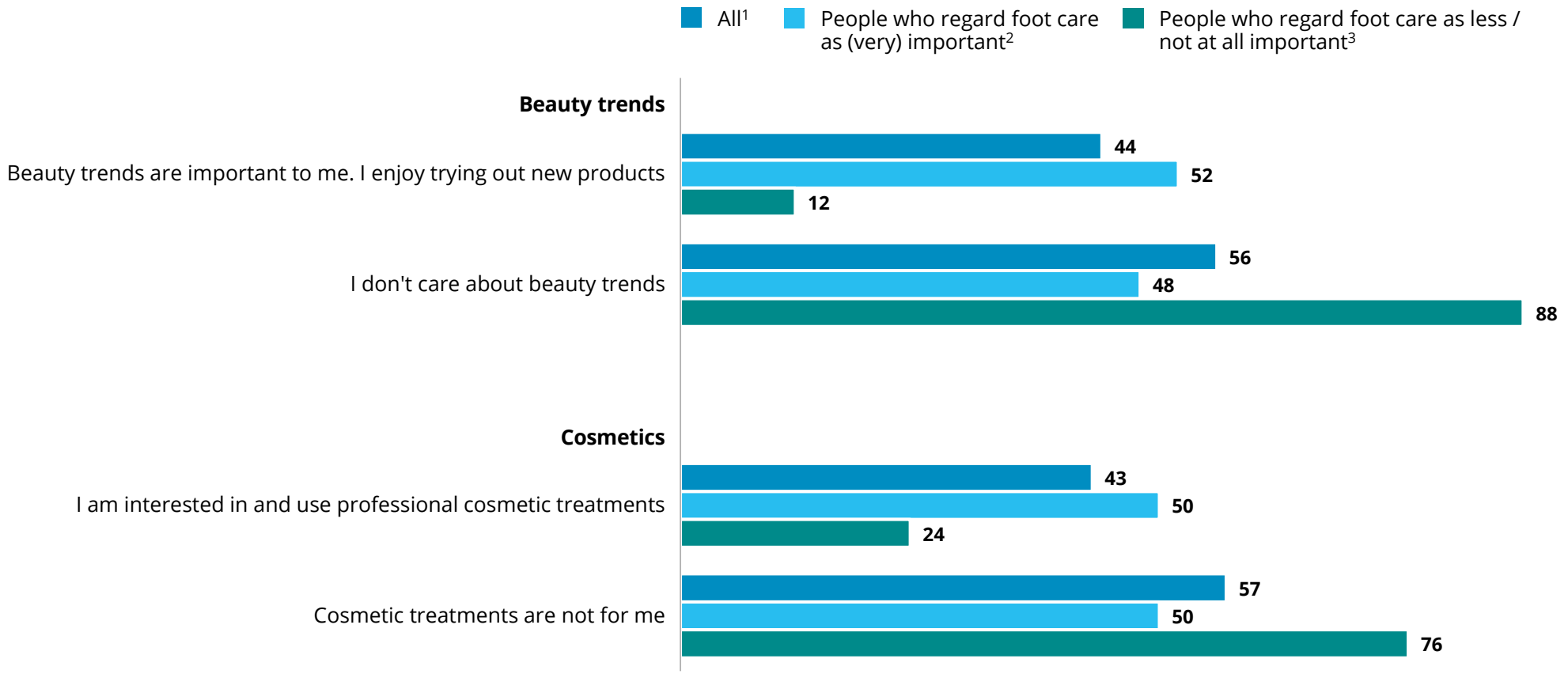
Which statement best applies to you and your current life situation?



[1] n = 1,000; [2] n = 59; [3] n = 142; [4] n = 188 ; [5] n = 160; [6] n = 226; [7] n = 225; location surveyed on a scale of 1 to 4, combined values for 1+2 and 3+4; deviations from 100 % total are due to rounding

Persons who consider foot care important are also more likely to be interested in beauty trends, while those who don't consider it important are more likely to be indifferent to trends

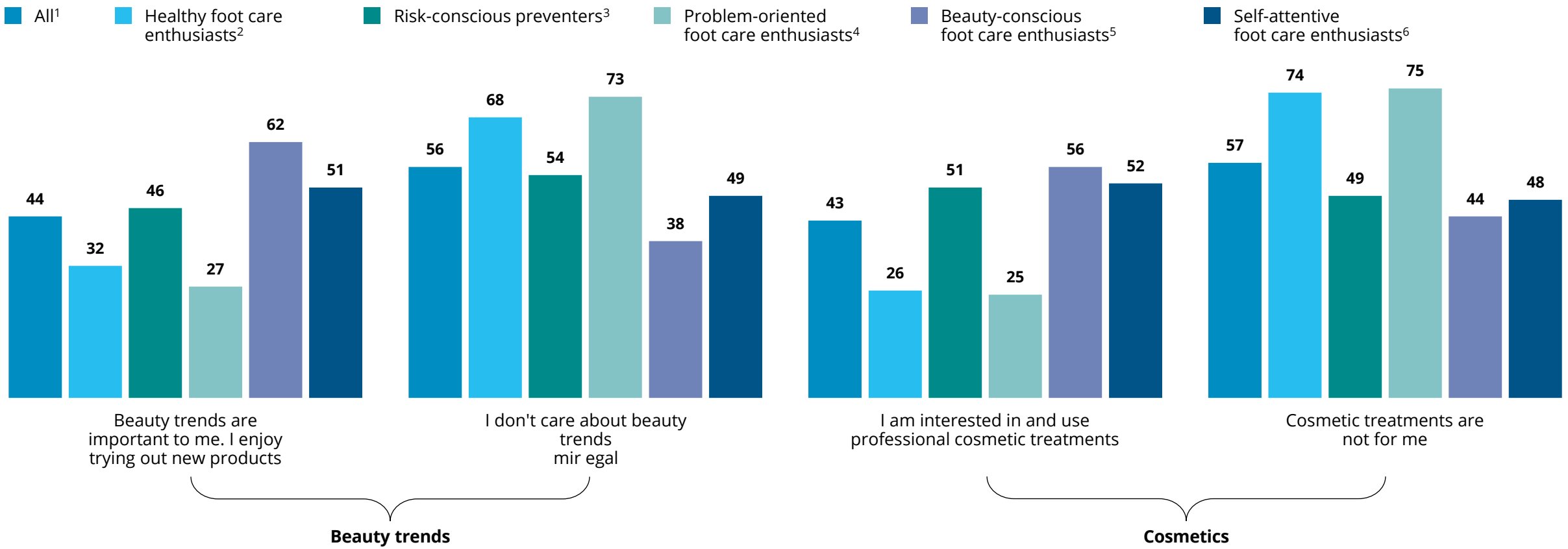
Which statement best applies to you and your current life situation? Survey respondents according to importance of foot care (in %)



[1] n = 1,000; [2] n = 758; [3] n = 68; location surveyed on a scale of 1 to 4, combined values for 1+2 and 3+4; deviations from 100 % total are due to rounding

Beauty trends and cosmetics are important for beauty-conscious and self-attentive care enthusiasts, but less so in the case of healthy and problem-oriented care enthusiasts

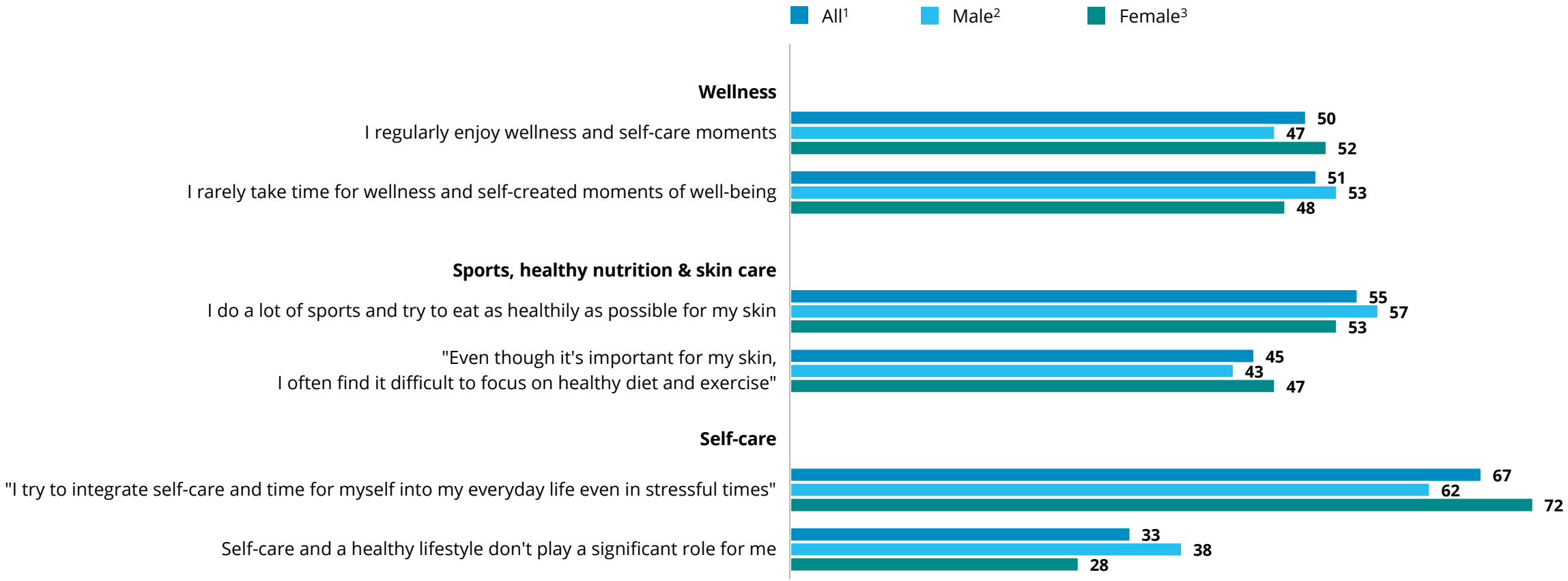
Which statement best applies to you and your current life situation?



[1] n = 1,000; [2] n = 133; [3] n = 90 ; [4] n = 137; [5] n = 268; [6] n = 279; location surveyed on a scale of 1 to 4, combined values for 1+2 and 3+4; deviations from 100 % total are due to rounding

Women focus more on wellness and self-care, while men focus more on nutrition and sports

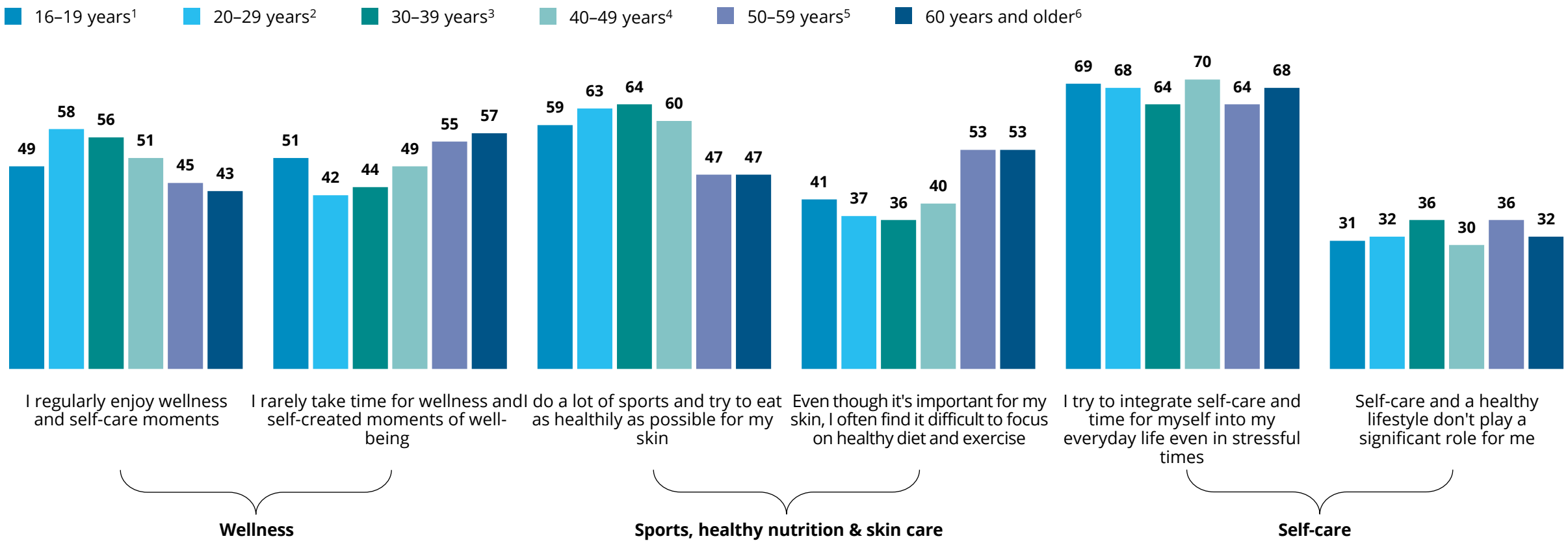
Which statement best applies to you and your current life situation? (statements in %)



[1] n = 1,000; [2] n = 495; [3] n = 502; location surveyed on a scale of 1 to 4, combined values for 1+2 and 3+4; deviations from 100 % total are due to rounding

Self-care is important at all ages, while sports and nutrition become less important in old age

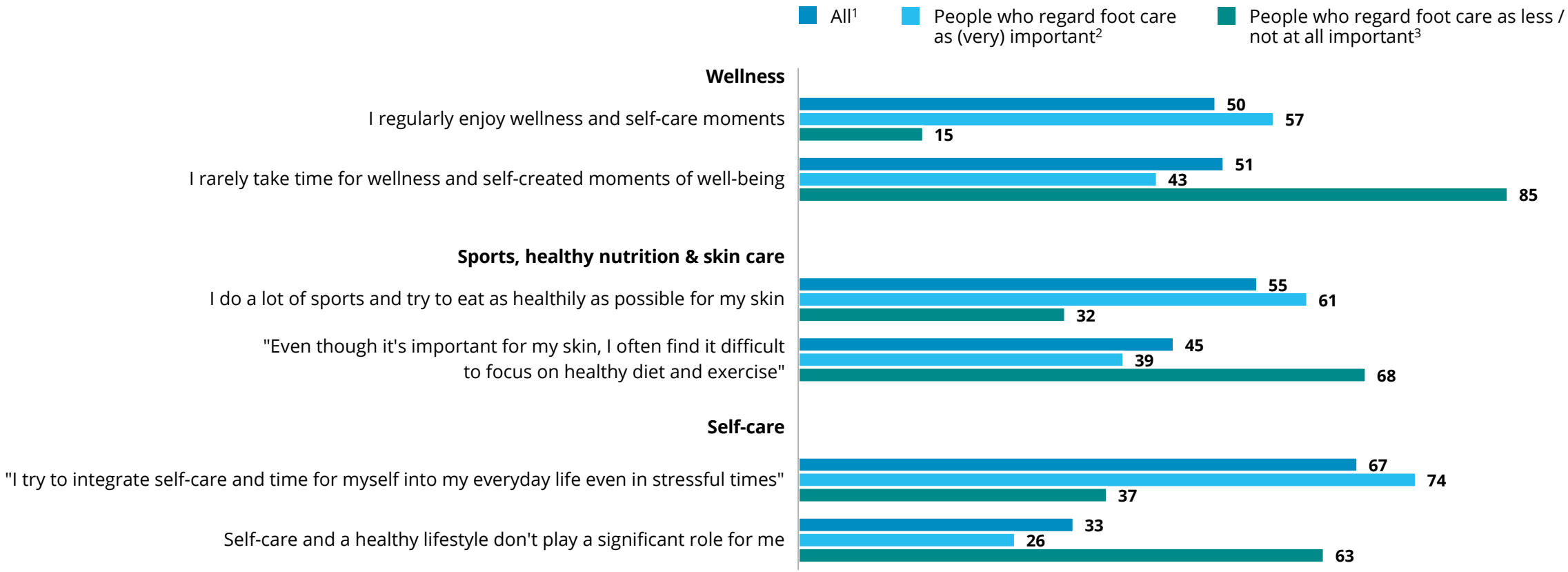
Which statement best applies to you and your current life situation? (statements in %)



[1] n = 59; [2] n = 142; [3] n = 188 ; [4] n = 160; [5] n = 226; [6] n = 225; location surveyed on a scale of 1 to 4, combined values for 1+2 and 3+4; deviations from 100 % total are due to rounding

Persons who consider foot care important are also more likely to focus on wellness, sports and self-care

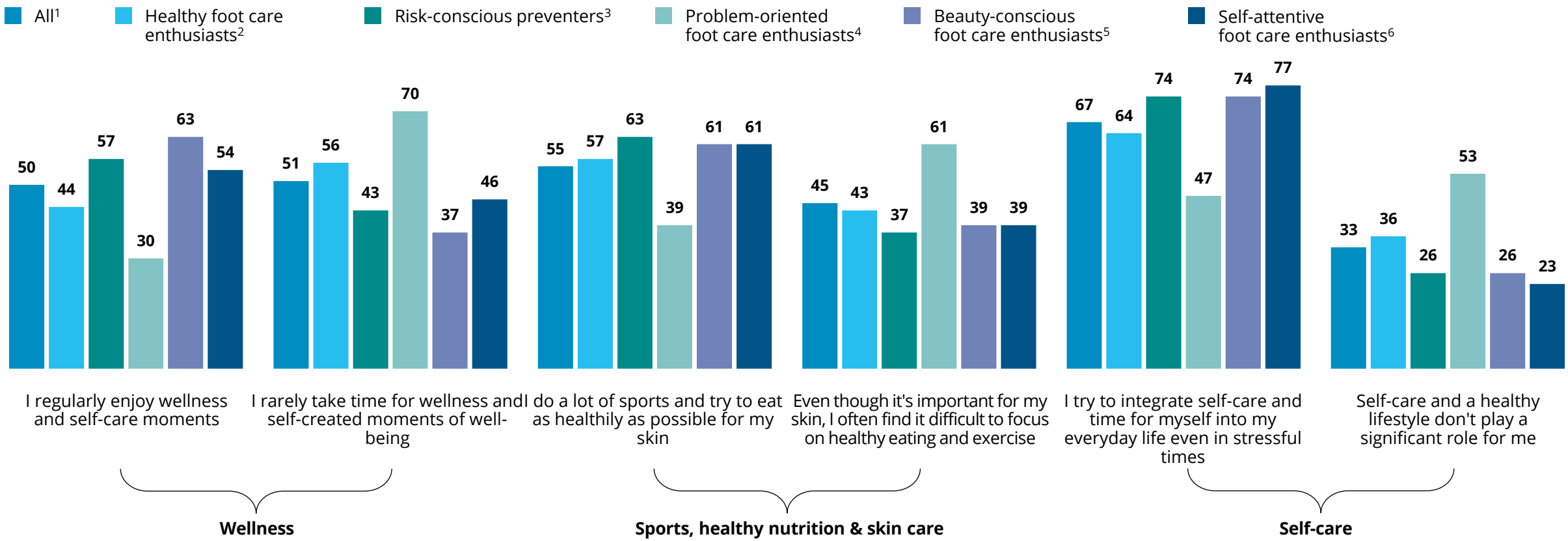
Which statement best applies to you and your current life situation? Survey respondents according to importance of foot care (in %)



[1] n = 1,000; [2] n = 758; [3] n = 68; location surveyed on a scale of 1 to 4, combined values for 1+2 and 3+4; deviations from 100 % total are due to rounding

Wellness and self-care are very popular with nearly all foot care types, with the exception of problem-oriented care enthusiasts

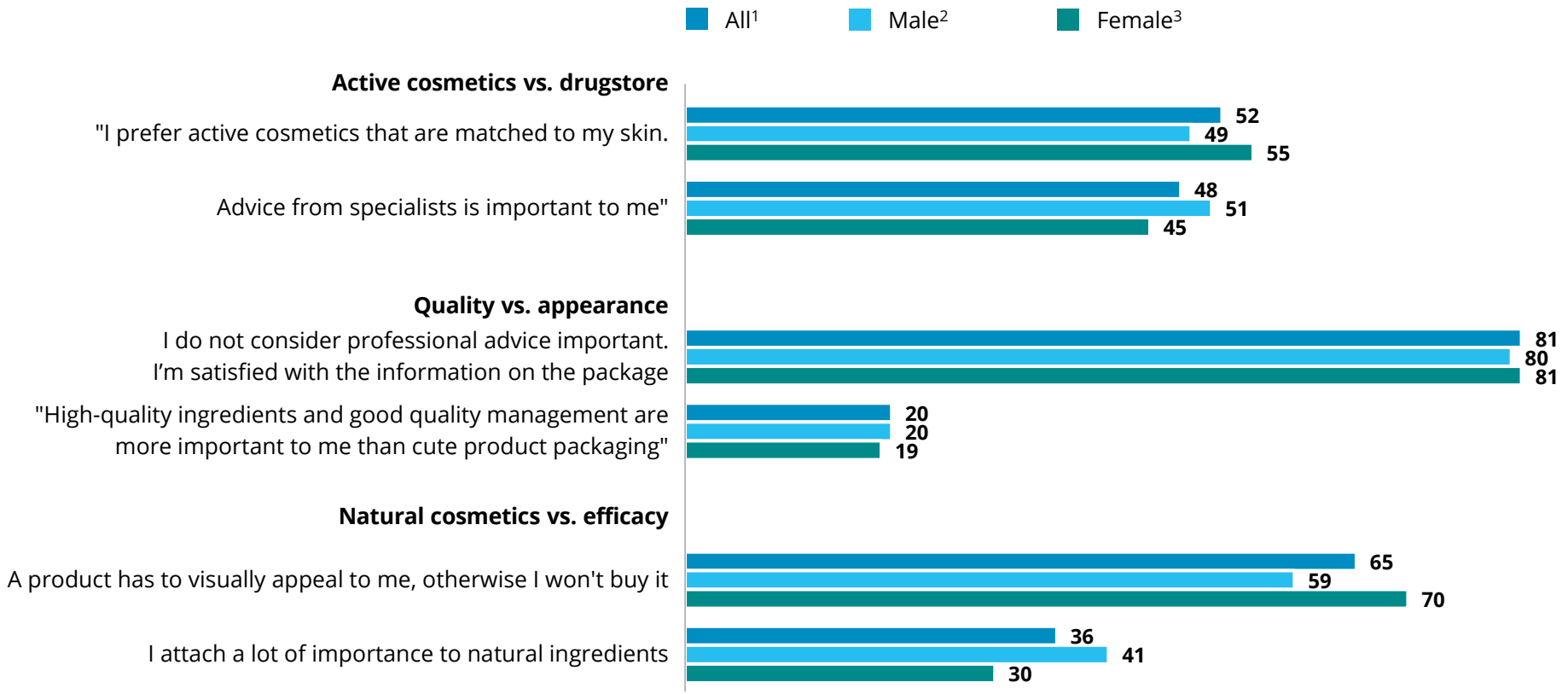
Which statement best applies to you and your current life situation? (statements in %)



[1] n = 1,000; [2] n = 133; [3] n = 90 ; [4] n = 137; [5] n = 268; [6] n = 279; location surveyed on a scale of 1 to 4, combined values for 1+2 and 3+4; deviations from 100 % total are due to rounding

High-quality ingredients are more important than cute packaging; women also value natural active ingredients, and seek advice more frequently

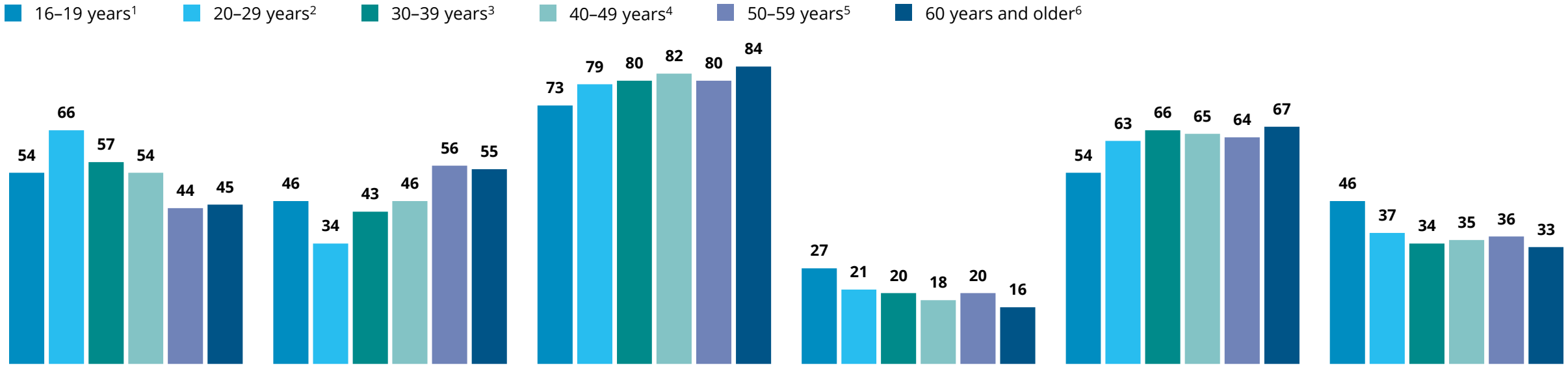
Which statement best applies to you and your current life situation? (statements in %)



[1] n = 1,000; [2] n = 495; [3] n = 502; location surveyed on a scale of 1 to 4, combined values for 1+2 and 3+4; deviations from 100 % total are due to rounding

Quality is important to all age groups; active cosmetics are especially important to the 20s and 30s Most value natural ingredients, although this is less important to teenagers

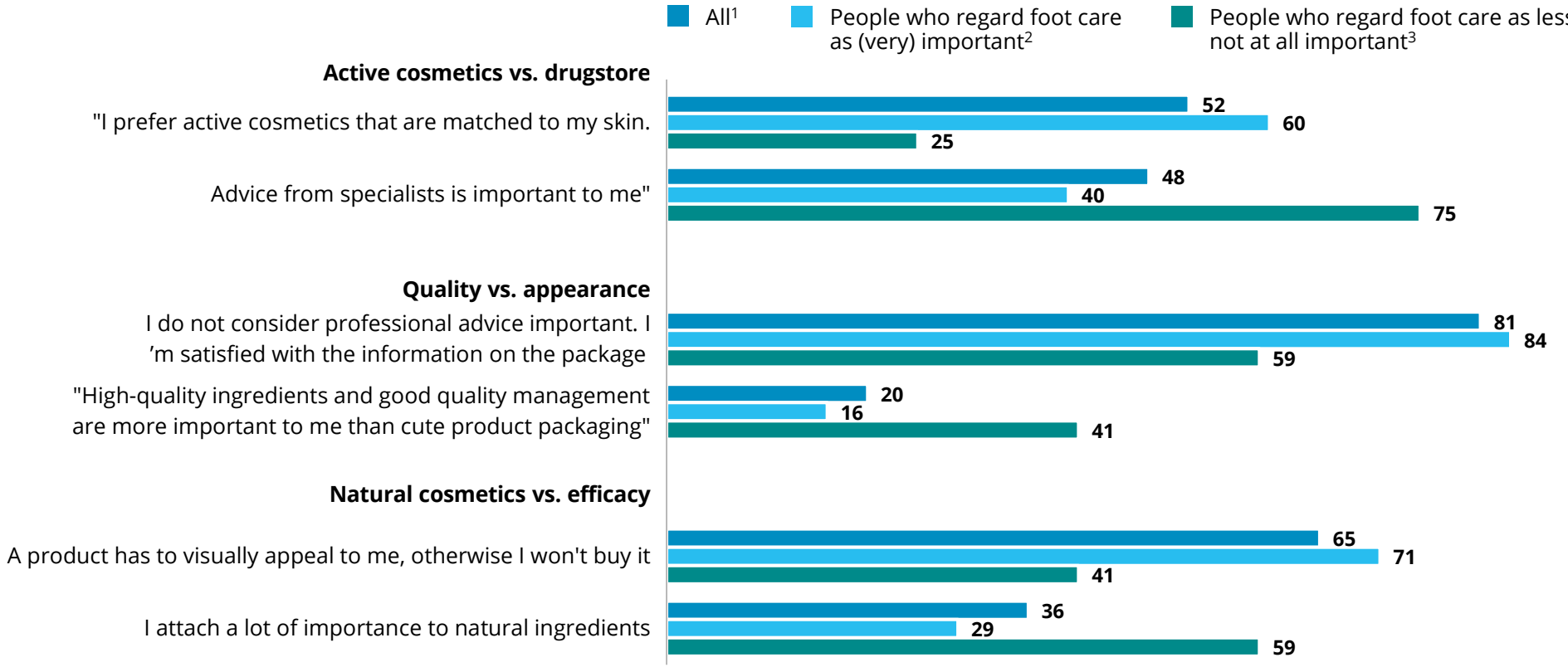
Which statement best applies to you and your current life situation? (statements in %)



[1] n = 59; [2] n = 142; [3] n = 188 ; [4] n = 160; [5] n = 226; [6] n = 225; location surveyed on a scale of 1 to 4, combined values for 1+2 and 3+4; deviations from 100 % total are due to rounding

Foot care enthusiasts rely on quality and natural ingredients. On the other hand: Persons who do not consider foot care important are less likely to value professional advice

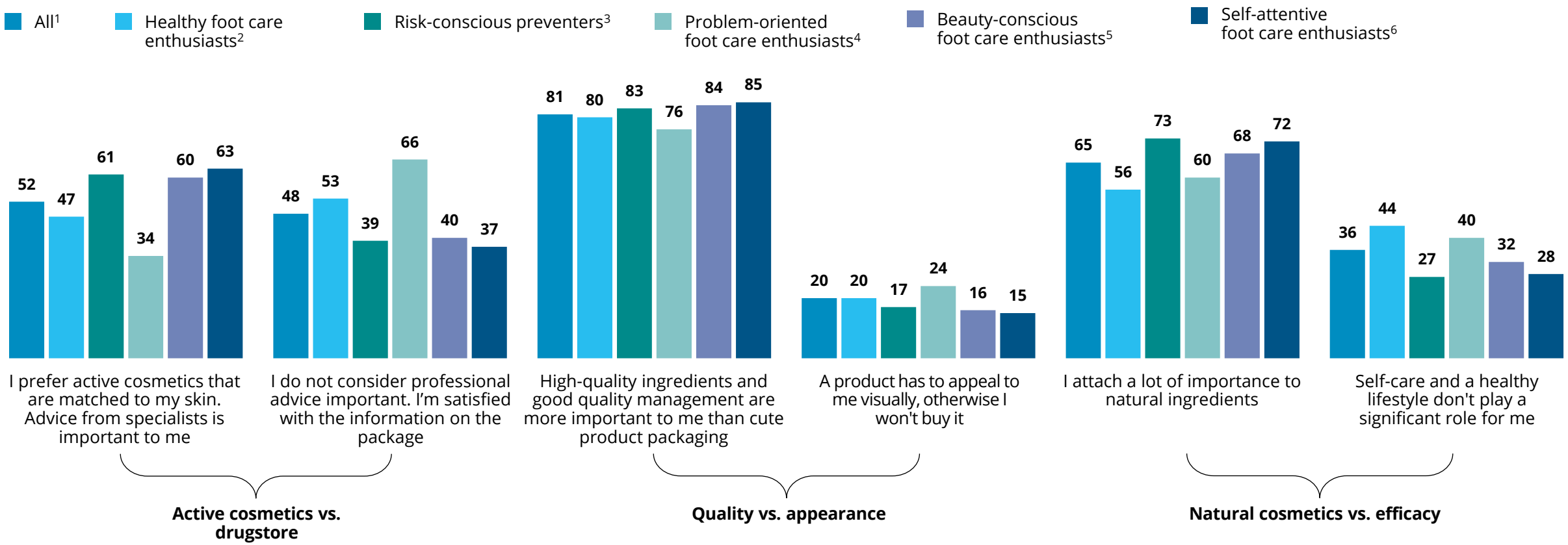
Which statement best applies to you and your current life situation? Survey respondents according to importance of foot care (in %)



[1] n = 1,000; [2] n = 758; [3] n = 68; location surveyed on a scale of 1 to 4, combined values for 1+2 and 3+4; deviations from 100 % total are due to rounding

Quality counts in all care types; natural and active cosmetics are particularly popular with preventive care users, as well as beauty-conscious and self-attentive care enthusiasts

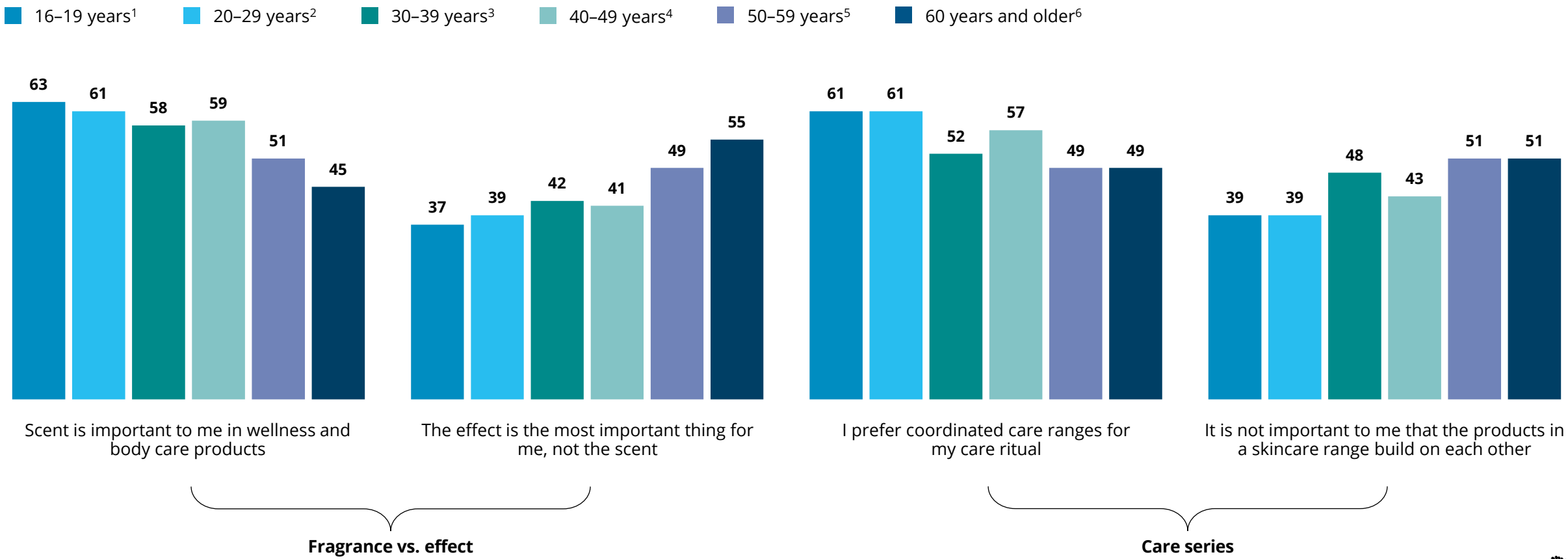
Which statement best applies to you and your current life situation? (statements in %)



[1] n = 1,000; [2] n = 133; [3] n = 90 ; [4] n = 137; [5] n = 268; [6] n = 279; location surveyed on a scale of 1 to 4, combined values for 1+2 and 3+4; deviations from 100 % total are due to rounding

Fragrance and care ranges are more important at a younger age

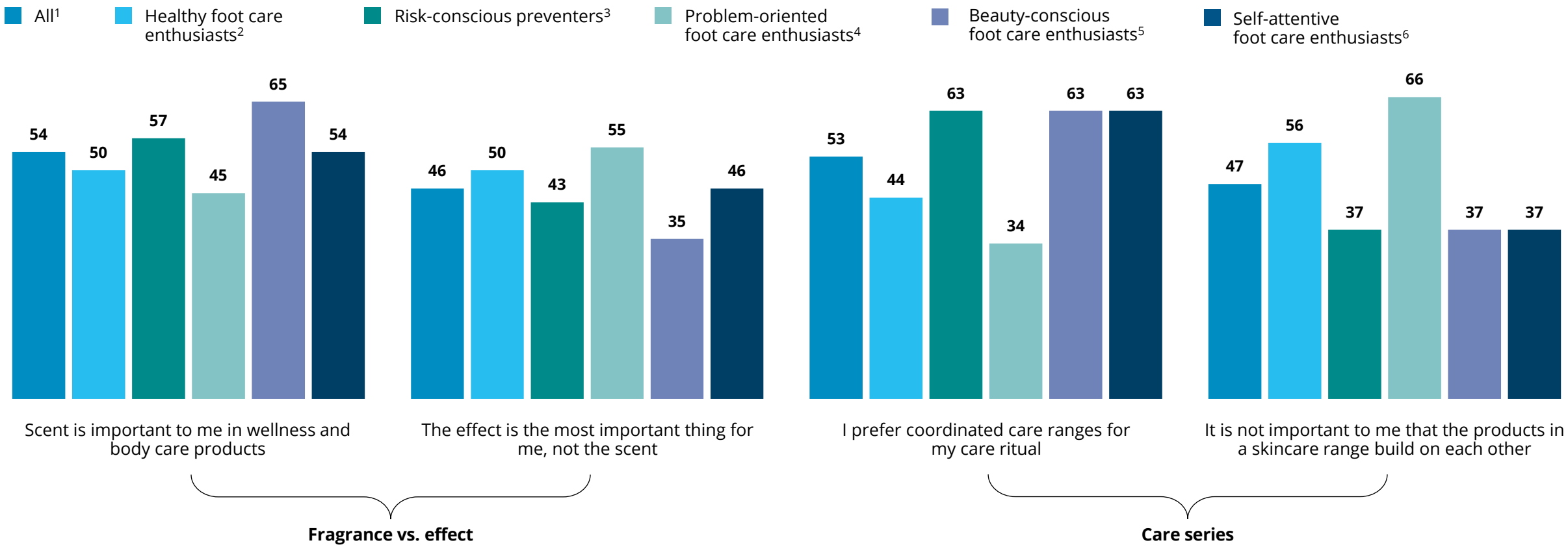
Which statement best applies to you and your current life situation? (statements in %)



[1] n = 59; [2] n = 142; [3] n = 188 ; [4] n = 160; [5] n = 226; [6] n = 225; location surveyed on a scale of 1 to 4, combined values for 1+2 and 3+4; deviations from 100 % total are due to rounding

Most people like the scent and - for those with problems - the effect of preventive care, while beauty-conscious and self-attentive care enthusiasts also enjoy foot care rituals

Which statement best applies to you and your current life situation? (statements in %)

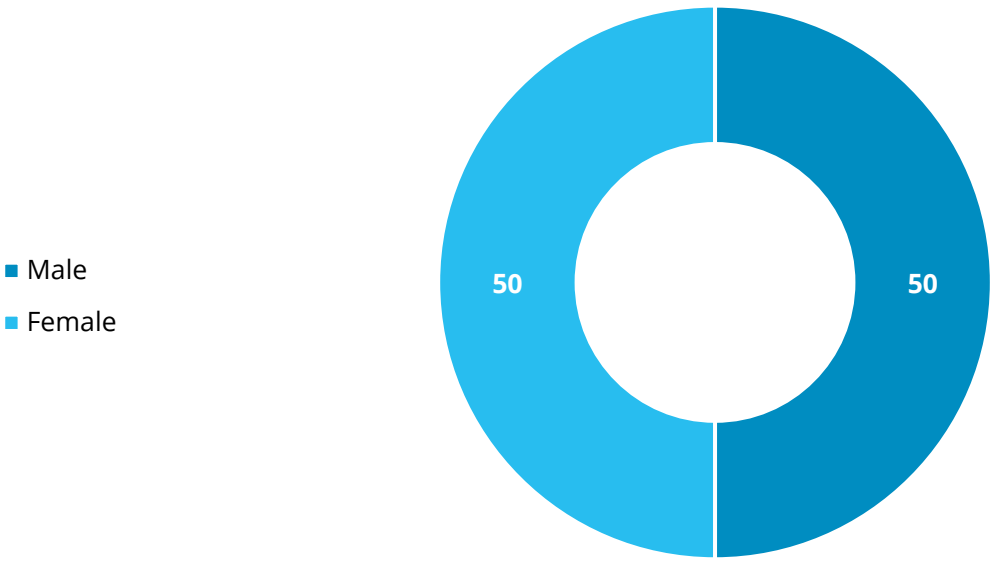


[1] n = 1,000; [2] n = 133; [3] n = 90 ; [4] n = 137; [5] n = 268; [6] n = 279; location surveyed on a scale of 1 to 4, combined values for 1+2 and 3+4; deviations from 100 % total are due to rounding

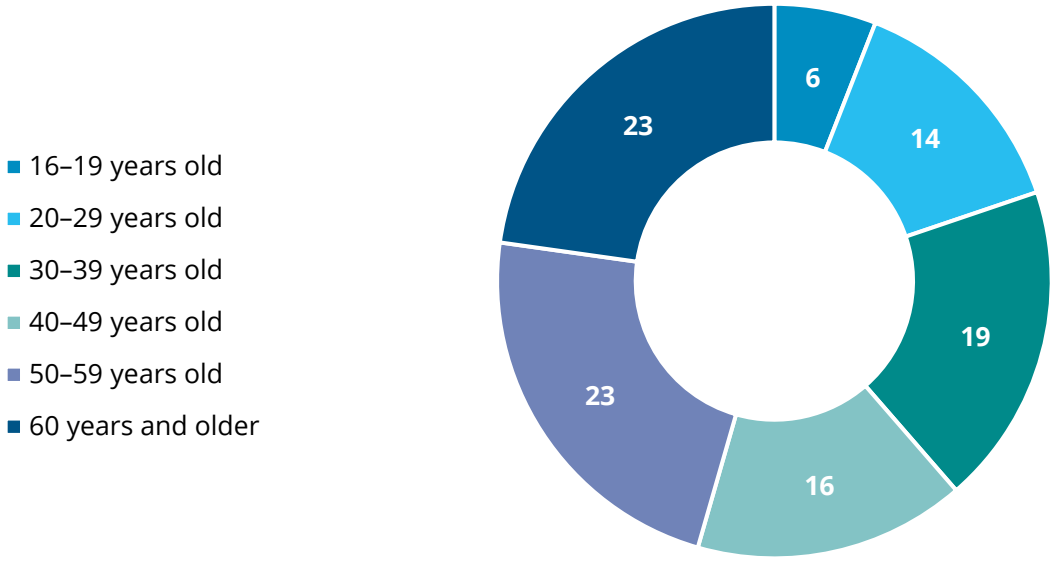
Methodology: Survey via online access panel

n = 1,000 persons aged 16 years and over in Germany, online-representative for gender, age, Nielsen areas, survey period: 19/3 to 26/3/2024

Gender (statements in %)



Age (statements in %)



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