

GEHWOL Foot Care Trends 2022/2023

FOOT CARE, SATISFACTION,

FOOT PROBLEMS & CARE ROUTINES

IN GERMANY



GEHWOL Foot Care Trends 2022/2023

FOOT CARE IS SHIFTING FROM A TABOO TO A LIFESTYLE

In Germany, foot care isn't just on the older generation's agenda anymore. Instead, GEHWOL Foot Care Trends reveals: Foot care is becoming a lifestyle. Foot problems, of course, still motivate people to take care of their feet. But there are also many other types of care. For example, health-conscious care enthusiasts rarely have problems with their feet. Clearly, preventive care is their main focus. Just like exercise or a balanced diet, it's part of a healthy lifestyle. Risk-conscious preventers, by contrast, often struggle with skin problems. Which is why continuous prevention is a high priority for them. Meanwhile, self-care enthusiasts want to do what is best for themselves and associate foot care with a positive body feeling.

And then there are those who focus on beauty. For them, foot care is mainly about keeping their feet and legs presentable. More than half of Germans use foot care rituals for personal relaxation. Well-groomed feet also play a role in existing or prospective relationships – for both men and women. Along with lifestyle, solving problems and preventive care, foot care is one thing above all: sexy.

METHODOLOGY

Survey through an online access panel, representative for gender, age and Nielsen regions

SURVEYED PERSONS

1,000 individuals aged 16 and over

SURVEY PERIOD

04/05/2022 to 04/12/2022

GENDER

<u>Female</u>	<u>49%</u>
<u>Male</u>	<u>50%</u>
<u>Diverse</u>	<u>0%</u>

AGE

<u>16 to 19 years</u>	<u>6%</u>
<u>20 to 29 years</u>	<u>14%</u>
<u>30 to 39 years</u>	<u>19%</u>
<u>40 to 49 years</u>	<u>16%</u>
<u>50 to 59 years</u>	<u>23%</u>
<u>60 years and up</u>	<u>23%</u>

MARITAL STATUS

<u>Single</u>	<u>32%</u>
<u>In a relationship (cohabiting)</u>	<u>61%</u>
<u>In a relationship (not cohabiting)</u>	<u>7%</u>
<u>Not specified</u>	<u>1%</u>

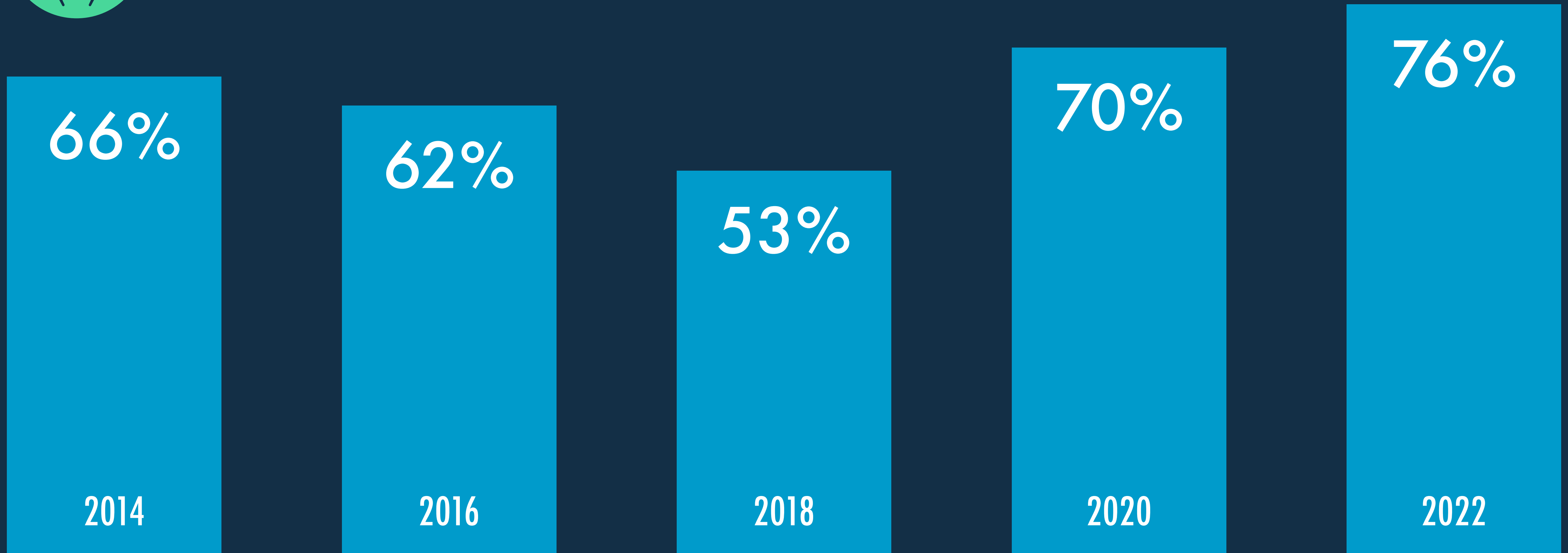
HOUSEHOLD SIZE

<u>1 person</u>	<u>22%</u>
<u>2 persons</u>	<u>38%</u>
<u>3 persons</u>	<u>20%</u>
<u>4 or more persons</u>	<u>20%</u>

FOOT CARE HAS BECOME MORE IMPORTANT IN RECENT YEARS



Respondents that regard regular foot care as (very) important

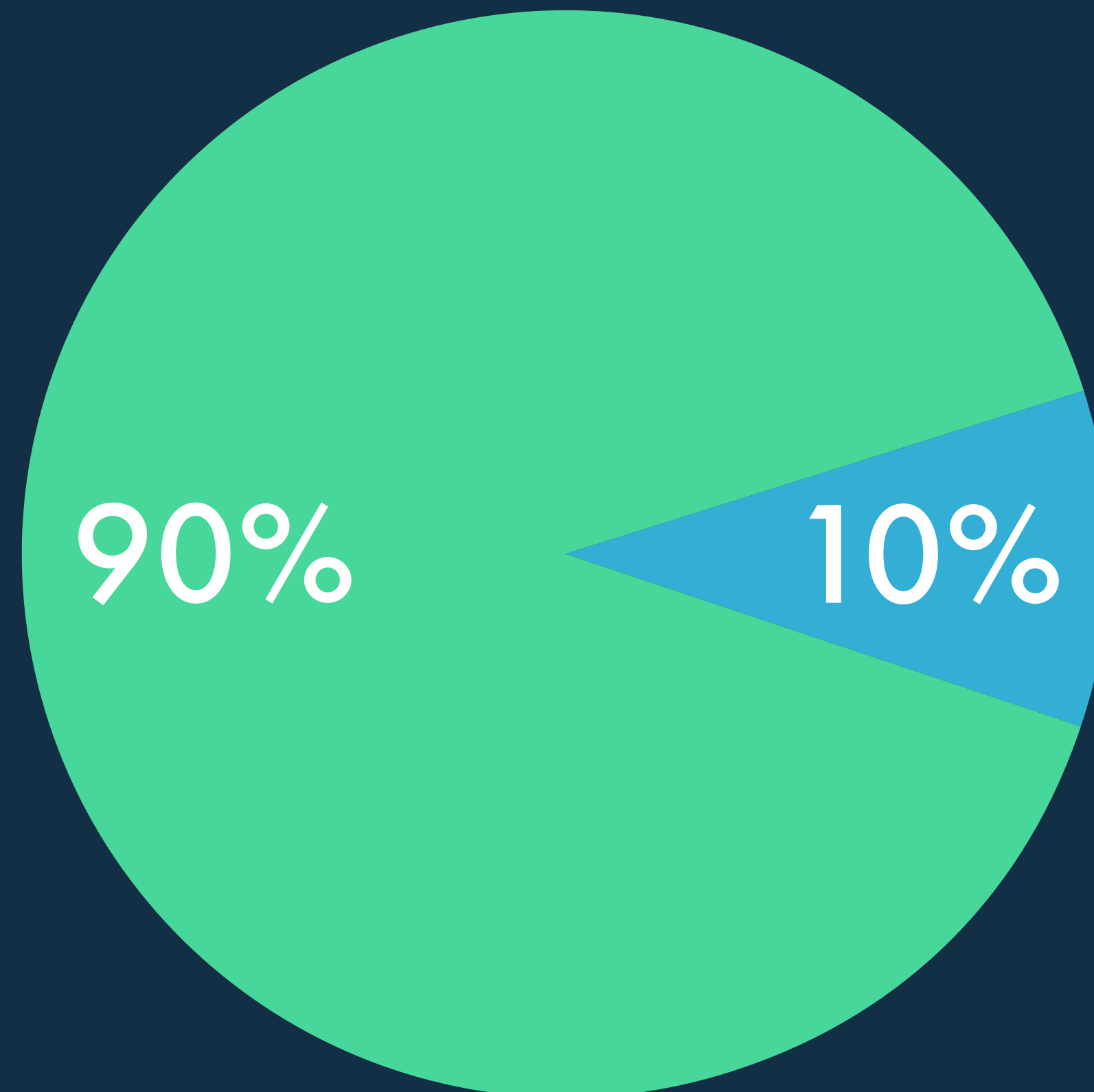


9 OUT OF 10 GERMANS BELIEVE THAT THE HEALTH OF THEIR FEET IS IMPORTANT

Respondents that regard the health of their feet as important/not important



The health of my feet
is **important** to me.



The health of my feet is
not important to me.

FOOT CARE AND THE HEALTH OF YOUR FEET ARE IMPORTANT

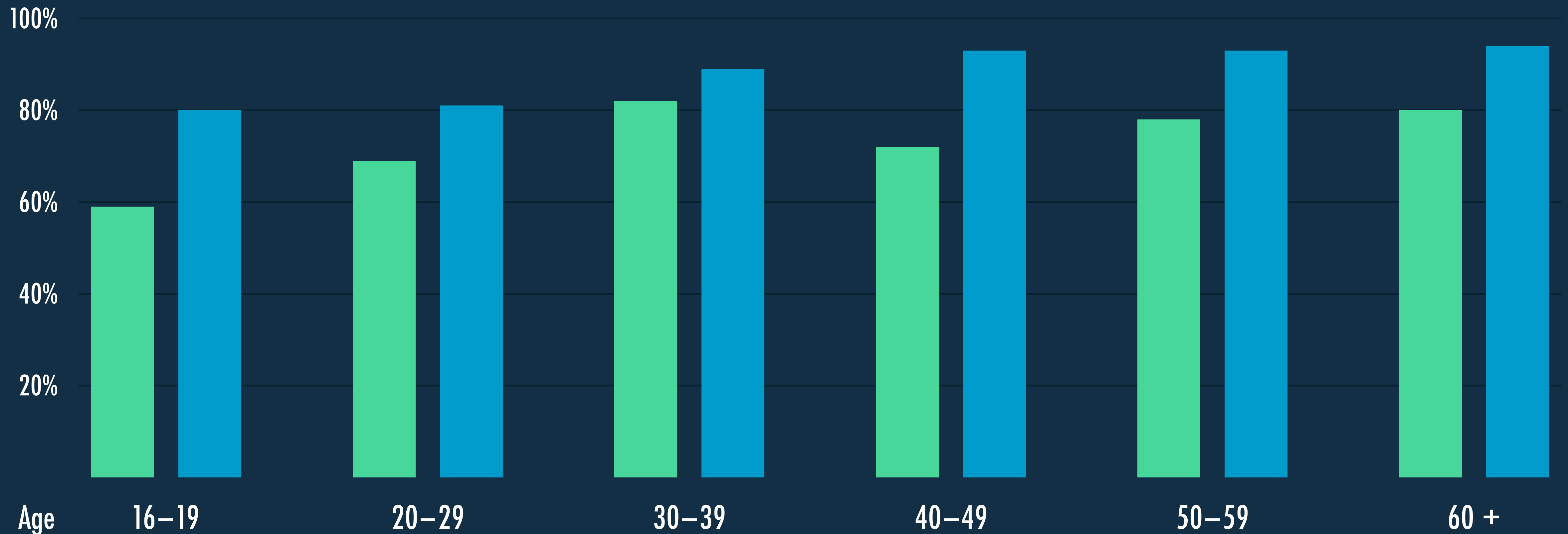
AT ANY AGE



Respondents that find ...

... regular foot care (very) important

... the health of their feet important

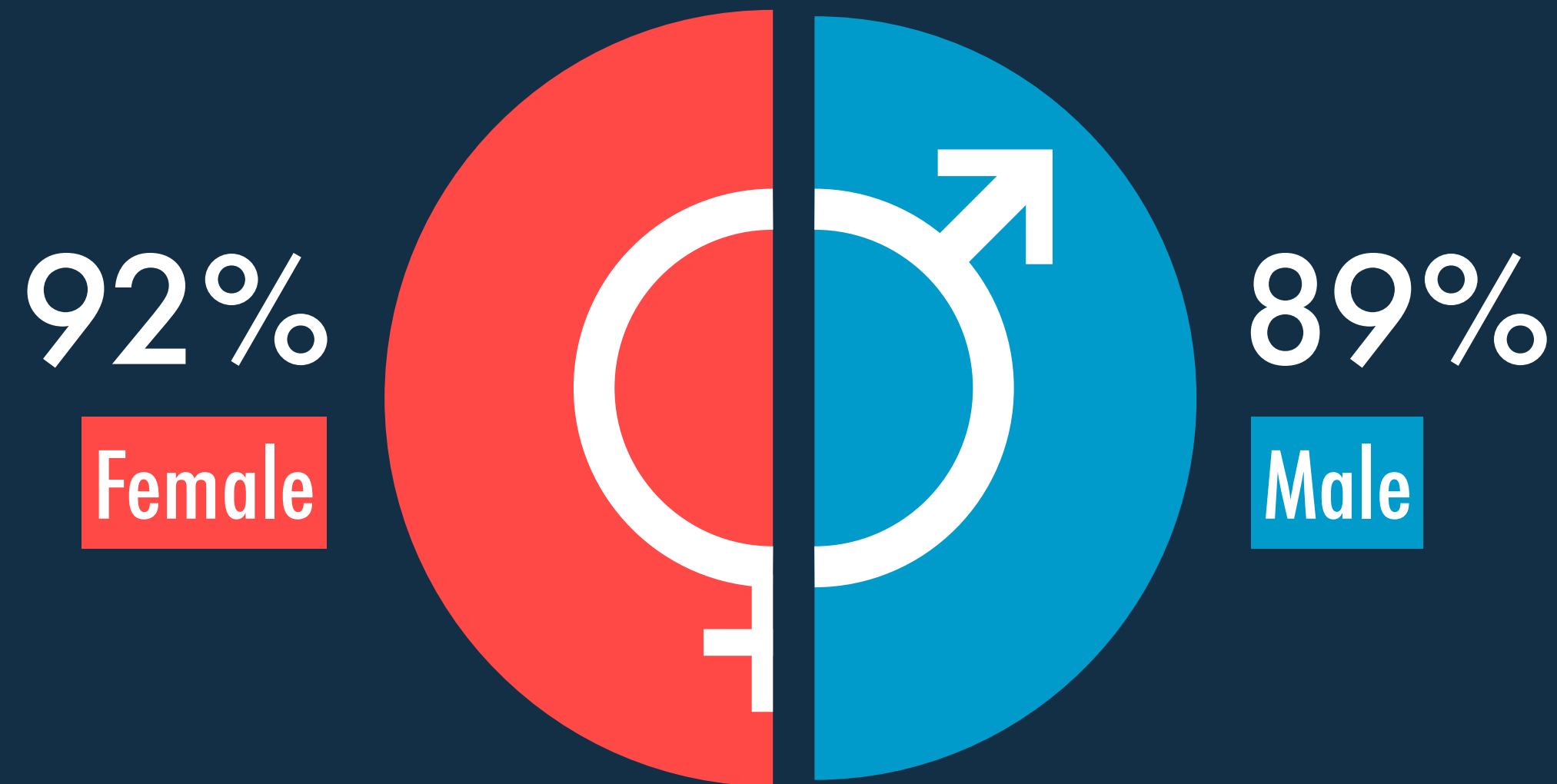


16-19 years old n = 64; 20-29 years old n = 140; 30-39 years old n = 186; 40-49 years old n = 157; 50-59 years old n = 227; 60+ years old n = 226.

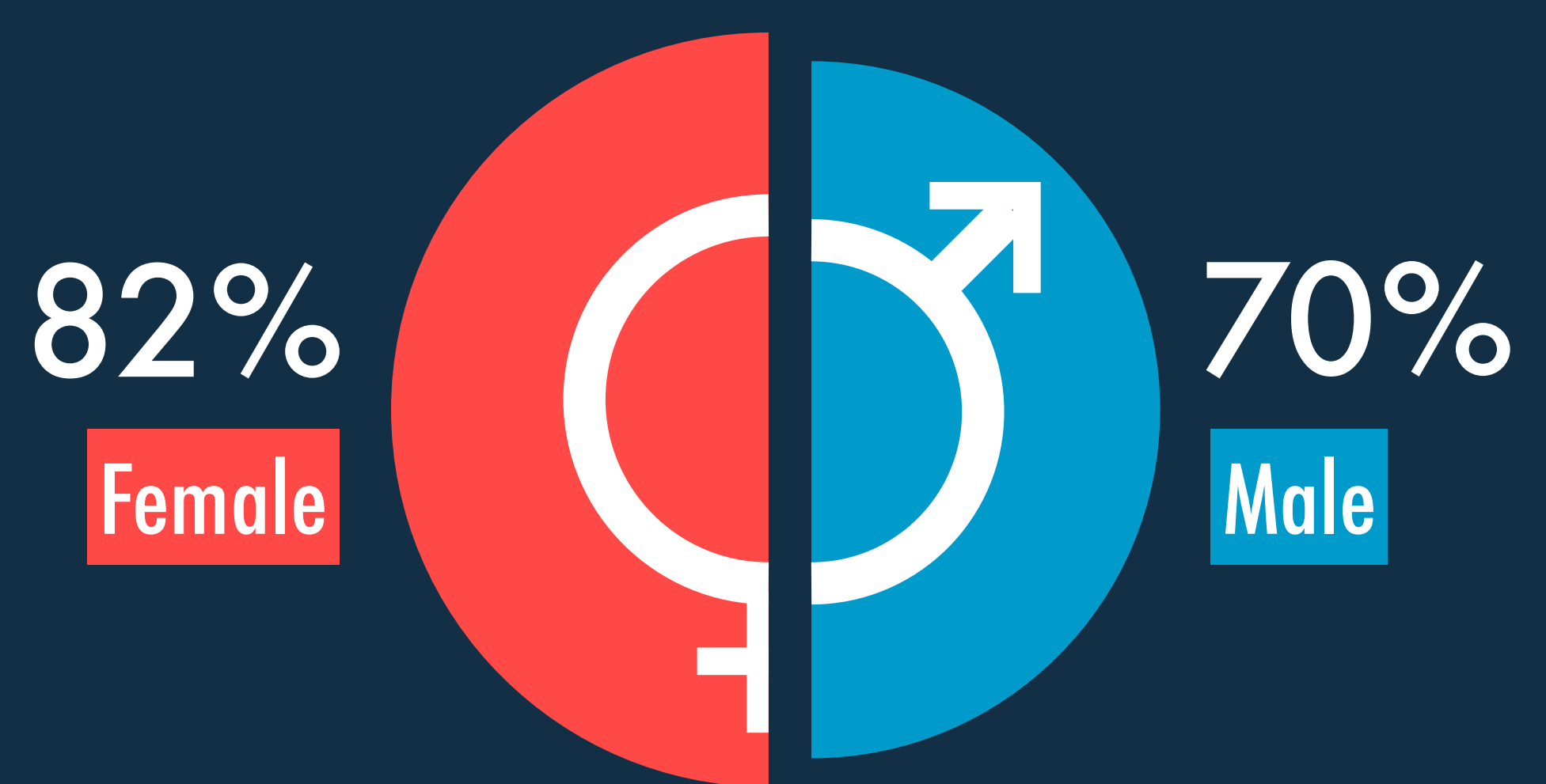
MEN PRIORITIZE FOOT HEALTH AT THE SAME LEVEL

AS WOMEN, BUT REGARD FOOT CARE AS LESS IMPORTANT

Respondents that regard the health of their feet as important



Respondents that regard regular foot care as (very) important



WELL GROOMED FEET ARE ATTRACTIVE

Respondents who consider well-groomed feet important in their partner and would find it difficult to be attracted to them if their feet were not well-groomed

Fully agree

Agree

Single



34%

37%

In a relationship



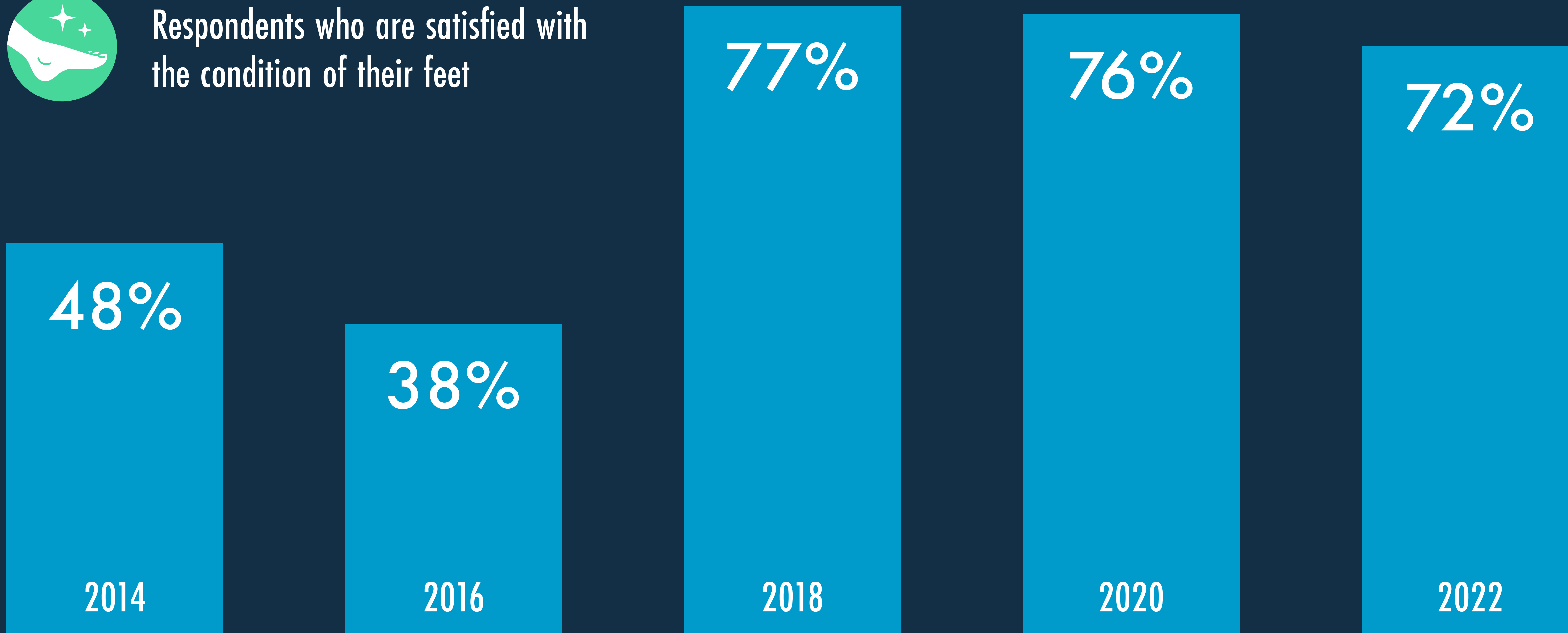
32%

42%

SATISFACTION WITH ONE'S OWN FEET REMAINS HIGH

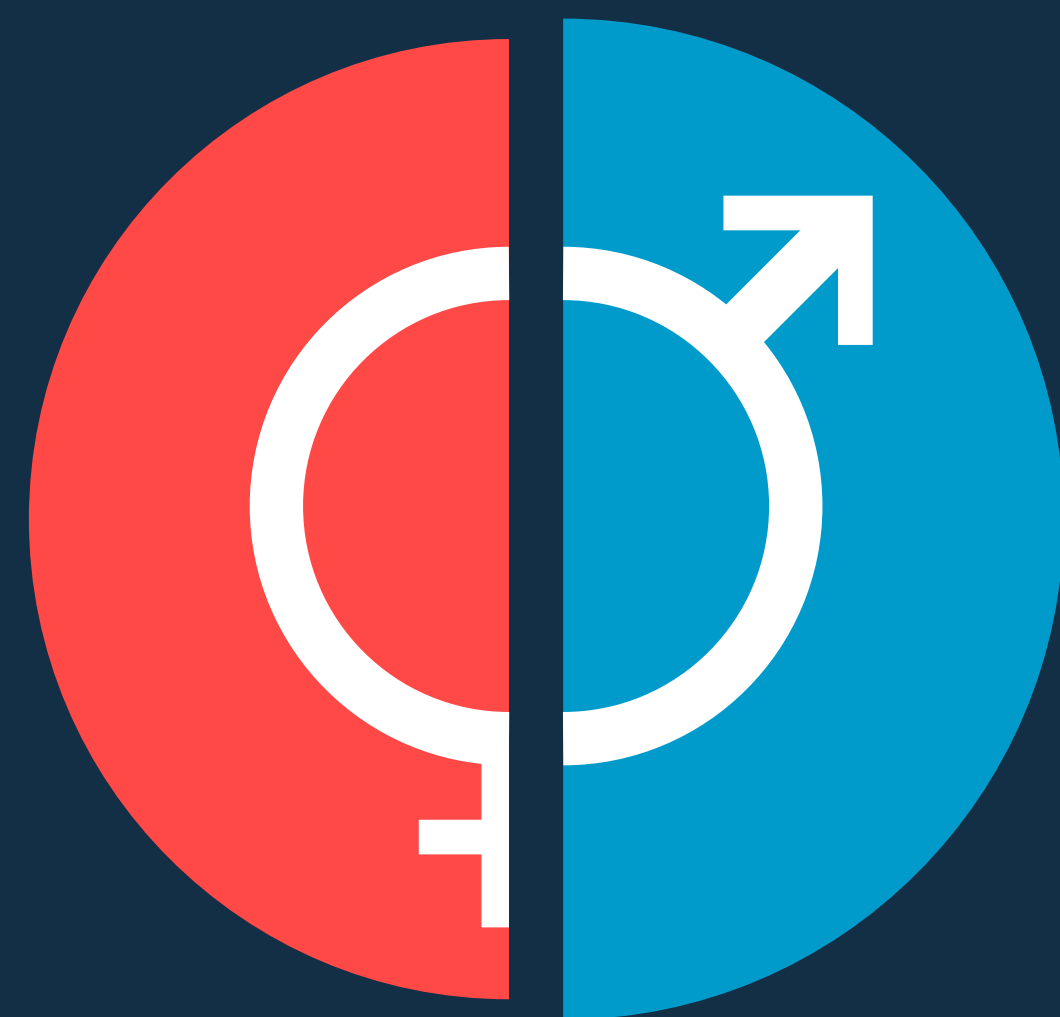


Respondents who are satisfied with the condition of their feet



SATISFACTION WITH ONE'S FEET INCREASES SLIGHTLY WITH AGE

Respondents who are satisfied with the condition of their feet

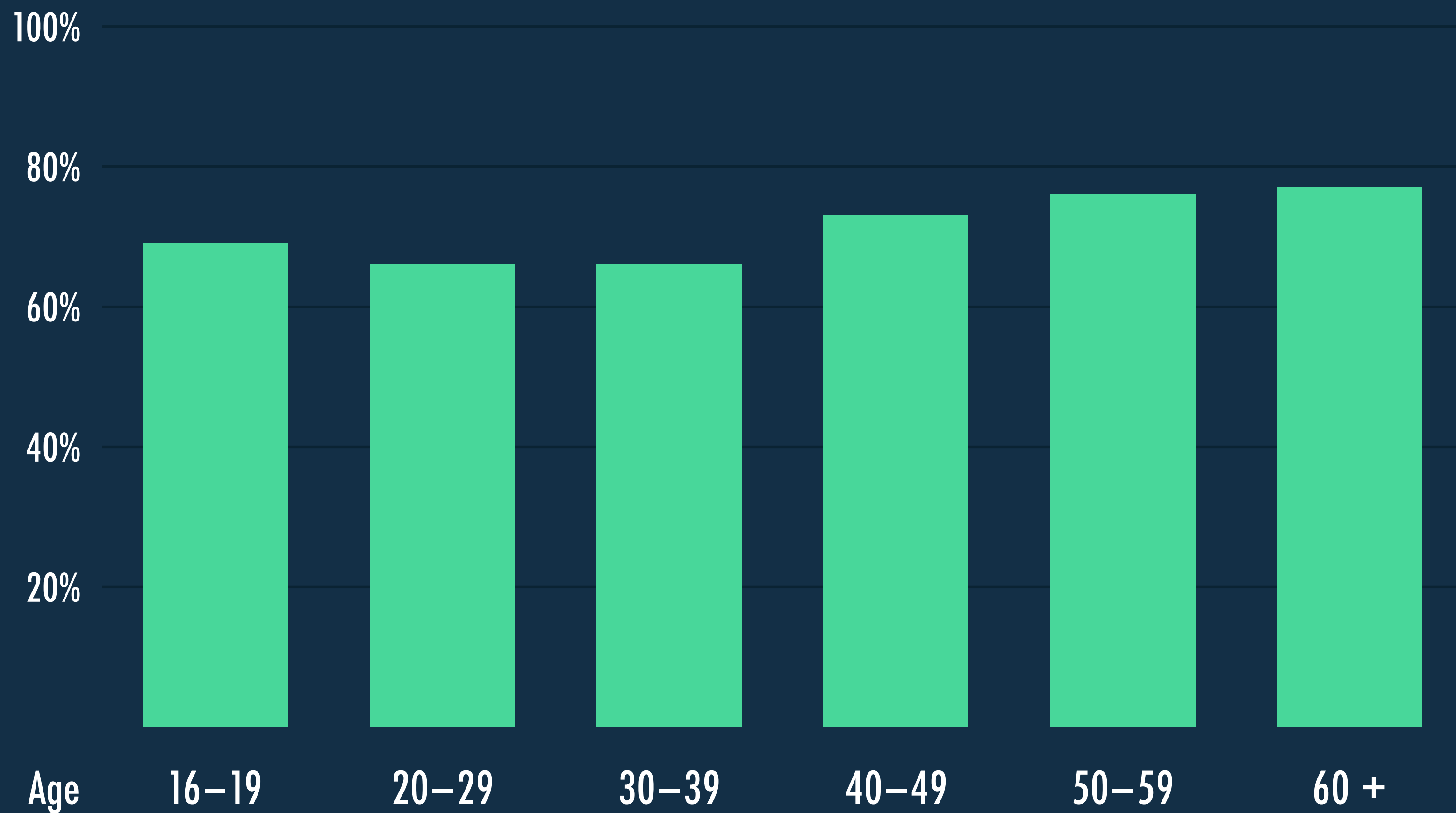


69%

Female

75%

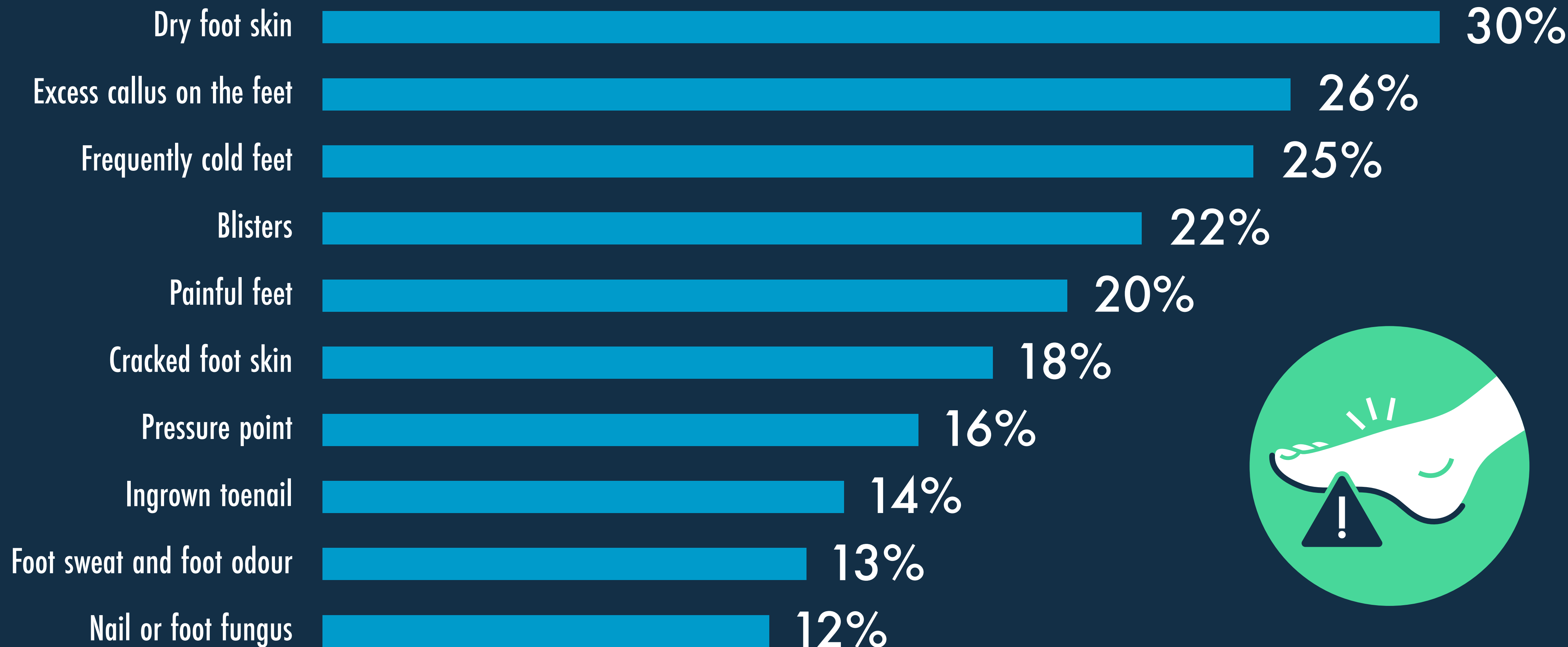
Male



DRY SKIN AND CALLUS ARE THE

MOST COMMON FOOT PROBLEMS

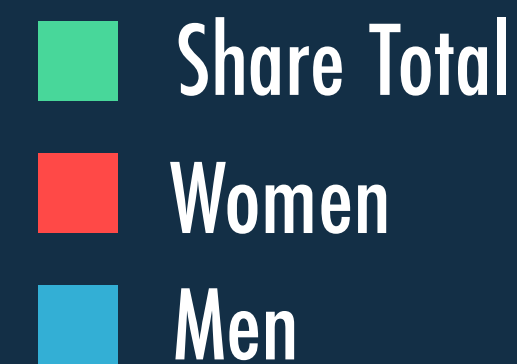
Respondents who were personally affected by these foot problems in the past 12 months



FOOT CARE TYPES — HEALTHY FOOT CARE ENTHUSIASTS

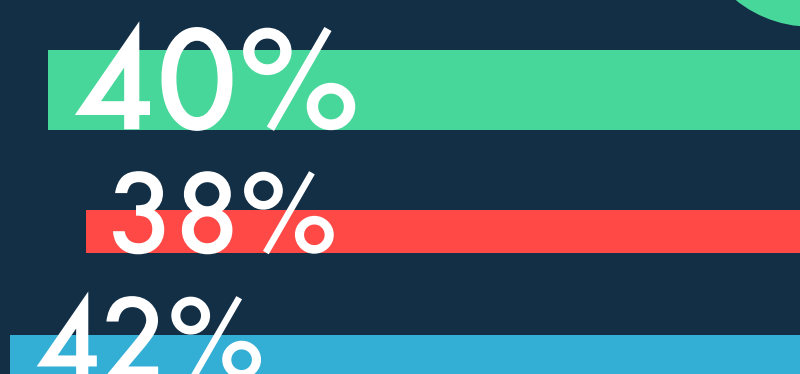
ARE MOST COMMONLY REPRESENTED

Care motivation or care goals of the respondents



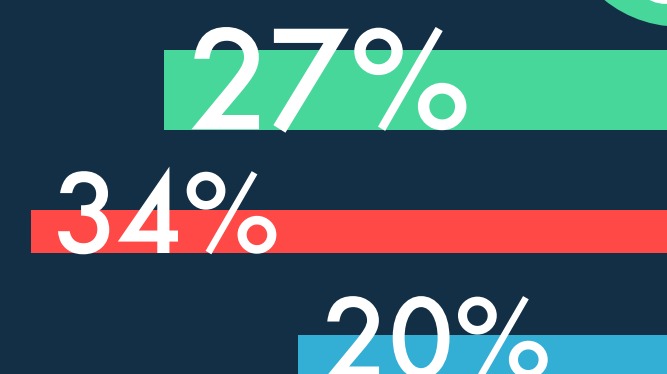
Health-conscious foot care enthusiasts

Rarely have problems with feet and skin, care is focused on prevention



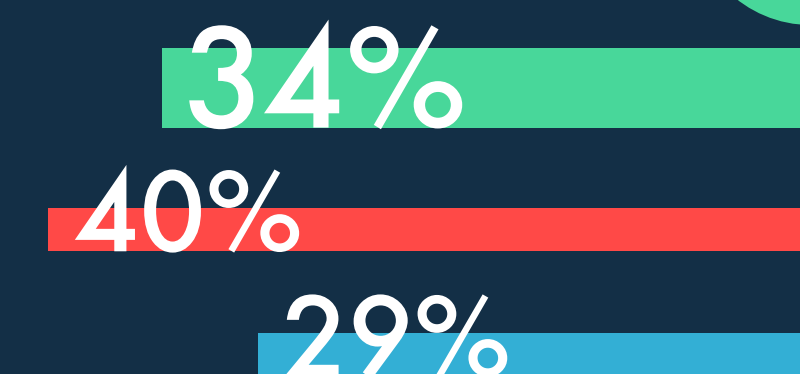
Beauty-conscious care enthusiasts

Take care of their feet because a beautiful and well-groomed appearance also includes the feet



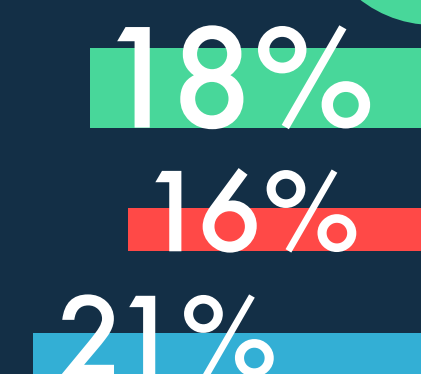
Risk-conscious preventers

Tend to have skin problems — also on the feet — and therefore consistently care for their feet as a preventive measure



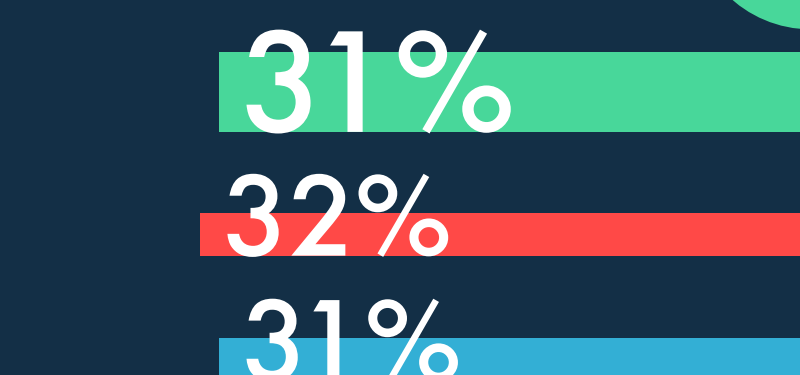
Problem-oriented care enthusiasts

Care for their skin and feet only when they have acute problems



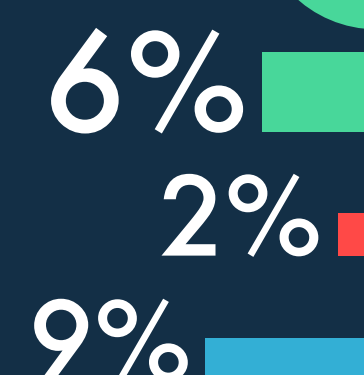
Self-care enthusiasts

Take care of their feet because they want to do something good for themselves and associate this with a positive body feeling



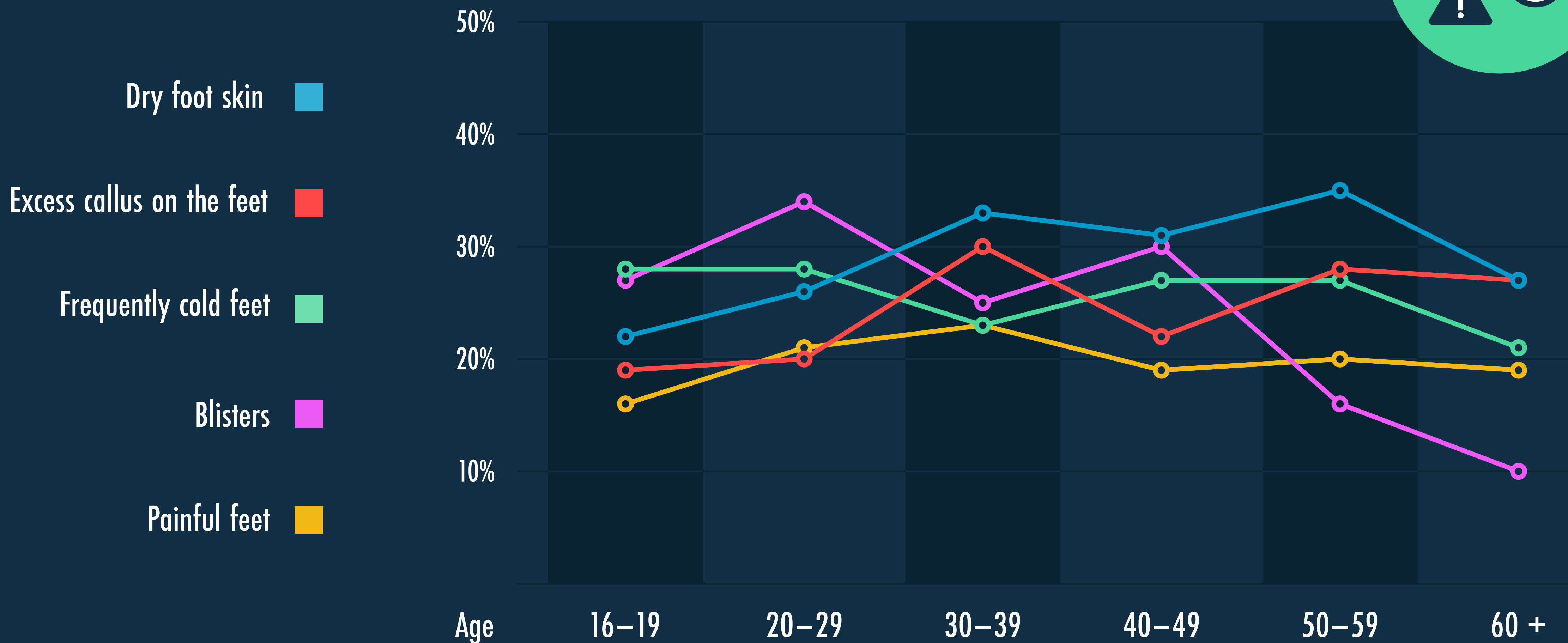
"Care nihilists"

Find foot care too cumbersome; only maintain their feet to please their partner, if at all



FOOT PROBLEMS VARY WITH AGE

Respondents who were personally affected by these foot problems in the past 12 months, top 5



16-19 years old n = 64; 20-29 years old n = 140; 30-39 years old n = 186; 40-49 years old n = 157; 50-59 years old n = 227; 60+ years old n = 226

THOSE WHO CONSIDER FOOT CARE IMPORTANT

ALSO CARE ABOUT CARE RITUALS

Respondents who consider care rituals (very) important for their personal hygiene*

All respondents



55%

Respondents to whom foot care is (very) important



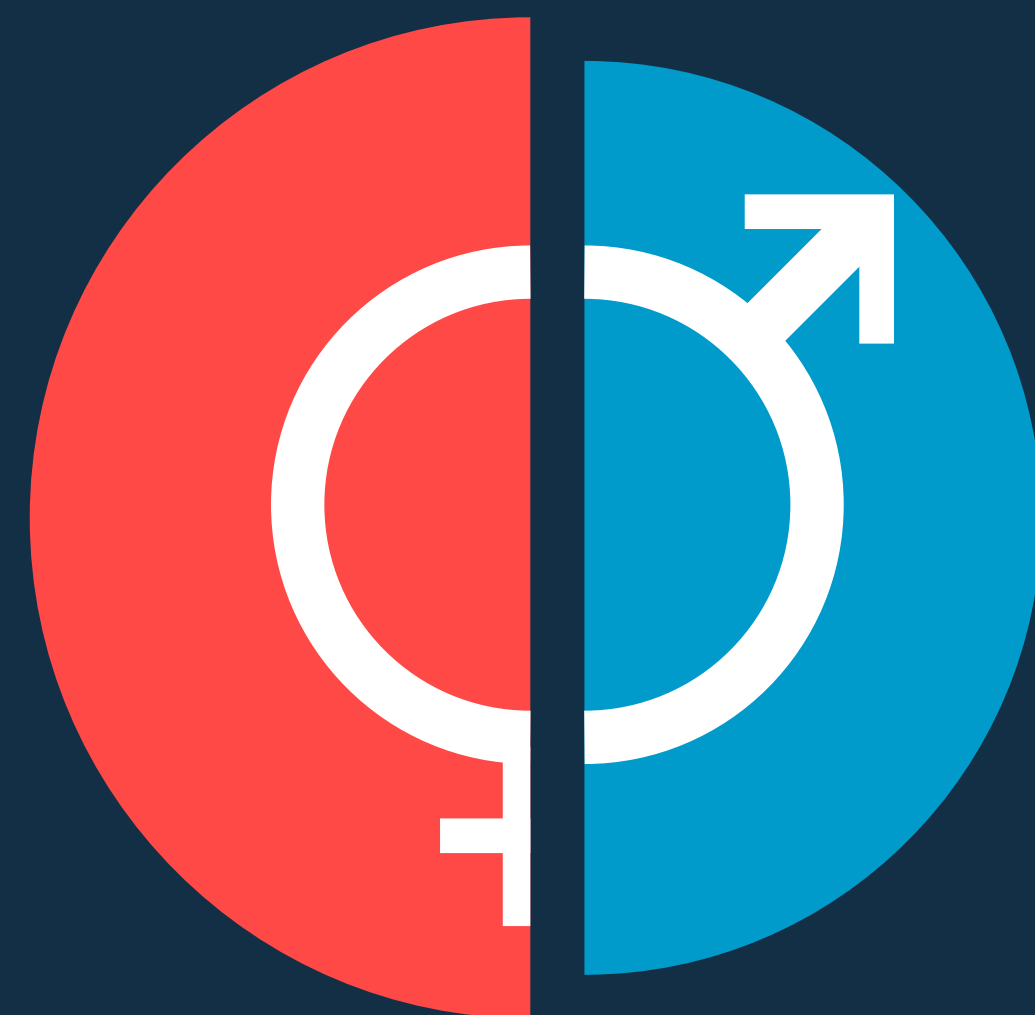
66%

* for example: fixed times, routines, use of accessories; total n = 1,000; respondents to whom foot care is (very) important n = 756

WOMEN AND PERSONS IN THEIR THIRTIES PLACE THE

GREATEST VALUE ON CARE RITUALS

Respondents who consider care rituals (very) important for their personal hygiene*

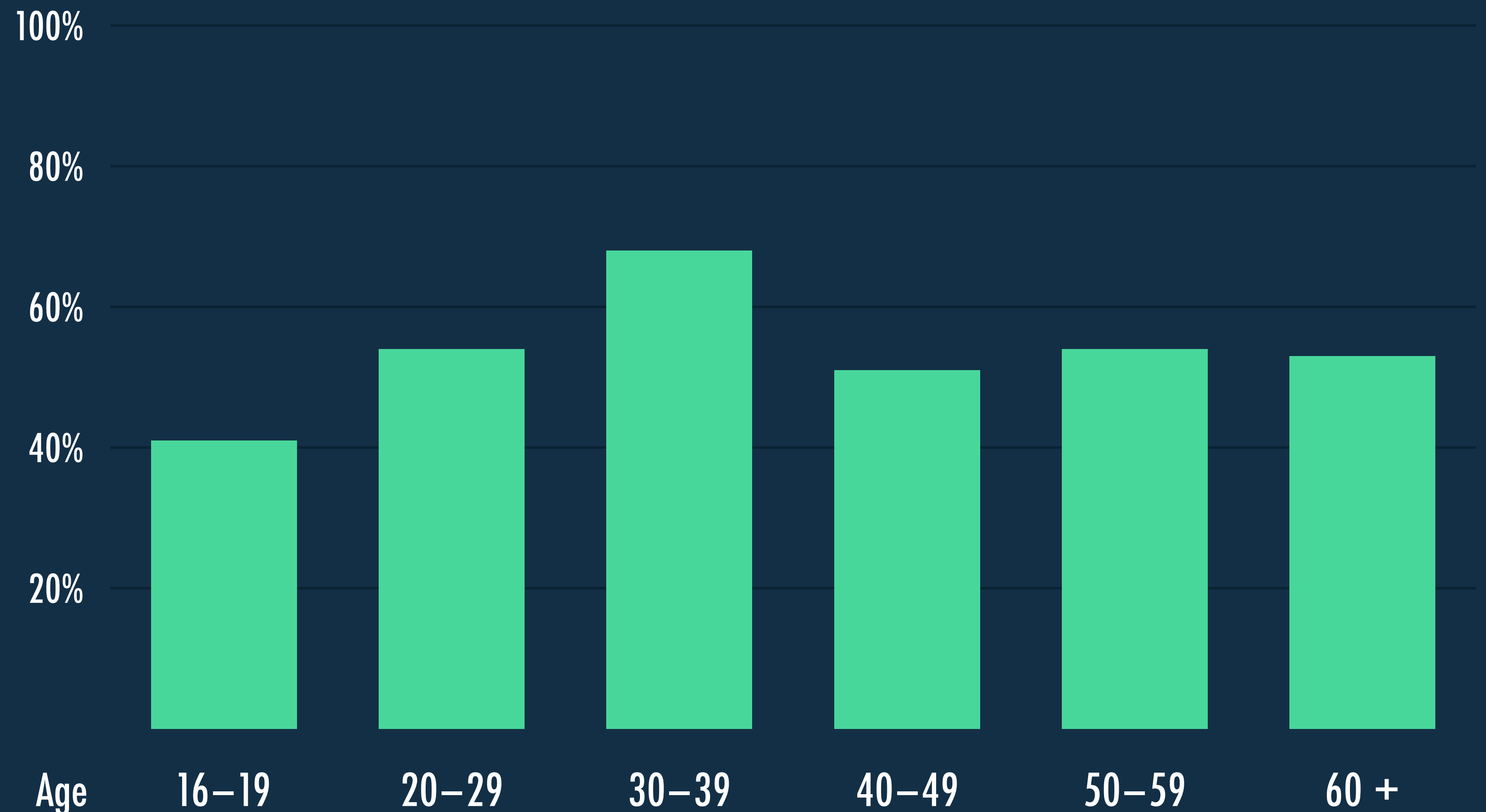


60%

Female

50%

Male



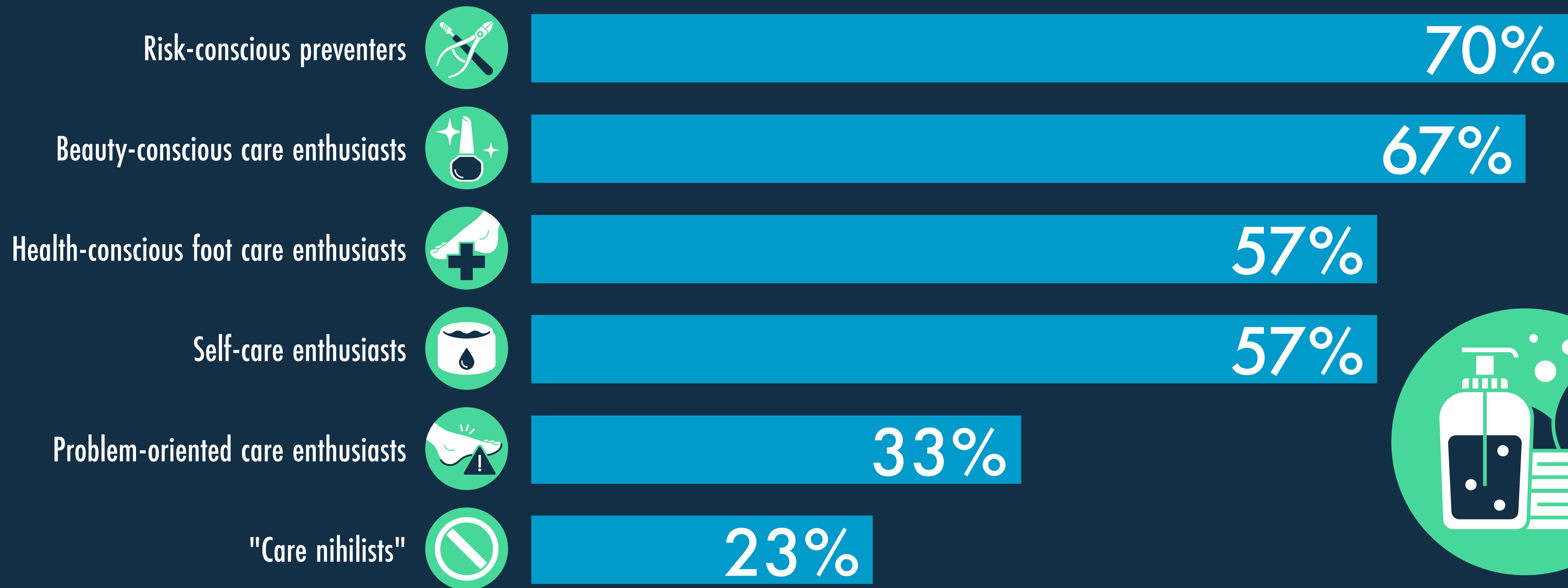
* for example, fixed times, procedures, use of accessories

Female n = 494; Male n = 503; 16-19 years old n = 64; 20-29 years old n = 140; 30-39 years old n = 186; 40-49 years old n = 157; 50-59 years old n = 227; 60+ years old n = 226.

RISK-CONSCIOUS PREVENTERS AND BEAUTY-CONSCIOUS

CARE ENTHUSIASTS PLACE THE GREATEST VALUE ON CARE RITUALS

Respondents who consider care rituals (very) important for their personal hygiene*

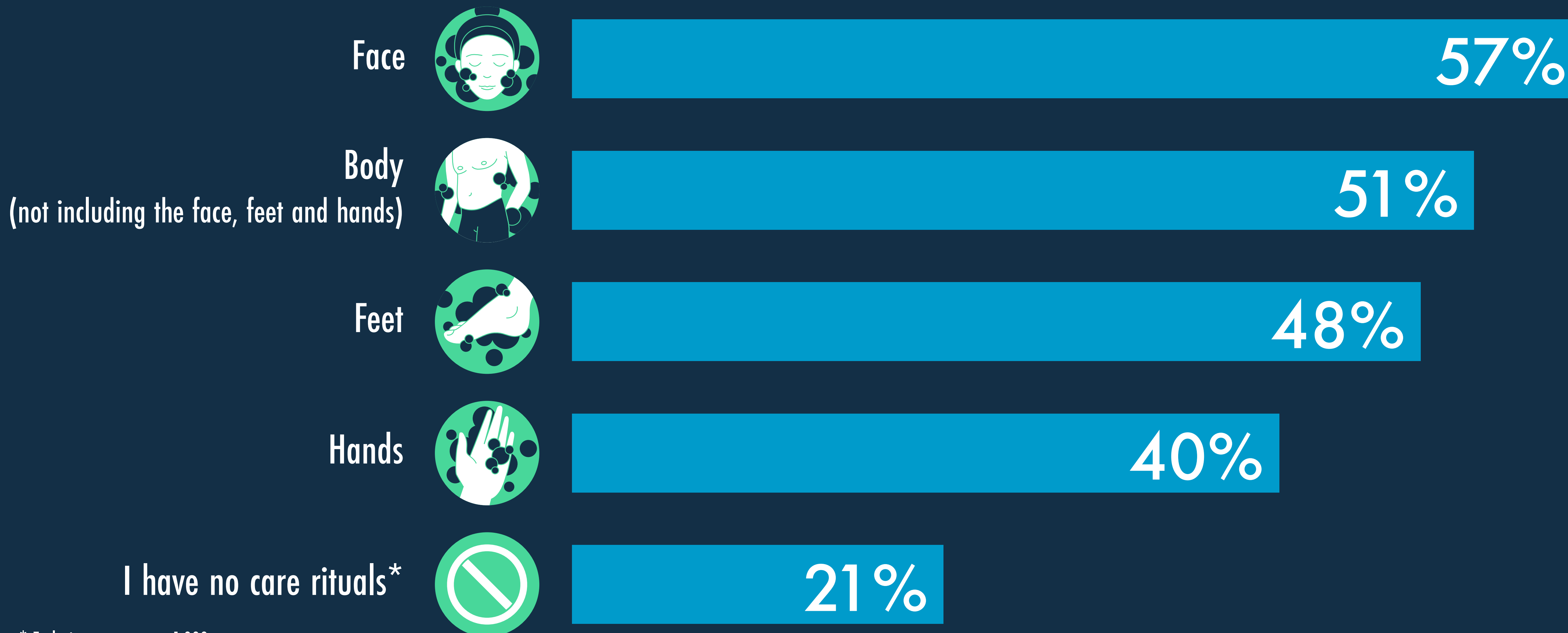


* for example: fixed times, routines, use of accessories; Risk-conscious preventers n = 344; Beauty-conscious care enthusiasts n = 272; Health-conscious care enthusiasts n = 402; Self-care enthusiasts n = 313; Problem-oriented care enthusiasts n = 182

NEARLY HALF OF ALL RESPONDENTS HAVE

CARE RITUALS FOR THE FEET

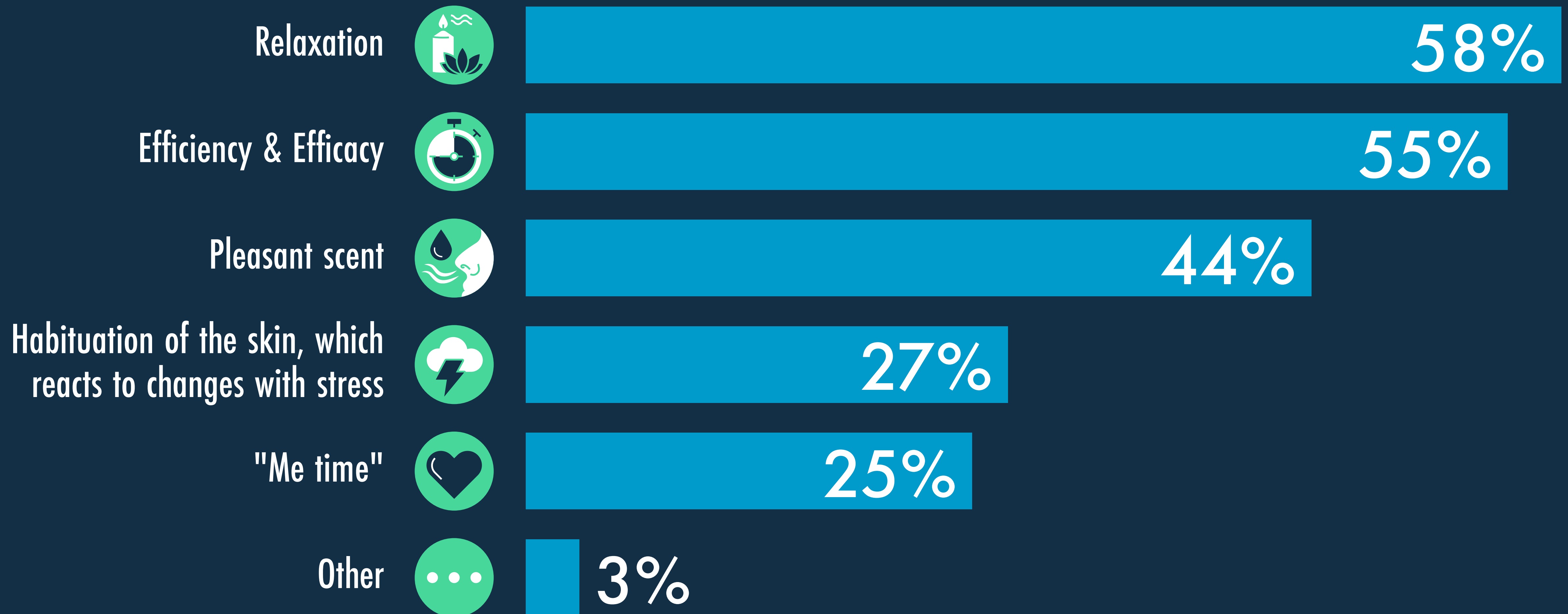
Body areas for which respondents have care rituals



* Exclusive answer; n = 1,000

CARE RITUALS PRIMARILY FOCUS ON RELAXATION AND EFFICACY

Aspects of care rituals that are important to respondents



n = 793 Respondents who have care rituals

PRODUCTS FROM A SINGLE BRAND THAT CAN BE COMBINED ARE POPULAR

Respondents who agree with the statements regarding product variety in a care product brand/manufacturer



35%

"I trust a brand/manufacturer more if they specialize in the care of a specific body region"

54%

"Products from one brand/manufacturer should be combinable, such as a foot bath, foot scrub and foot cream"



70% OF FOOT CARE ENTHUSIASTS USE PRODUCTS

WITH ESSENTIAL OILS AT LEAST ONCE IN A WHILE



Frequency of use of care products that contain essential oils by respondents

Mainly

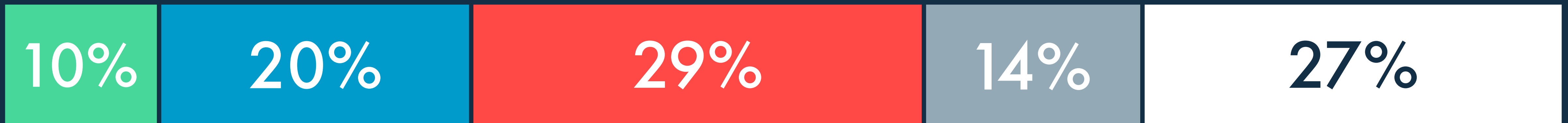
Often

Occasionally

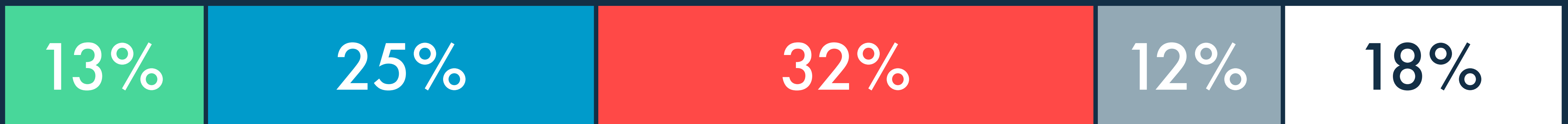
Rarely

Never

Total



Respondents to whom foot care is (very) important



Total n = 1,000; respondents to whom foot care is (very) important n = 756

USERS OF ESSENTIAL OILS ESPECIALLY VALUE CARE EFFECTS

Which of these statements regarding essential oils do you most agree with?

With essential oils, I especially appreciate the care effect



38%

I pay attention to products with essential oils because they have activating/invigorating effects



30%

I pay attention to products with essential oils because they have an antimicrobial effect, and can protect against foot odour and foot fungus



26%

I use products with essential oils because of the scent



23%

None of the above*



7%



* Exclusive response; respondents using essential oil skincare products n = 733