

Global Footcare Products Market Size study & Forecast, by Product (Foot Creams & Lotions, Foot Masks & Peels, Foot Scrubs & Exfoliants, Foot Repair Ointments, Others), by Distribution Channel (Supermarkets & Hypermarkets, Pharmacies and Drugstores, Others), by Application (Medical Treatment, Athletic/Sports Footcare, Personal Use) and Regional Analysis, 2023-2030

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Abstracts

Global Footcare Products Market is valued at approximately USD 12.67 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 4.6% during the forecast period 2023-2030. Footcare products encompass a range of items designed to promote the health and well-being of the feet. From soothing creams to specialized orthotic inserts, these products cater to various needs, including comfort, hygiene, and treatment of common foot ailments. Whether it's addressing dryness, and calluses, or providing support for arches, footcare products offer solutions for both preventive care and therapeutic purposes. With advancements in technology and formulations, modern footcare products aim not only to alleviate discomfort, also to enhance overall foot health, allowing individuals to maintain an active and comfortable lifestyle.

The demand for specialized footcare products remains a key driver in sustaining and expanding the market, particularly among individuals with medical conditions affecting their lower limbs, such as diabetes, ulcers, and arthritis. Additionally, the increasing income levels of consumers play a significant role in driving market growth, enabling them to prioritize grooming and personal appearance.

The increasing income level of consumers globally due to the economization of developing countries is also a major reason for people to focus on a grooming lifestyle. According to The U.S. Bureau of Labor Statistics (BLS), The average annual expenditures for all consumer units in 2022 amounted to USD 72,967, marking a 9.0% increase from the previous year. Concurrently, the Consumer Price Index for All Urban Consumers (CPI-U) saw an 8.0% rise during the same period, while average income before taxes experienced a 7.5% increase. Another important component driving space increase is the rising awareness of consumers on the importance of grooming themselves. Technological progress shapes consumer choices, witnessed in the rise of smart shoe insoles. These insoles, equipped with sensors for gait tracking and real-time feedback, cater to fitness enthusiasts and athletes which is also considered as an opportunity for the growth of the Footcare Products Market. They offer data-driven insights, empowering users to make informed decisions about foot health and performance. However, the dynamic evolution observed within emerging firms in the cosmetic industry renders it challenging for products to sustain prolonged market viability, primarily due to continual advancements and upgrades in substitute offerings.

The key regions considered for the Global Footcare Products Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the health-conscious lifestyle followed by the people of countries such as Canada, USA and more. Canada's demographic landscape is witnessing a burgeoning ageing population. As individuals progress in age, their susceptibility to foot-related issues and discomfort rises, consequently elevating the demand for requisite products. Asia Pacific is expected to grow significantly over the forecast period, The increase in consumer spending power heightened awareness of personal health and hygiene, the proliferation of wellness trends, and the expanding ageing demographic collectively contribute to the growth in this region.

Major market player included in this report are:

Scholl's Wellness Co.

Johnson & Johnson Services Inc.

Natura & Co

The Clorox Company

GlobalBees Brands Pvt. Ltd.

Revlon Inc.

Sanofi Consumer Healthcare

O’Keeffe’s Company

L’Oréal S.A.

Baby Foot

Recent Developments in the Market:

In September 2022, Dr. Scholl unveiled a partnership with former head football coach and analyst Rex Ryan to promote its new Instant Cool Athlete’s Treatment Spray and Wipes. In this capacity, Ryan leverages his expertise to guide proper foot care maintenance to the University of North Carolina football team.

In April 2023, Globalbees, a subsidiary under the umbrella of FirstCry, has entered into an agreement to distribute international brands in the Indian market. In addition to online sales, Globalbees is establishing offline retail outlets under the name Frootal to retail these international products.

In September 2023, L’Oreal is broadening its presence in the Indian market by venturing into the dermo-cosmetic sector. A new division dedicated to the Indian market anticipated to introduce products tailored for dermatologists, patients, and consumers alike.

Global Footcare Products Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive

Landscape, Growth factors, and Trends

Segments Covered - Product, Distribution Channel, Application, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Foot Creams & Lotions

Foot Masks & Peels

Foot Scrubs & Exfoliants

Foot Repair Ointments

Footwear

Others

By Distribution Channel:

Supermarkets & Hypermarkets

Pharmacies and Drugstores

E-commerce/Online

Others

By Application:

Medical Treatment

Athletic/Sports Footcare

Personal Use

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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