

WIN  
CARE

Beiersdorf

# FY 2024 RESULTS

Hamburg, February 27, 2025  
Astrid Hermann, Vincent Warnery



**FULLY DELIVERED IN 2024**  
SUSTAINED SALES AND PROFIT



**Beiersdorf**

**OUTPERFORMANCE CONTINUES**  
SECOND YEAR IN A ROW

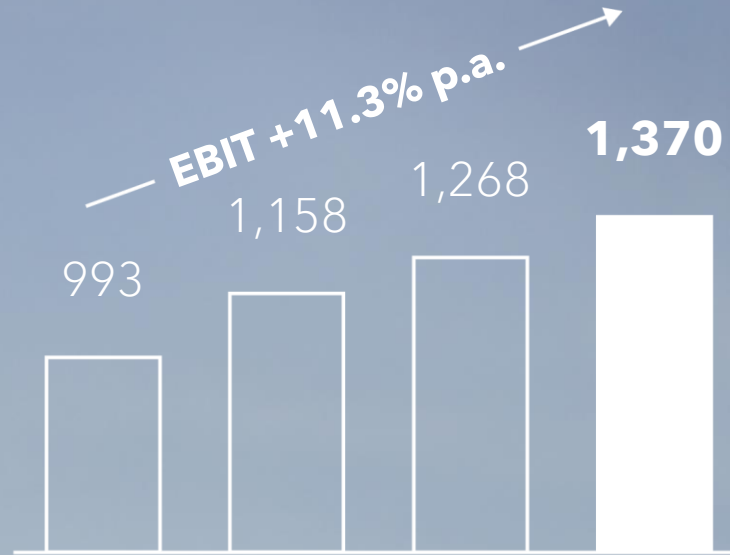
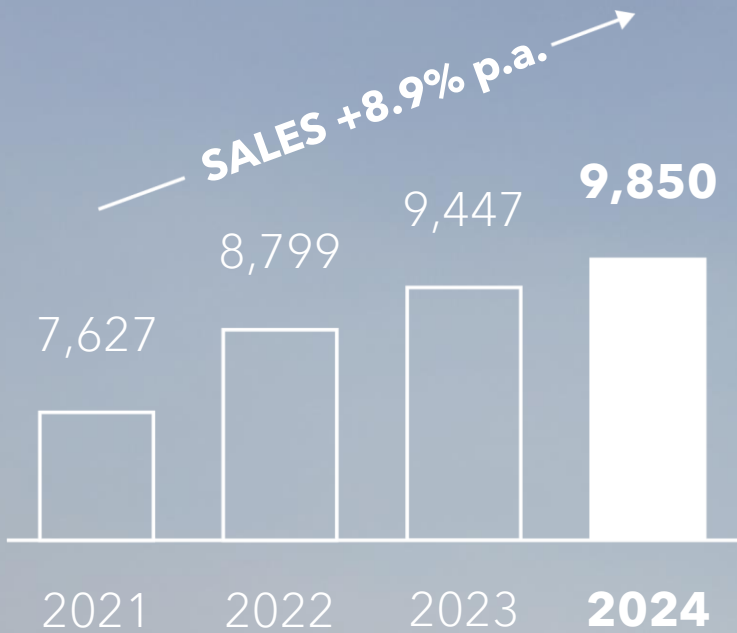


**WIN WITH CARE**  
BOUND FOR CONTINUED  
SUCCESS IN 2025 AND BEYOND



**CARE BEYOND SKIN**  
LEADING IN SUSTAINABILITY  
AND DE&I

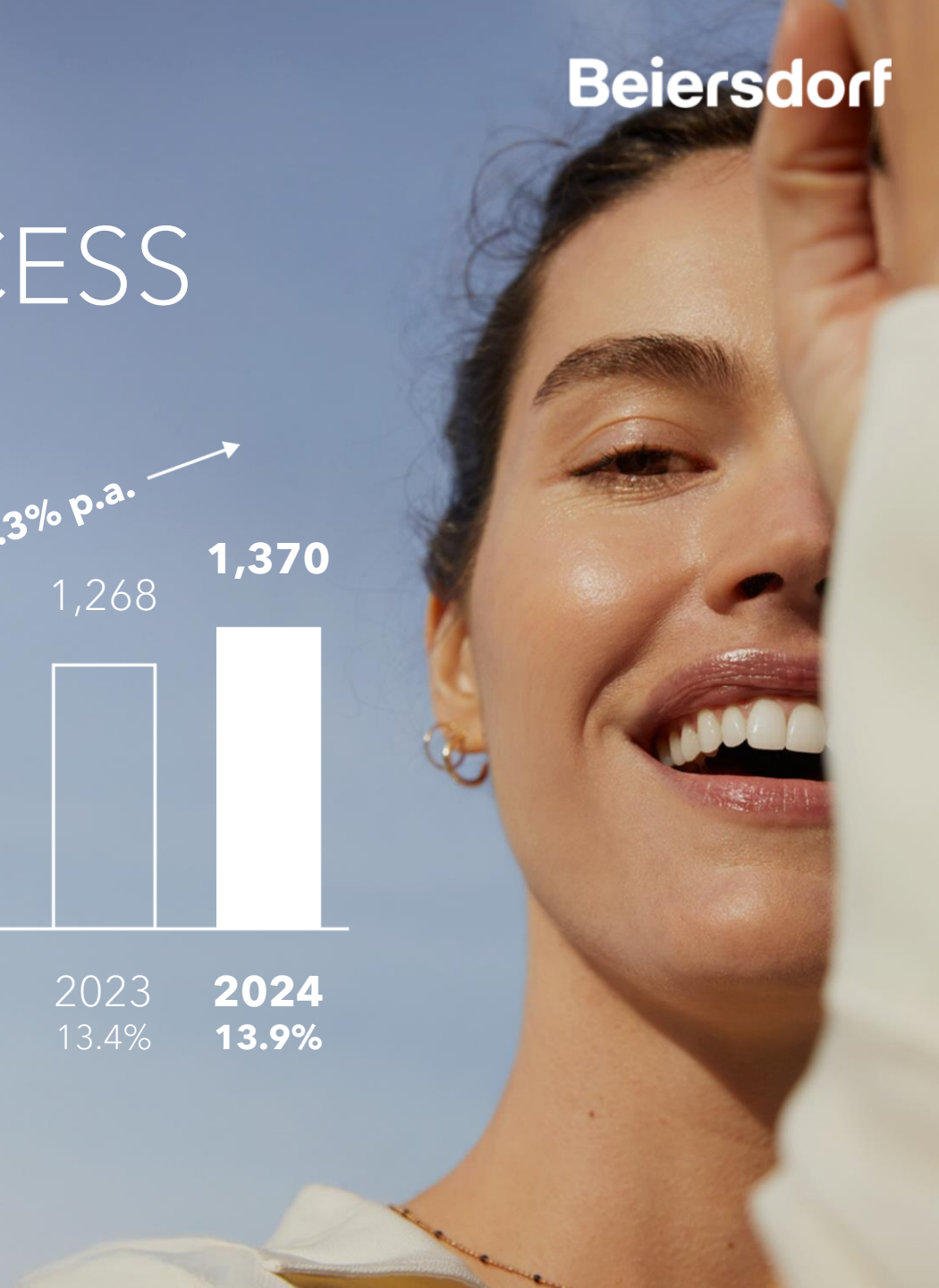
# PROFITABLE GROWTH TRACK RECORD OF SUCCESS



EBIT Margin:

Year	EBIT Margin (%)
2021	13.0%
2022	13.2%
2023	13.4%
<b>2024</b>	<b>13.9%</b>

Sales and EBIT excluding special effects for Beiersdorf Group, in €m



# OUTPERFORMING COMPETITION FUELED BY INNOVATION

## FY 2023

Beiersdorf  
Consumer



Competitor 1

Competitor 2

Competitor 3

Competitor 4

Competitor 5

## FY 2024

Beiersdorf  
Consumer



Competitor 2

Competitor 1

Competitor 3

Competitor 5

Competitor 4

# STRONG FULL YEAR RESULTS DRIVEN BY OUR LARGEST BRANDS

CONSUMER  
**+7.5%**

GROUP  
**+6.5%**

FY 2024

NIVEA  
**+9.0%**

DERMA  
**+10.6%**

HEALTHCARE  
**+6.1%**

LA PRAIRIE  
**-6.2%**

TESA  
**+1.9%**



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NIVEA

Beiersdorf

# NIVEA MOMENTUM CONTINUED GROWTH DRIVER

NIVEA

FY

+9.0%

Q4

+7.9%

Q3

+5.9%

organic sales growth, NIVEA incl. Labello

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NIVEA

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# NIVEA MOMENTUM LUMINOUS SUCCESS CONTINUES



FY  
LUMINOUS630

+34%

FY organic sales growth, NIVEA incl. Labello

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NIVEA

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# STRONG GROWTH ACROSS REGIONS

NORTH  
AMERICA

+ **4.1%**

EUROPE

+ **6.2%**

LATIN  
AMERICA

+ **9.8%**

AAA

+ **11.5%**

WELL BALANCED



**40%** Pricing



**60%** Volume

FY organic sales growth, NIVEA incl. Labello



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Eucerin

Aquaphor  
HEALING OINTMENT

Beiersdorf

# DERMA DOUBLE-DIGIT ONGOING EXPANSION

Q4

+16.5%

THIAMIDOL  
FY

+29%

FY

+10.6%



organic sales growth



WIN  
CARE

Eucerin

Aquaphor  
HEALING OINTMENT

Beiersdorf

# OUTSTANDING PERFORMANCE ACROSS REGIONS

NORTH  
AMERICA

+9.1%

EUROPE

+7.1%

LATAM

+12.5%

AAA

+15.5%

FY organic sales growth Derma



# LA PRAIRIE RESILIENCE IN UNCERTAIN MARKETS

## STRATEGIC INITIATIVES

FY CHINA  
E-COMMERCE

+32%



E-COMMERCE



BROADENING  
PRICE POINTS



CONSUMER  
ENGAGEMENT

FY

-6.2%

Q4

-2.8%

organic sales growth



# CHANTECAILLE BOUND FOR 2025 ACCELERATION

## ASIA EXPANSION

CHINA LAUNCH



**THIAMIDOL  
LAUNCH  
IN Q2 2025**



FY  
**+4.5%**



organic sales growth

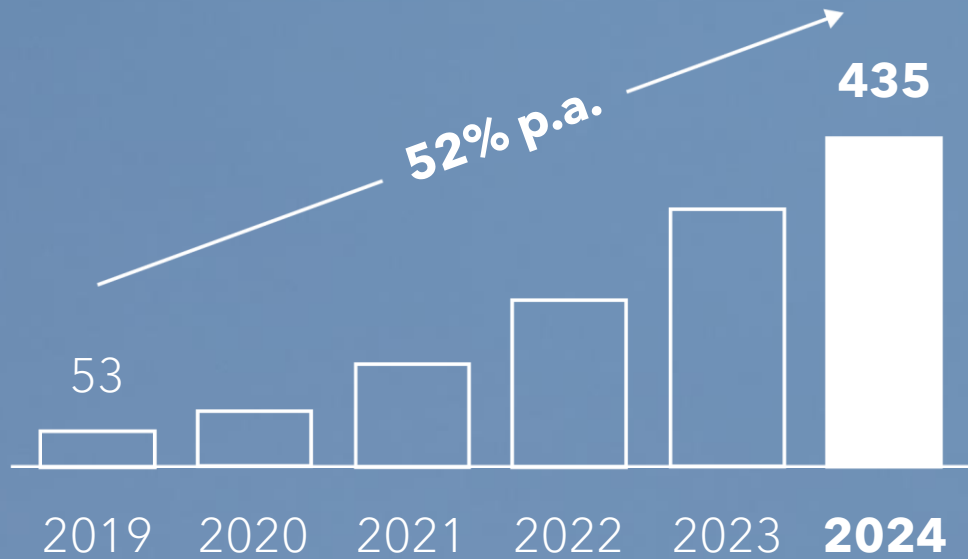
WIN  
WITH  
CARE

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WIN  
WITH  
CARE



# INNOVATION: THIAMIDOL MOMENTUM CONTINUES



Total Thiamidol Net Sales across brands in €m

**NIVEA**

**Eucerin®**

**LA PRAIRIE**  
SWITZERLAND

**LUMINOUS ANTISPOT**

**PATENTED THIAMIDOL**

**2025**

**CHANTECAILLE**  
WILD ABOUT NATURE



# EPIGENETICS: GAME CHANGER IN ANTI-AGE



# INNOVATION: EPIGENETICS RECORD LAUNCH

LAUNCHED IN

**40**

COUNTRIES

>**20%** above  
2024 plan

OUTSTANDING  
REPURCHASE  
RATE

**~2X**



Accumulated  
repurchase rate in  
Germany

STRONG

**#1**

POSITIONS





# INNOVATION: EPIGENETICS CASCADING ROADMAP



2024



2025



2026+



# INNOVATION: NIVEA ONE OF STRONGEST PIPELINES EVER

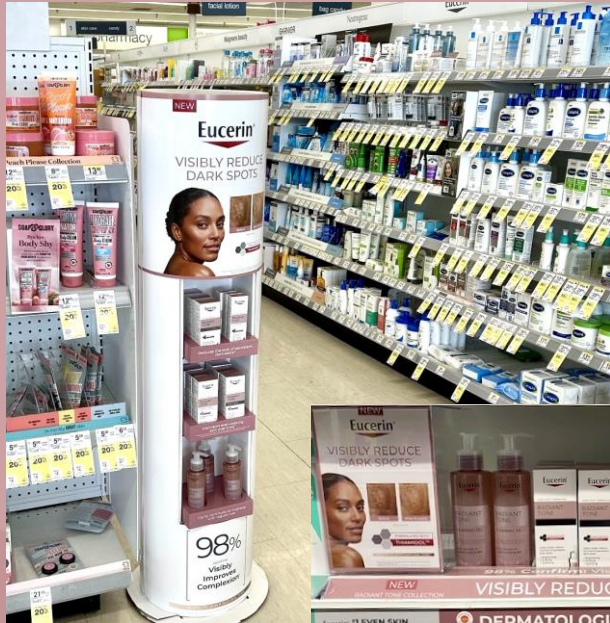


LAUNCHES & RELAUNCHES  
% OF SALES

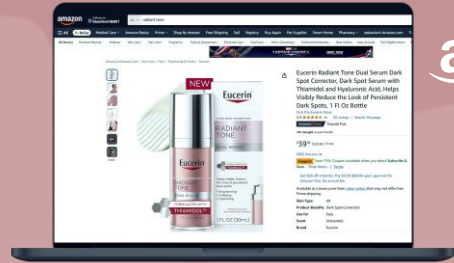
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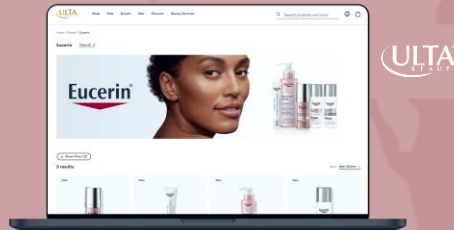
# WHITE SPACE: USA FACE CARE & THIAMIDOL



W



a



ULTA



ULTA  
BEAUTY



# WHITE SPACE: INDIA EUCERIN

Beiersdorf



← NYKAA

WHAT IS THIAMIDOL GOOD FOR?

THIAMIDOL MOST EFFECTIVE ANTI-SPOT INGREDIENT\*  
THE SEARCH IS OVER

SHOP NOW

Most effective anti-spot ingredient\*

ANTI-PIGMENT DUAL SERUM

PATENTED THIAMIDOL

DERMATOLOGICAL SKINCARE

THIAMIDOL MOST EFFECTIVE ANTI-SPOT INGREDIENT\*  
THE SEARCH IS OVER

SHOP NOW

WHAT IS THIAMIDOL GOOD FOR?

PATENTED THIAMIDOL

THIAMIDOL MOST EFFECTIVE ANTI-SPOT INGREDIENT\*

95% My skin sees improvement in texture and tone\*

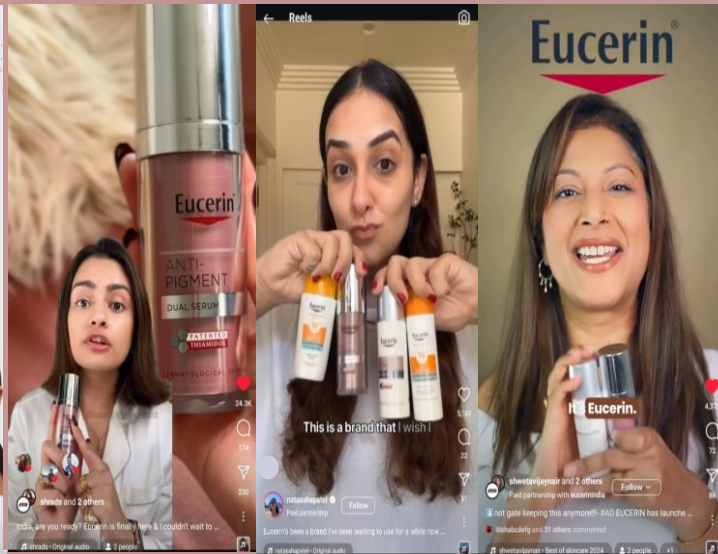
95% said makes my skin radiant\*

97% spot reduction success proven by dermatologists\*

THIAMIDOL MOST EFFECTIVE ANTI-SPOT INGREDIENT\*

THE SEARCH IS OVER

SHOP NOW



Eucerin

THIAMIDOL Most effective Anti-spot ingredient\*

97% spot reduction success\*\*  
Proven by dermatologists

Shop Now

ANTI-PIGMENT DUAL SERUM

PATENTED THIAMIDOL

DERMATOLOGICAL SKINCARE

THIAMIDOL MOST EFFECTIVE ANTI-SPOT INGREDIENT\*

THE SEARCH IS OVER

SHOP NOW

Eucerin

5% OFF

THIAMIDOL MOST EFFECTIVE ANTI-SPOT INGREDIENT

Anti-pigment Range

ANTI-PIGMENT DUAL SERUM

THIAMIDOL MOST EFFECTIVE ANTI-SPOT INGREDIENT\*

THE SEARCH IS OVER

SHOP NOW

Eucerin

97% spot reduction success  
proven by dermatologists\*

Anti-pigment Range

ANTI-PIGMENT DUAL SERUM

THIAMIDOL MOST EFFECTIVE ANTI-SPOT INGREDIENT\*

THE SEARCH IS OVER

SHOP NOW

WIN  
CARE

Beiersdorf

# WHITE SPACE: INDIA

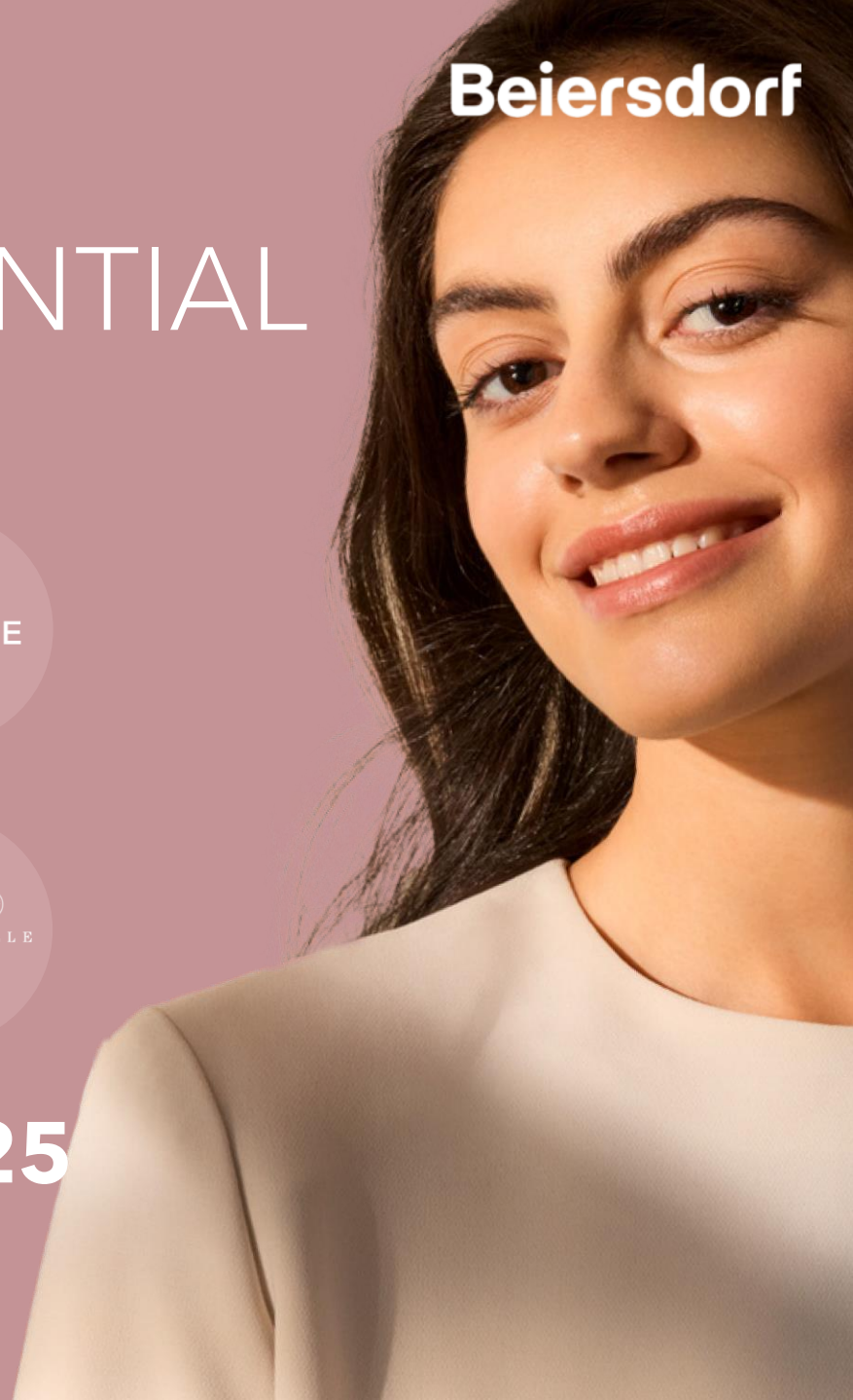
## UNLOCKING FURTHER POTENTIAL



Q4 2024

Q1 2025

2025



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# WHITE SPACE: CHINA ONGOING SUCCESS

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FY 2024  
**+43%**



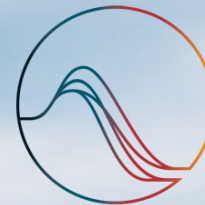
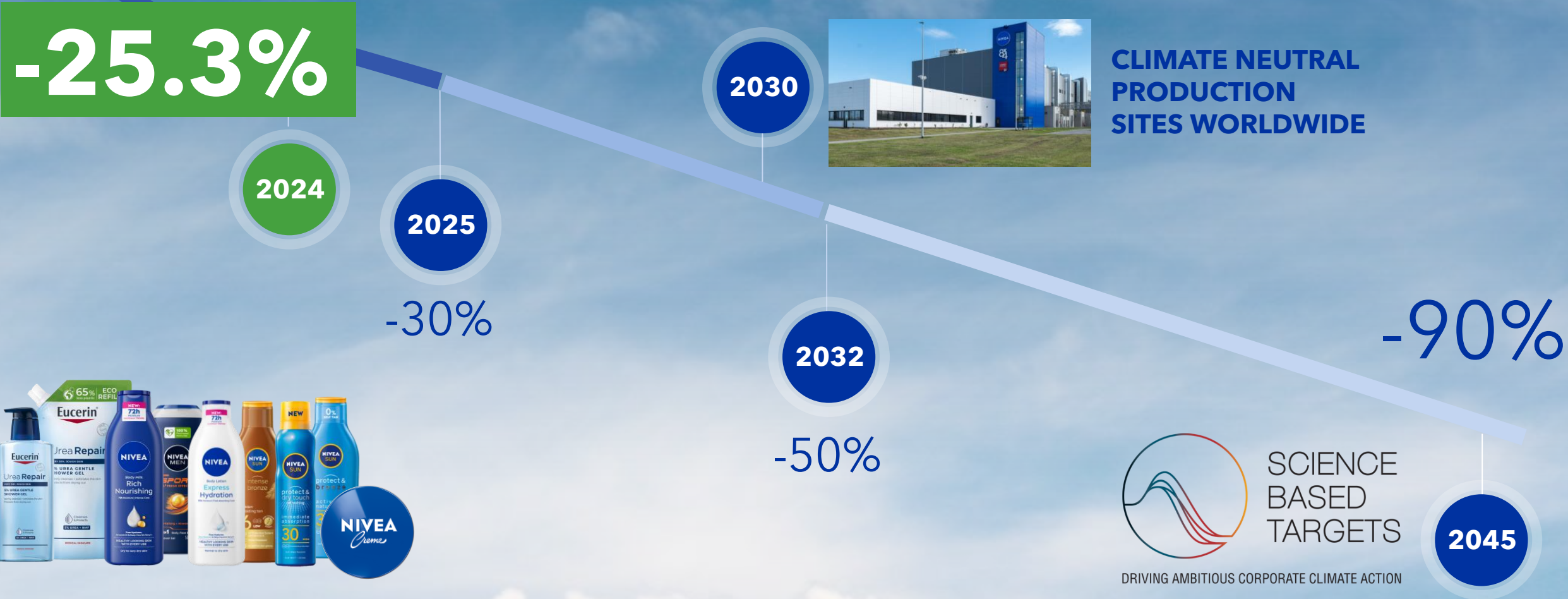
Launch  
Mainland China  
**2026**

**November 2024:**  
Approval of Hero  
ingredient Thiamidol  
in China



organic sales growth Luminous630 in China

# CARE BEYOND SKIN DELIVERING TOWARDS NET ZERO



SCIENCE  
BASED  
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

# WE CARE BEYOND SKIN EQUALITY MATTERS

## GENDER PARITY



## GENDER PAY EQUITY





# FY 2024 FINANCIALS

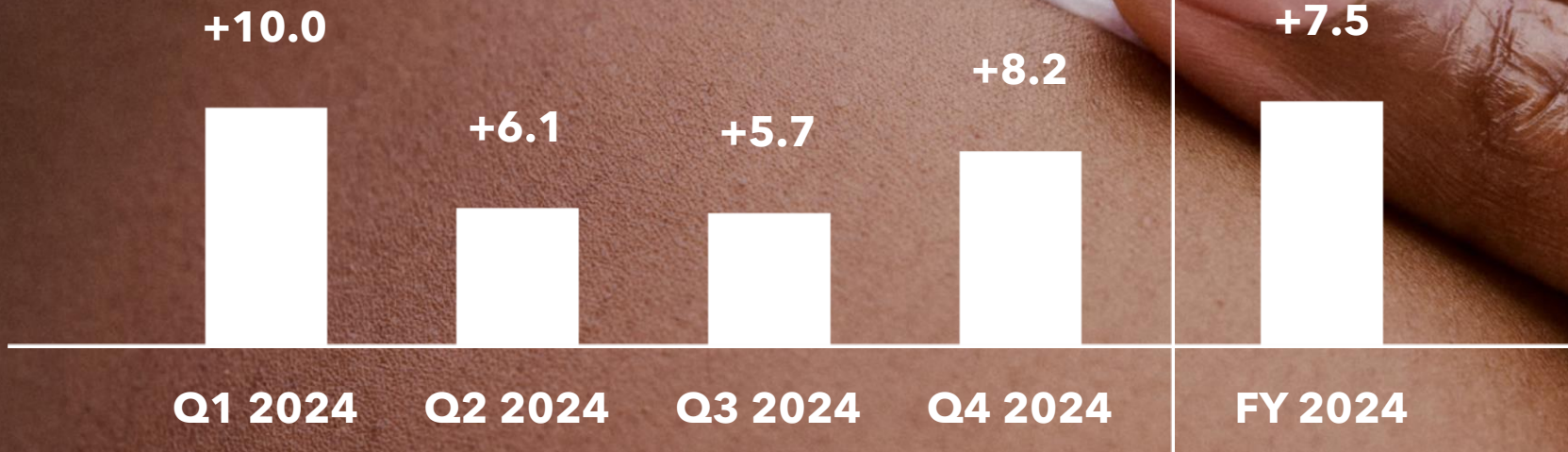
# GROUP NET SALES

	2023 JAN. - DEC.	2024 JAN. - DEC.	GROWTH RATE	
	IN € MILLION	IN € MILLION	NOMINAL	ORGANIC
CONSUMER	7,780	<b>8,162</b>	+4.9%	+7.5%
TESA	1,667	<b>1,688</b>	+1.2%	+1.9%
GROUP	9,447	<b>9,850</b>	<b>+4.3%</b>	<b>+6.5%</b>

# CONSUMER REGIONS



# CONSUMER QUARTERLY PHASING



organic sales growth

# GROUP STRONG FINISH

CONSUMER  
+8.2%

GROUP  
+6.3%

Q4 2024

NIVEA  
+7.9%

DERMA  
+16.5%

HEALTHCARE  
+9.9%

LA PRAIRIE  
-2.8%

TESA  
-2.0%



organic sales growth, NIVEA includes Labello

# GROUP KEY FIGURES 2024

	2023 IN € MILLION	2024 IN € MILLION	CHANGE	
			NOMINAL	ORGANIC
SALES	<b>9,447</b>	<b>9,850</b>	+4.3%	<b>+6.5%</b>
EBIT	1,268	1,370		
PROFIT AFTER TAX	749	928		
EBIT MARGIN	<b>13.4%</b>	<b>13.9%</b>		
PROFIT AFTER TAX MARGIN	7.9%	9.4%		
ERNINGS PER SHARE IN €	3.24	4.05		

excluding special factors, except profit after tax

# SEGMENTS

## KEY FIGURES 2024

	2023	2024	CHANGE	
	IN € MILLION	IN € MILLION	NOMINAL	ORGANIC
<b>CONSUMER</b>				
SALES	7,780	8,162	+4.9%	<b>+7.5%</b>
EBIT	1,002	1,094		
EBIT MARGIN	12.9%	13.4%		
<b>TESA</b>				
SALES	1,667	1,688	+1.2%	<b>+1.9%</b>
EBIT	266	276		
EBIT MARGIN	16.0%	16.3%		

excluding special factors

# CONSUMER GROSS MARGIN IN %

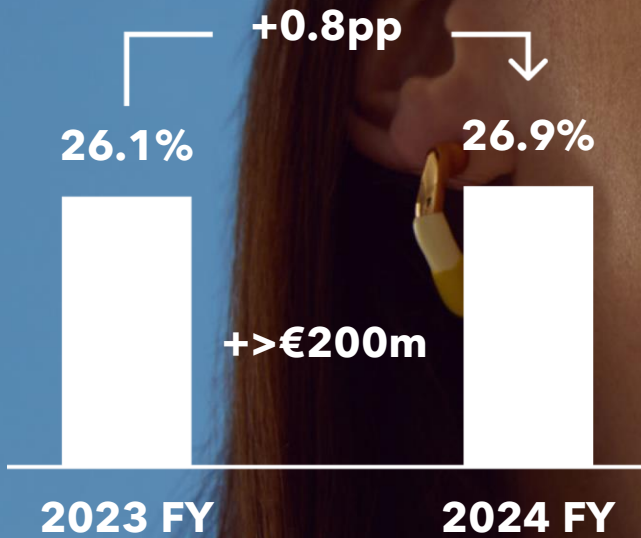




# CONSUMER MARKETING SPEND

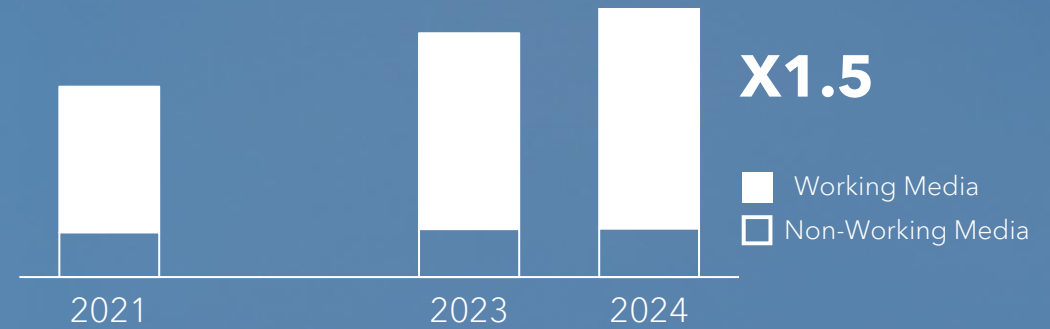
## INCREASED INVESTMENTS

Marketing budget as % of net sales



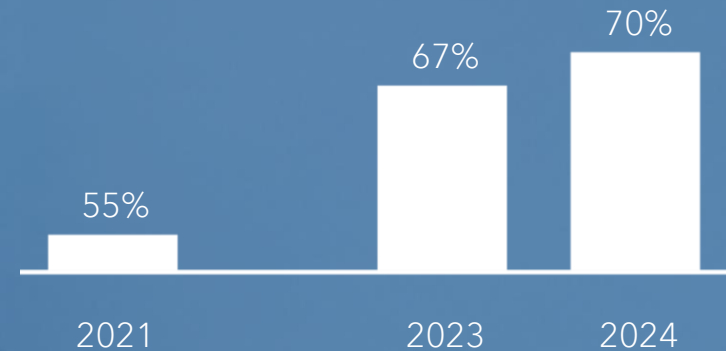
## WORKING MEDIA FOCUS

Working media vs. non-working media



## DIGITAL FOCUS

Digital working media spend relative to total working media spend



# GROUP INCOME STATEMENT

(in € million)	2024	Organic Growth/ % of Sales	2023	Organic Growth/ % of Sales
<b>Sales</b>	<b>9,850</b>	<b>+6.5%</b>	<b>9,447</b>	<b>+10.8%</b>
Cost of goods sold	-4,090	-	-4,031	-
<b>Gross profit</b>	<b>5,760</b>	<b>58.5%</b>	<b>5,416</b>	<b>57.3%</b>
Marketing and selling expenses	-3,461	35.1%	-3,250	34.4%
Research and development expenses	-354	3.6%	-320	3.4%
General and administrative expenses	-605	6.1%	-570	6.0%
Other operating result (excluding special factors)	30	-	-8	-
<b>Operating results (EBIT, excluding special factors)</b>	<b>1,370</b>	<b>13.9%</b>	<b>1,268</b>	<b>13.4%</b>
Special factors	-76	-	-163	-
<b>Operating result (EBIT)</b>	<b>1,294</b>	-	<b>1,105</b>	-
Financial result	32	-	0	-
<b>Profit before tax</b>	<b>1,326</b>	-	<b>1,105</b>	-
Income tax	-398	-	-356	-
<b>Profit after tax</b>	<b>928</b>	<b>9.4%</b>	<b>749</b>	<b>7.9%</b>

percentage changes are calculated based on thousands of €

WIN  
CARE



TESA

FY

+1.9%

Q4

-2.0%

organic sales growth

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**AUTOMOTIVE**  
GLOBAL MARKET DECLINE

**ELECTRONICS**  
STRONG PERFORMANCE

**CONSUMER**  
E-COMMERCE SUCCESS

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OUTLOOK

A close-up photograph of three diverse women in professional attire. The woman on the left is of East Asian descent, wearing a pink and white striped shirt. The woman in the center is Black, wearing a beige shirt and large gold hoop earrings. The woman on the right is of European descent, wearing a blue and white striped shirt. They are all looking towards the camera with slight smiles. The background is a solid light blue.

WIN  
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# USE OF CAPITAL

Beiersdorf

SHARE BUYBACK

# €500m

# GUIDANCE 2025

## CONSUMER

Organic sales growth 4-6%

EBIT margin +50bps vs. previous year

## TESA

Organic sales growth 1-3%

EBIT margin around 16%



## TOTAL GROUP

Organic sales growth 4-6%

EBIT margin slightly above previous year's level

### 2024 data for reference (excluding special factors):

Consumer EBIT margin 13.4%

tesa EBIT margin 16.3%

Group EBIT margin 13.9%