

Press Release

Capital Markets Day: Beiersdorf presents corporate strategy update and confirms mid-term guidance

- With its “Win with Care” strategy, Beiersdorf aims to unlock its next stage of global sales growth, following strong economic performance over recent years.
- The DAX-listed company underlines its vision to be the best skin care company in the world by focusing on strengthening its iconic brands, delivering transformative innovation, and conquering geographical white spots.
- The company confirms its ambition to grow the EBIT margin (excluding special factors) of the Consumer Business Segment by 50bps per year.

Hamburg, June 18, 2024 - At today's Capital Markets Day, Beiersdorf presented its corporate strategy update “Win with Care” to the financial community, which aims to further enhance Beiersdorf's profitable growth trajectory of recent years. In the medium term, Beiersdorf expects to outperform the market in the Consumer Business Segment and confirms its mid-term guidance of an expected EBIT margin expansion of 50bps per year.

Vincent Warnery, CEO of Beiersdorf: “With our strategy, we firmly pursue our ambition to be the best skin care company in the world. Following our strong economic results in recent years, we are now raising the bar for our performance and growth by focusing on strengthening and leveraging our iconic brands, delivering breakthrough innovations, and capturing white spots in new geographies, new categories, and new channels.”

A focal driver for future growth is the company's ability to pioneer and deliver transformative innovation of skin care products and services. With its track record of groundbreaking innovations, Beiersdorf is in an excellent position to capture strong growth in three high-value areas of the skincare market: hyperpigmentation, anti-aging solutions, and microbiome science.

The DAX-listed company will further extend the utilization of its patented ingredient Thiamidol, the most effective anti-spot ingredient on the market, across its brand portfolio to address hyperpigmentation. With the anticipated launch of the first epigenetic skin care product under Eucerin in September 2024, Beiersdorf once more underscores its position as frontrunner in the field of skin rejuvenation. Moreover, Beiersdorf's research in microbiome science will enable consumers to treat acne effectively with revolutionary skin care solutions in the coming years.

Going forward, Beiersdorf also intends to conquer additional white spots and gaps in its global product presence. Especially in 2024 and 2025 and with different brands of its portfolio, the company will expand its activities in India, China, Nigeria, and the United States.

Beiersdorf continues to strengthen its position as industry leader in climate care. Newly set targets for 2032 see a greenhouse gas (GHG) emissions reduction of 30% by 2025 and 50% by 2032 (vs. 2018), as well as an extensive further product transformation. The measures are designed to reach the company's ambitious net zero target for 2045, which was approved by SBTi in February 2024.

The Capital Markets Day presentation is available [here](#).

Beiersdorf AG

Beiersdorf has stood for innovative, high-quality skin care products as well as pioneering skin research for over 140 years. Leading international brands such as NIVEA, Eucerin (dermocosmetics), La Prairie (selective cosmetics), and Hansaplast (plasters and wound care) are cherished by millions of people around the world day after day. Renowned brands such as Aquaphor, Coppertone, Chantecaille, Labello, 8x4, and Hidrofugal round off the extensive portfolio in the Consumer Business Segment. Through the wholly owned affiliate tesa SE, Beiersdorf is also a globally leading manufacturer of technical adhesive tapes and provides self-adhesive solutions to industry, craft businesses, and consumers.

The Hamburg-based company generated sales of €9.5 billion as well as an operating result (EBIT margin excluding special factors) of €1.3 billion in fiscal year 2023. Beiersdorf has more than 20,000 employees worldwide, who are connected by shared core values, a strong corporate culture, the company's purpose Care Beyond Skin and its ambitious [sustainability agenda](#), with which Beiersdorf is generating clear added value for consumers, society, and the environment.



Additional information can be found at www.beiersdorf.com.

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