

Beiersdorf

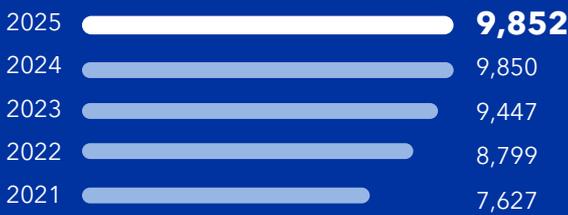
WIN
WITH
CARE

Annual Report 2025

2025 AT A GLANCE



Sales



in € million



Employees¹

22,399

Headcount

2024: **22,267**



R&D Expenses

365

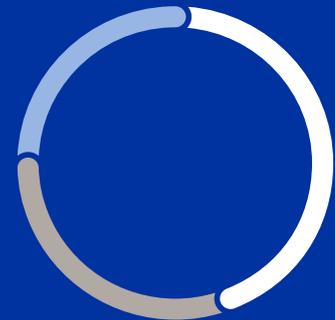
in € million

2024: **354 € million**



Group Sales by Region

- **44.1%** Europe
- **30.5%** Africa/Asia/Australia
- **25.4%** Americas



Organic Sales Growth

2.4%

2024: **6.5%**



EBIT Margin

14.0%

excluding special factors

2024: **13.9%**

Do you want to learn more about our 2025 results and successes?

Scan the QR code and visit our [online report](#).



¹ Starting with the 2025 Annual Report, figures are disclosed on a headcount basis instead of full-time equivalents (FTE). Furthermore, the scope of employee groups considered has been revised. To ensure comparability, the 2024 value was adjusted accordingly. The originally reported prior-year figures on an FTE basis were: 2024: 22,791.

HIGHLIGHTS OF 2025

15 Years of Research

We introduced the revolutionary anti-aging ingredient Epicelline® to the mass market for the first time in 2025. The NIVEA CELLULAR Epigenetics Rejuvenating Serum was the largest NIVEA face care launch in our history – a real milestone for our brand.



>100 Million People

We launched the new “We are not alone in feeling alone” campaign in 2025 as part of our NIVEA CONNECT social initiative. The objective is to reach more than 100 million people, present the human face of loneliness, and promote the idea of connections and closeness.

33% Lower Emissions

We reached an important milestone in 2025 – we reduced our green house gas emissions (Scopes 1, 2, and 3) by 33% in absolute terms versus 2018, thereby exceeding our reduction target of 30% for 2025.

100 Years of the Blue NIVEA Tin

Our classic product turned 100 in 2025. The blue NIVEA tin has stood for quality and closeness for a century – from Hamburg across the world.



14,000 m² of Future

In 2025, we laid the foundation stone for our new innovation center which is scheduled to open in Hamburg in 2028. Backed by an investment of €139 million, we are creating space for ideas, inspiration, and the future of skin care – a milestone for our global innovative strength.

10 Experts - 1 Consensus

A global expert consensus on the management of hyperpigmentation – comprising ten leading dermatologists – confirmed our patented active ingredient Thiamidol® as preferred solution. The results were presented at the EADV Congress in 2025 – providing impressive evidence of our leading scientific role.

DISCOVER OUR WIN WITH CARE STORIES!

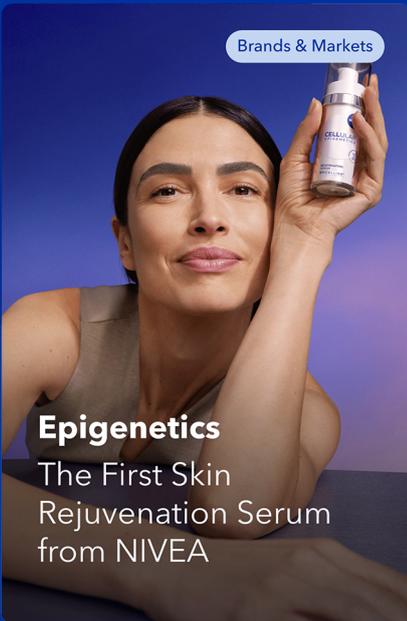
BRANDS & MARKETS

INNOVATION

SUSTAINABILITY

Visit our [online report](#) and discover more!

Brands & Markets



Epigenetics
The First Skin Rejuvenation Serum from NIVEA

SUSTAINABILITY



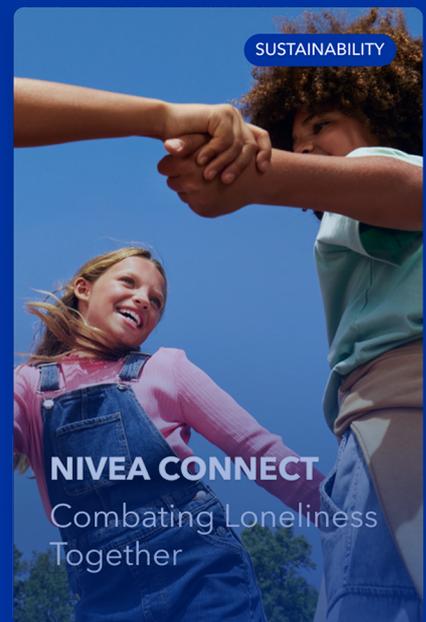
EcoBeautyScores
Transparency for Consumers

Innovation



AI at tesa
Empowerment Generates Value

SUSTAINABILITY



NIVEA CONNECT
Combating Loneliness Together

Brands & Markets



Growth
Market Entries in India

Innovation



Microbiome
Pioneering Work for the Skin's Ecosystem

6

Innovation



OUR MANAGEMENT TEAM



Executive Board & Committee (from left): Astrid Hermann, Vincent Warnery, Oswald Barckhahn, Dr. Gitta Neufang, Burcu Andreae-Nehlsen, Ramon A. Mirt, Grita Loepsack, Nicola D. Lafrentz, Michael Frey

Astrid Hermann
Finance, tesa SE

Vincent Warnery
CEO

Oswald Barckhahn
Europe, USA & Canada,
Luxury

Dr. Gitta Neufang
Research & Development

Burcu Andreae-Nehlsen
Derma & Health Care

Ramon A. Mirt
Emerging Markets

Grita Loepsack
NIVEA

Nicola D. Lafrentz
Human Resources

Michael Frey
Supply Chain, Quality
Management

WE ARE BEIERSDORF

At Beiersdorf we have been caring about skin since 1882. Beiersdorf's success is based on its strong portfolio of internationally leading brands. It is thanks to them that millions of people around the world choose Beiersdorf day after day. Our brands boast innovative strength, outstanding quality, and exceptional closeness to our consumers. By responding quickly and flexibly to regional requirements, we are winning the hearts of consumers in nearly all countries worldwide. Our successful skin and body care brands form the focus of our successful brand portfolio and each brand serves very different areas: NIVEA is aimed at the mass market, Eucerin at the dermo-cosmetics market, and La Prairie as well as Chantecaille at the selective cosmetics market. With its Hansaplast, Elastoplast and CURITAS brands, Beiersdorf also has a global presence in the field of plasters and wound care. Through the tesa brand, which has been managed since 2001 by Beiersdorf's independent tesa subgroup, we also offer highly innovative self-adhesive system and product solutions for industry, craft businesses, and consumers.



Eucerin®

Hansaplast

LA PRAIRIE
SWITZERLAND

C H A N T E C A I L L E

tesa®