

Beiersdorf

WIN WITH CARE

Annual Report
2024

2024 AT A GLANCE



Sales



in € million



Employees

22,791

Full-time-equivalent (FTE)

2023: **21,958**



R&D Expenses

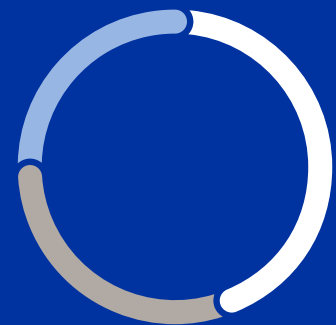
354

in € million

2023: **320 € million**



Group Sales by Region



Organic Sales Growth

6.5 %

2023: **10.8 %**



EBIT Margin

13.9 %

excluding special factors

2023: **13.4 %**

Do you want to learn more about our 2024 results and successes?

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



HIGHLIGHTS 2024



~50,000

Our Beiersdorf scientists scrutinized around 50,000 substances – the revolutionary result: Epicelline®. The active ingredient reactivates youth genes to turn back the age clock. This discovery is the basis for our anti-aging innovation of the year: Eucerin Hyaluron-Filler Epigenetic Serum.



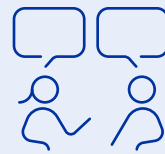
WIN WITH CARE

Strategy update

We updated our strategy and formulated our vision for the years ahead:

We want to be the best skin care company in the world.

NIVEA CONNECT promotes meaningful human connections



According to a study by NIVEA, one in four survey respondents felt isolated always or often in the past 12 months¹. Through our global NIVEA CONNECT mission, we aim to fight social isolation by setting up projects in 40 countries by 2026.



Net Zero by 2045

We have set ourselves ambitious climate protection targets: By 2045, we aim to reach Net Zero and reduce the emissions generated across its entire value chain by 90%.

More than

€200 million

is the amount we are investing in a new, state-of-the-art logistics center in Leipzig. The groundbreaking ceremony took place in 2024.



Global Critical Illness Policy

To us, Care Beyond Skin is more than just an empty phrase: With a unified policy, we support employees facing life-threatening illnesses worldwide.

¹ Based on data from a multinational NIVEA study on social isolation with 8,000 respondents, January 2024.

DISCOVER OUR WIN WITH CARE STORIES!

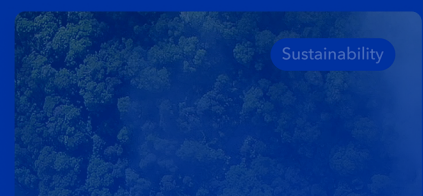
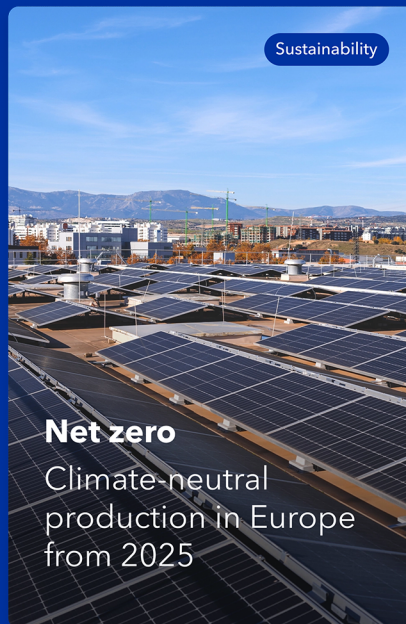


SUSTAINABILITY

INNOVATION

WHITE SPACES

Visit our **online report** 
and discover how we
Win with Care!



OUR MANAGEMENT TEAM



Executive Board & Committee (from left): Vincent Warnery, Astrid Hermann, Michael Frey, Ramon A. Mirt, Grita Loeb sack, Oswald Barckhahn, Dr. Gitta Neufang, Nicola D. Lafrentz, Patrick Rasquinet

Vincent Warnery
CEO

Astrid Hermann
Finance, tesa

Michael Frey
Supply Chain, Quality
Management

Ramon A. Mirt
Emerging Markets

Grita Loeb sack
NIVEA

Oswald Barckhahn
Europe & North
America

Dr. Gitta Neufang
Research &
Development

Nicola D. Lafrentz
Human Resources

Patrick Rasquinet
Luxury

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.

