



— 2019 PRELIMINARY GROUP SALES

January 16, 2020

Beiersdorf





GROUP SALES

C.A.R.E.+

	SALES JAN. – DEC. 2018	SALES JAN. – DEC. 2019	NOMINAL GROWTH	ORGANIC GROWTH
	€ MILLION	€ MILLION		
CONSUMER	5,890	6,274	+6.5%	+4.8%
TESA	1,343	1,379	+2.7%	+0.8%
GROUP	7,233	7,653	+5.8%	+4.1%

CONSUMER – BRANDS

C.A.R.E.+

	NIVEA	DERMA	HEALTHCARE	LA PRAIRIE
				
Q4 2019	+3.1%	+7.7%	-0.4%	+9.8%
12M 2019	+3.0%	+7.5%	+3.1%	+20.0%

CONSUMER – EUROPE

C.A.R.E.+

	SALES JAN. – DEC. 2018	SALES JAN. – DEC. 2019	NOMINAL GROWTH	ORGANIC GROWTH
	€ MILLION	€ MILLION		
WESTERN EUROPE	2,354	2,418	+2.7%	+2.2%
EASTERN EUROPE	587	609	+3.8%	+3.0%
EUROPE	2,941	3,027	+2.9%	+2.3%

CONSUMER – AMERICAS



	SALES JAN. – DEC. 2018	SALES JAN. – DEC. 2019	NOMINAL GROWTH	ORGANIC GROWTH
	€ MILLION	€ MILLION		
NORTH AMERICA	441	497	+12.4%	+3.8%
LATIN AMERICA	610	648	+6.3%	+6.4%
AMERICAS	1,051	1,145	+8.9%	+5.3%

Organic sales growth if sales in Argentina had been calculated at constant FX rates: Latin America +11.5%, Americas +8.3%

CONSUMER – AFRICA/ASIA/AUSTRALIA

C.A.R.E.+

	SALES JAN. – DEC. 2018	SALES JAN. – DEC. 2019	NOMINAL GROWTH	ORGANIC GROWTH
	€ MILLION	€ MILLION		
AFRICA/ASIA/AUSTRALIA	1,898	2,102	+10.8%	+8.4%

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