

Press Release

Third-quarter 2026 results: Derma and La Prairie growth accelerates, NIVEA turnaround progressing

- Group net sales reach €2.4 billion in the third quarter
- Derma continues outperformance with double-digit organic sales growth of 10.6%
- La Prairie accelerates to organic sales growth of 8.5%, driven by continued strong momentum in China
- NIVEA net sales decline by 4.9% organically, with improved sales dynamics compared to the second quarter
- NIVEA turnaround plan progresses
- tesa net sales decline by 4.3% organically, as semiconductor shortages impact Electronics business
- 2026 guidance confirmed

Hamburg, October 27, 2026 - Beiersdorf's performance in the third quarter reflected continued strong momentum in Derma, further acceleration at La Prairie, and improving net sales dynamics at NIVEA compared to the second quarter. NIVEA continued to be impacted by temporary sell-in headwinds. Group net sales reached €2.4 billion in the third quarter, declining by 1.3% organically. In the first nine months, Group net sales reached €7.3 billion, representing an organic decline of 2.8%.

Vincent Warnery, CEO of Beiersdorf, said: "Beiersdorf's third quarter showed an improved performance across our entire Consumer business compared to the first half of the year. Our Derma business with Eucerin and Aquaphor once again outperformed the market. The expansion of Aquaphor into body care contributed to the strong growth trajectory. Eucerin reached another important innovation milestone with the launch of our breakthrough solution for acne-prone skin. La Prairie also gained further momentum, supported by strong growth in China. At NIVEA, our turnaround plan is progressing well. Key launches such as FACE+ in Europe are showing positive early traction."

Consumer: Derma and La Prairie growth accelerates; NIVEA net sales dynamics improve

The Consumer Business Segment recorded an organic sales decline of 0.7% in the third quarter and an organic sales decline of 2.9% in the first nine months.

The Derma business with **Eucerin** and **Aquaphor** continued to outperform, delivering double-digit organic sales growth of 10.6% in the third quarter. Growth remained broad-based across regions and

Contact

Florian Dieckmann
Corporate Communications
Phone: +49 40 4909-2001
Email: media@beiersdorf.com

Christopher Sheldon
Investor Relations
Phone: +49 40 4909-5000
Email: investor.relations@beiersdorf.com

categories, supported by continued white-space expansion and science-based innovation. In North America, the expansion of Aquaphor into body care delivered a strong start. With the launch of Eucerin DERMOPURE CLINICAL PROBIOM8, Eucerin continued to translate Beiersdorf's scientific expertise into breakthrough innovation. The new solution for acne-prone skin is based on the patented cosmetic active ingredient TopiC.A™ and builds on extensive microbiome research.

La Prairie gained further momentum and delivered organic sales growth of 8.5% in the third quarter, with China remaining the key growth driver. In September, La Prairie launched Swiss Pristine, its new entry line targeting a new generation of consumers and enabling the brand to selectively expand distribution.

The Health Care business, which includes the **Hansaplast** and **Elastoplast** brands, continued its positive trajectory with organic sales growth of 5.7% in the third quarter, supported by innovation in wound care.

NIVEA recorded an organic sales decline of 4.9% in the third quarter. While net sales dynamics improved compared to the second quarter, temporary sell-in headwinds including trade-related tensions and trade destocking continued to weigh on the quarter. These factors are expected to gradually fade by the end of the year.

NIVEA turnaround plan progresses

NIVEA's sell-out continued to grow globally in the third quarter. This positive development reflects the underlying consumer demand and provides early signs that NIVEA's rebalancing measures are beginning to gain traction. To restore sustainable growth, Beiersdorf remains focused on executing the second phase of rebalancing with a comprehensive turnaround plan as announced with its half-year results. The plan focuses on unlocking broad-based innovation across all categories, reinforcing NIVEA's value-for-money proposition, and leveraging NIVEA's local relevance with a stronger focus on local insights and proven regional franchises.

Key initiatives are already underway and include the launch of FACE+, adapting a successful Face Care concept from Emerging Markets to European consumer needs. The 'Sweet Treats' Limited Edition in Shower & Deo is designed to respond to emerging consumer preferences with fragrance-led propositions. To support the turnaround, Beiersdorf is stepping up high-impact consumer-facing investments, including NIVEA SUN's five-year partnership with the Tour de France starting in 2027.

tesa: Electronics business impacted by semiconductor shortage

The **tesa** Business Segment recorded an organic sales decline of 4.3% in the third quarter, as semiconductor shortages weighed on the Electronics business. Excluding Electronics, tesa's broader Industry portfolio developed positively. Electrical Systems maintained strong momentum, while

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Automotive accelerated in the third quarter, supported by new business wins in electric vehicles. The Consumer business remained below the prior-year level, reflecting softer demand outside of Europe.

2026 guidance confirmed

Beiersdorf confirms its guidance for the full year 2026. Against the backdrop of an organic sales decline of 2.9% in the first nine months and a more demanding prior-year comparison in the fourth quarter, the company continues to expect a low-single-digit organic sales decline for the Consumers Business Segment. Beiersdorf expects an EBIT margin (excluding special factors) in the Consumer Business Segment of at least 11.0%.

For tesa, Beiersdorf continues to expect net sales to remain flat to slightly growing organically and an EBIT margin excluding special factors slightly below the prior year's level. The semiconductor shortage affecting the Electronics business may further negatively impact tesa's performance. Due to the corresponding negative mix effect on profitability, it also creates a risk for tesa's EBIT margin for the full year.

At Group level, Beiersdorf confirms the guidance of a low-single-digit organic sales decline and an EBIT margin excluding special factors of at least 11.8%.

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9M and Q3 2026 sales figures at a glance

Consumer sales by brand

(In € million)

	9M 2026	Development (in %)		Q3 2026	Development (in %)	
		nominal	organic		nominal	organic
NIVEA (incl. Labello)	3,966	-6.2	-6.2	1,263	-3.4	-4.9
Derma	1,238	8.1	8.7	401	12.9	10.6
Health Care	245	4.5	4.6	81	7.2	5.7
La Prairie	342	-2.0	-2.2	117	10.9	8.5

Consumer sales by region

(In € million)

	9M 2026	Development (in %)		Q3 2026	Development (in %)	
		nominal	organic		nominal	organic
Europe	2,641	-6.0	-6.2	804	-5.1	-5.3
Western Europe	2,121	-5.0	-5.0	656	-2.7	-2.9
Eastern Europe	520	-9.9	-10.6	148	-14.5	-14.6
Americas	1,714	1.3	0.2	584	8.1	3.6
North America	734	-3.4	-0.1	242	6.8	5.0
Latin America	980	5.1	0.4	342	9.1	2.6
Africa/Asia/Australia	1,697	-2.9	-0.8	552	3.4	2.3
Total	6,052	-3.2	-2.9	1,940	1.0	-0.7

tesa sales by region

(In € million)

	9M 2026	Development (in %)		Q3 2026	Development (in %)	
		nominal	organic		nominal	organic
Europe	584	1.0	0.6	187	-0.1	-0.4
Americas	199	-3.5	-3.4	72	5.6	1.7
Africa/Asia/Australia	479	-5.0	-4.6	163	-7.0	-10.7
Total	1,262	-2.1	-2.1	422	-2.0	-4.3

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Group sales by region

(In € million)

	9M 2026	Development (in %)		Q3 2026	Development (in %)	
		nominal	organic		nominal	organic
Europe	3,225	-4.8	-5.0	991	-4.2	-4.4
Americas	1,913	0.7	-0.2	656	7.8	3.4
Africa/Asia/Australia	2,176	-3.4	-1.6	715	0.8	-0.9
Total	7,314	-3.0	-2.8	2,362	0.4	-1.3

About Beiersdorf AG

Beiersdorf has stood for innovative skin care and pioneering skin research for over 140 years. The company headquartered in Hamburg, Germany, employs more than 22,000 people worldwide. In the fiscal year 2025 Beiersdorf generated sales of €9.9 billion and an operating result (EBIT excluding special factors) of €1.4 billion. Leading international brands such as NIVEA (the world's No. 1 Skin Care Brand*), Eucerin, La Prairie, and Hansaplast are cherished by millions of people around the world every day. Renowned brands such as Aquaphor, Coppertone, and Chantecaille complement the extensive portfolio in the Consumer Business Segment. Through its wholly owned subsidiary tesa SE, Beiersdorf is a globally leading manufacturer of technical adhesive tapes and provides self-adhesive solutions to industry, craft businesses, and consumers. Guided by the purpose 'Care Beyond Skin', Beiersdorf pursues a sustainability agenda covering environmental and social topics. This includes the company's commitment to fostering an inclusive work environment.

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

* Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care, and Hand Care; in retail value terms, 2025.

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