

NIVEA – Representing Skin Care for More Than 100 Years

Background

Putting a smile on people's faces every day – this is what truly motivates the NIVEA team. Thanks to the excellent yet always affordable quality of NIVEA products, Beiersdorf's NIVEA team plays a part in making people feel that little bit more comfortable in their own skin. And has been doing so for more than 100 years.

NIVEA is an iconic brand with a global reach and an exemplary success story that began in Hamburg, where, in December 1911, the world's first oil-based and moisturizer cream to be produced on an industrial scale – NIVEA Creme – was introduced to the market. NIVEA has gone on to become the world's biggest skin care brand* and is now available in 173 countries. In Germany, NIVEA has a recognition value of close to 100 percent, while the brand is more trusted throughout Europe than any other skin care brand.

NIVEA is also the most important and most valuable Beiersdorf brand. In 2017, all the NIVEA products together contributed 4.288 billion euros to the Group's total sales of 7.056 billion euros – that's more than half. The aim is to secure the leading market position for the NIVEA brand around the world in all the relevant categories. NIVEA already has top positions globally, for example in the categories body and hand, face, sun, men, and lip.

For years, NIVEA has stood for top and reliable quality, good value for money, and a positive image. Security, trust, closeness, and credibility are the brand's core values. The NIVEA employees focus on the consumers' needs at all times, listening to the consumers very carefully in order to allow trust to develop and grow. Trust in NIVEA is the NIVEA team's greatest asset. There are very few other consumer goods brands that people have similarly strong emotional ties to. No fragrance is more familiar and triggers such positive associations with childhood, mom, family, vacation, and the beach. Every NIVEA employee applies themselves with dedication and passion each and every day in order to do justice to this high standard. Behind NIVEA is the honestly practiced Beiersdorf corporate culture. The NIVEA brand values are derived from Beiersdorf's corporate values "care," "trust," "courage," and "simplicity."

Strategy

In addition to innovations, NIVEA's huge success in recent years has been founded on a return to the brand's core competencies, values, and symbols: since 2012, the brand logo has been based on the familiar design of the blue tin. The corporate color blue in combination with white dominates the design and offers consumers outstanding recognizability on store shelves. A consistent, blue visual world has been clearly defined for advertising, which highlights the brand's core values again and again.

* Source: Euromonitor; NIVEA Umbrella Brand Name in Body, Face, Hand Care category sales combined; retail value terms; since 2009.

In addition to a passion for outstanding product quality and innovative marketing, social responsibility is firmly embedded in the core values of the brand, too. NIVEA therefore champions families in need with, for example, its “NIVEA cares for family” program, doing its bit to make their lives permanently better. Families around the world are lent support through long-term initiatives, with the aim of providing the right assistance where it’s needed and meeting the specific local needs. For its social responsibility to have a maximum impact, NIVEA develops and realizes its projects together with nonprofit organizations and organizations with local knowledge.

Other interesting projects include partnerships with top international soccer clubs. The values of these partners – team spirit, reliability, and commitment – go hand in hand with the values of the NIVEA MEN brand. NIVEA MEN began its involvement in international soccer back in 2008 with AC Milan. This was followed in 2013 by Real Madrid and Paris Saint-Germain F.C., and by Liverpool F.C. in 2015. In Germany, NIVEA works with national soccer coach Jogi Löw, who is an excellent match with the NIVEA brand values as he is approachable, authentic, honest, and competent as a person, and stands for quality. NIVEA is able to reach consumers at an entirely new level thanks to this partnership.

NIVEA has a better understanding of its customers than most other brands. Long-running consumer panels are used to identify the consumers’ wishes and test innovative products. The right combination of branding, consumer-relevant innovations, social activities, and the exploration of new digital channels will continue to point NIVEA in the direction of a promising future in the years to come, too.

Consumer-Relevant Innovations

NIVEA has never relied on past successes. It continuously improves its products and develops innovations at a globally leading skin-care research and development center. Beiersdorf focuses on relevant and, above all, effective innovations that offer consumers entirely new added benefits.

Again and again, the 1,290 Beiersdorf scientists around the world develop products that meet the consumers’ different regional needs in close consultation with experts in the international markets. In the high-growth region of Asia, for example, NIVEA offers successful products to combat unwanted tanning. In the Latin American market, natural tone products are very popular. These counteract the changes in people’s natural skin tones caused by aging, insufficient moisturization, and excessive exposure to the sun.

Expansion of the NIVEA product range began some 50 years ago – a corporate strategy that Beiersdorf based on the consumers’ changing requirements and wishes as demand for special care products increased. A large brand family therefore evolved from NIVEA Creme: NIVEA launched its first body lotion in Germany in 1963. The first sun cream with sun protection factor was then introduced to the market by NIVEA in 1975. NIVEA entered the men’s cosmetics market in 1980 with its first post-shave balm. And, 18 years later, it launched its face care range Q10 with an anti-wrinkle cream that has since become one of the world’s most successful antiaging daily skin care products.

And once again in 2017, NIVEA’s innovative capacity and consumer understanding were reflected in its new products:

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- Sun protection: NIVEA introduced a new formula with a special anti-stain effect for clothing after washing.
 - Face care: Inspired by the Nobel Prize in Chemistry awarded to British scientist Peter Dennis Mitchell for his research into the essential function of Q10 in the energy balance of cells, Beiersdorf introduced the face-care range NIVEA Q10 to the mass market with great success some 20 years ago. To keep improving on this highly effective face-care classic, the NIVEA scientists continue to incorporate the very latest scientific findings and methods into their developments to this day. As such, the existing Q10 range has been joined by a version containing pure vitamin C as a highly effective antioxidant.
 - Body lotions: 50 years after the invention of Body Milk, the In-Shower Body Lotion was launched in 2013 as a new category that catered to the consumers' wishes for greater convenience and has gone on to be a global success story. In 2017, NIVEA introduced the new, especially absorbent Body Mousse to the market.
 - Deodorants: A number of years ago, NIVEA developed deodorants that are free of aluminum but offer 48-hour body-odor protection. The elimination of aluminum is likewise based on the wishes of the consumers.
 - Hair care: NIVEA Hairmilk is a shampoo that has been further developed with extra-caring milk proteins.
 - Men's cosmetics: The revolutionary NIVEA MEN Body Shaving Stick simplifies body shaving under the shower as the formula adheres to wet skin well and combats unpleasant skin reactions.

While the brand strategy has remained unchanged for decades across the product categories and communication, its implementation is modernized again and again. Consequently, while the brand is now over 100 years old, it has never grown old in people's minds.