

Press Release

Beiersdorf strengthens its global production network and invests €300 million in plant expansion in Poznań

- Expansion of the production center in Poland strengthens innovative power and thus offers good conditions for further growth
- Investment of 300 million euros doubles production capacity to 500 million units and creates 200 new jobs
- State-of-the-art production supplies 100 markets worldwide with innovative skin care

Hamburg/Poznań, June 5, 2025 – Beiersdorf AG officially launched the expansion of its production center in Poznań today. The company has invested 300 million euros in doubling its local capacity and creating over 200 new jobs. This will make the Poznań site one of the most strategically important and innovative plants in the DAX Group's global production network.

"This significant investment fully underscores Beiersdorf's growth ambitions by reinforcing our global manufacturing network and ensuring a reliable, resilient supply in a dynamic market environment," said Vincent Warnery, CEO of Beiersdorf. "The capacity expansion is more than an operational milestone built on cutting-edge manufacturing. It is a long-term investment in the future of skin care and in our local partnerships and the community of Poznań. It also demonstrates our clear commitment to sustainability."

Made in Poznań – state-of-the-art-production for 100 markets worldwide

Beiersdorf has almost 100 years of production history in Poznań. Today, the site supplies over 100 international markets with products from the NIVEA, Eucerin, Atrix, Hidrofugal, and Florena brands, as well as the regional Bambino brand. The expansion project launched in 2020 was successfully completed in 2025 – without interrupting operations. The commissioning of six additional highly automated production lines and a state-of-the-art microbiology laboratory will increase the annual production capacity to 500 million units.

Strategic role in the global production network

Beiersdorf is making targeted investments to strengthen its global production network to serve the dynamic growth in its core markets and make its supply chain fit for the future. In Poznań the company is creating additional capacity for the European market, increasing operational flexibility, and strengthening its regional delivery capabilities. The location was chosen for its efficient infrastructure, well-trained specialists, and stable economic conditions.

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At the same time, the company is investing in modernizing other locations in its global production network. Capacity expansions in Mexico and Brazil were completed in 2024. These expansions are key to serving regional growth, shortening time to market, and boosting competitiveness through automation and digitalization. In Germany, a new distribution center is under construction in Leipzig and will begin supplying the European market in 2027.

On the way to Net Zero: plant in Poznań produces climate neutrally

An important milestone on the road to net zero emissions by 2045 is the full decarbonization of all production centers by 2030. This goal was achieved in Europe in 2025 by switching from natural gas to biogas. The plants in Germany, Poland, Spain, and Switzerland are now climate neutral.

Beiersdorf is investing in sustainable technologies worldwide. Heat pumps were installed at the Hamburg and Argenton, Spain, sites in 2024, and electric steam generators are currently under construction in Bangkok, Thailand, and Malang, Indonesia. Eight out of 14 production centers are equipped with photovoltaic systems. A new 4,600 kW photovoltaic plant is under construction in Leipzig – the Group's fourth of that size.

The Poznań plant is also actively committed to environmental protection and social responsibility. In addition to water and energy conservation measures, efficient waste management, and reforestation efforts, employees have volunteered over 3,800 hours in 2024 for the global "Care Beyond Skin Day".

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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 2024 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 an ambitious sustainability agenda with the target to achieve Net Zero emissions by 2045 and aims to champion a more inclusive society.

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, 2024.

Beiersdorf

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