

Press Release

New NIVEA study: Young people rank as the loneliest age group

- Study with more than 30,000 participants from 13 countries shows loneliness as global phenomenon: More than half of respondents feel lonely, and one in five often feel isolated.
- Young people are particularly affected: In the age group between 16 and 24, one in four report feelings of isolation.
- Stigma keeps people silent: 56% of those feeling lonely find it difficult to ask for help.
- The social mission NIVEA CONNECT aims to fight loneliness and social isolation, with projects currently in more than 30 countries. A dedicated educational initiative will raise awareness of the issue in the future.

Hamburg, June 24, 2025 - Today, the iconic NIVEA brand from Beiersdorf, one of the world's leading skin care companies, publishes the first NIVEA CONNECT COMPASS. This new global study on loneliness and social isolation was conducted in 13 countries across five continents. It recognizes loneliness as a global phenomenon, touching millions of people from all walks of life, despite the increasing possibilities of digital connectivity.

The data is disillusioning: one in five people (20%) report feeling lonely often, while over half of the population (56%) has felt lonely at least sometimes. More than a third (37%) of the study participants who report feeling lonely and isolated have experienced stress and helplessness. 40% even report experiencing depression and anxiety, with nearly 60% reporting sadness. According to the NIVEA study, the biggest obstacle to finding solutions is stigmatization. More than half (56%) of those who feel lonely find it difficult to ask for help.

The way out: meaningful connections with others. 63% of people who have profound connections with others feel happier, according to the NIVEA study.

Consequences comparable to the risk of alcohol consumption and lack of exercise

Grita Loeb sack, NIVEA Global President, stresses the urgency of the issue: "Loneliness affects us all. We need to act to combat social isolation and its profound effects. Because human connection is essential to our well-being. By creating spaces where people feel seen, heard and valued, we can help turn the tide and ensure that no one suffers in silence."

Dr Julianne Holt-Lunstad, Director of the Social Connection & Health Lab at Brigham Young University and Scientific Advisor to NIVEA CONNECT, researches the negative consequences that loneliness can have. In her research, Holt-Lunstad warns that loneliness is just as harmful as smoking 15 cigarettes a day and adds: "The consequences of loneliness are comparable to the risk of alcohol consumption, lack of exercise, obesity and air pollution."

Contact

Corporate Communications

Phone.: +49 40 4909-2001

Email: cc@beiersdorf.com

The key survey findings

On a total of 34 pages, the report summarizes the results of the study, provides insights into the global results, as well as figures on the individual participating countries. The most important findings at a glance (global figures unless stated otherwise):

- Loneliness is a universal phenomenon: Worldwide, one in five people often feel lonely, 56% experience loneliness at least sometimes.
- In Germany, one in six people (17%) often feel lonely, 47% experience this feeling at least sometimes. In Germany, the figures are below the global average.
- Loneliness often peaks during the quiet moments of daily life, such as evenings (37%), weekends (31%) and holidays (33%).
- Stigma deepens the cycle of isolation and prevents people from seeking the support they need: More than half (56%) of those who feel lonely find it difficult to ask for help. Shame and fear of being a burden are the primary barriers.
- Young people aged 16 to 24 are more likely to feel isolated than any other age group: one in four young people (24%) are affected, compared to one in five (19%) in the overall population.
- Other vulnerable demographics include singles, those facing financial hardship, those living outside urban centres and excessive social media users.
- The report uncovers demographic and regional differences: In Thailand (69%), South Africa (65%), Nigeria (62%) and the US (61%), loneliness is significantly higher than the global average of 56% who feel lonely sometimes, whereas on the other hand, Germany, China and Japan (47% each) and Saudi Arabia (49%) report lower levels of loneliness.
- Family (67%) and friends (59%) are seen as key sources of support. However, with a third (31%) of people feeling unable to rely on family members, including partners, trusted sources of support seem less accessible than desired. These findings suggest that while close relationships serve as a primary defence against loneliness, they too need nurturing.
- The antidote to loneliness is connection. The report shows that 63% of people who have meaningful connections with others feel happier. Connection is not just a remedy for loneliness; it is a vital component of a healthier and happier life.

Initiative against loneliness: NIVEA CONNECT

To tackle the worldwide problem of loneliness, NIVEA launched its global social mission NIVEA CONNECT in September 2024. "With NIVEA CONNECT, we support people in strengthening their relationships," explains Grita Loeb sack. "We want to create an environment where asking for help is encouraged rather than feared. Together, we can build a world where connection is a priority, where awareness leads to action, and where no one is left alone with a feeling of isolation."

The overarching goal of the initiative is to educate and support communities, organizations and individuals globally and to destigmatize loneliness and social isolation. To this end, NIVEA has launched projects with local non-profit organizations in more than 30 countries in less than a year. In Germany, for example, the initiative collaborates closely with the non-profit organization krisenchat to show teenagers and young adults [a way out of loneliness via chat counseling](#).

Contact

Corporate Communications

Phone.: +49 40 4909-2001

Email: cc@beiersdorf.com

In July this year, NIVEA CONNECT is also launching an international communication campaign to raise awareness of loneliness and isolation. The campaign will be accompanied by booklets for different target groups, such as young people, adults and teachers.

This mission of NIVEA CONNECT aligns with the broader vision of the parent company Beiersdorf, "Care Beyond Skin", and reinforces a shared commitment to championing a more inclusive society as part of the company's strategy "Win with Care".

All information and the full report for download can be found at: www.beiersdorf.com/newsroom

Research methodology

The NIVEA research was conducted with 30,912 people in the following 13 countries (more than 2,000 interviews per country): Brazil, China, Germany, India, Indonesia, Japan, Mexico, Nigeria, Saudi Arabia, South Africa, Thailand, the United Kingdom and the United States. Survey respondents were a representative sample of people aged 16+. The study was conducted from September to December 2024 by DVJ insights, an independent international market and social research agency, with Dr Julianne Holt-Lunstad as scientific advisor.

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/newsroom

* Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care, and Hand Care; in retail value terms, 2024.



[LinkedIn](#)

[Instagram](#)

[YouTube](#)

Contact

Corporate Communications

Phone.: +49 40 4909-2001

Email: cc@beiersdorf.com