

Press Release

A Winning Team Continues: NIVEA MEN and Real Madrid Extend Global Partnership Through 2030

- Partnership extended for five seasons, through June 2030
- Official signing ceremony in legendary Santiago Bernabéu stadium in Madrid
- First global NIVEA MEN x Real Madrid Limited Edition to be launched end of 2025
- New film kicks off partnership social communication

Hamburg/Madrid, October 2, 2025 – NIVEA MEN and Real Madrid – two global powerhouses in skin care and football – are extending their winning partnership for another five seasons, through June 2030. This renewed commitment builds on a global collaboration that began in 2017 and has since become a cornerstone of NIVEA MEN's global brand strategy.

"The combination of NIVEA MEN and Real Madrid is a perfect match between two icons in their respective fields," says Grita Loeb sack, President NIVEA and Member of the Executive Board of Beiersdorf, while signing the extended contract in Real Madrid's famous stadium Santiago Bernabéu. "This partnership is a powerful example of how shared values and global reach can drive meaningful impact, as Real Madrid's principles of excellence and passion align perfectly with our vision at Beiersdorf to be the best skin care company in the world. Together, we will continue to inspire and engage millions of men around the world, bringing skin care into their daily routines in a relevant and emotional way."

Over the past three seasons, Real Madrid has celebrated remarkable sporting achievements – including Real Madrid's 15th UEFA Champions League title underscoring the club's global appeal and excellence. Alongside these sporting milestones, the partnership delivered proven direct positive business impact for NIVEA MEN – reflected in increased sales, enhanced brand love, and improved brand perception. NIVEA MEN content on Real Madrid's digital channels has reached over 280 million impressions and 162 million video views, underscoring the brand's resonance with football fans worldwide.

Beyond digital reach, the collaboration has also delivered tangible social impact: In the USA, NIVEA MEN supported Real Madrid Foundation training camps for socially disadvantaged children, fostering inclusion through sport. In China, Real Madrid-themed tournaments promoted exercise and healthy lifestyles. Additionally, fans from over 20 countries were invited to Madrid to enjoy unforgettable matchday experiences.

One of the shared values is togetherness – deeply embedded in NIVEA's brand DNA and naturally reflected in the spirit of football as a team sport that brings people closer. This principle runs through many aspects of the brand, including its social mission NIVEA CONNECT, which aims to reduce loneliness and foster meaningful relationships around the world.

Contact

Frank Meyer, Head of External Affairs
Corporate Communications
Phone.: +49 40 4909-2001
Email: cc@beiersdorf.com

First global limited edition

The renewed partnership expands the scope of collaboration, including the introduction of the first global Real Madrid Limited Edition of NIVEA MEN. Fans will be able to buy the first products featuring their favorite players by the end of 2025, in more than 40 countries worldwide. Furthermore, for the first time, the partnership includes not only NIVEA MEN products but also selected NIVEA body care products, such as the iconic NIVEA Creme as well as lip care products from NIVEA, Labello, and Liposan. As part of the agreement, players can use a broad range of all products in Real Madrid's locker room.

"We are proud to renew our partnership with NIVEA MEN for five more seasons, a brand that shares our commitment to innovation, excellence, and global reach," says Emilio Butragueño, Director of Institutional Relations at Real Madrid F.C. and adds: "Together, we have been able to inspire millions of fans around the world, bringing them closer to our club while highlighting the importance of preparation and care both on and off the pitch."

Increased brand love and New social film

"This collaboration has proven to boost brand love and purchase intention across markets," says Tobias Collée, Vice President NIVEA. "With Real Madrid, we have a platform that connects deeply with our audience as well as with our NIVEA values. At NIVEA 'WE' is bigger than 'I' – a value we share with Real Madrid's excellent team. We want fans to be part of this 'WE' feeling as well."

On occasion of the extended Global Partnership between NIVEA MEN and Real Madrid, a new [social film](#) is set to launch today, showing how relevant skin is. The communication follows the idea: "Making the Invisible, Visible" and represents a powerful duality. From a product perspective, NIVEA MEN is the "invisible partner" – not seen, but noticed where it really matters: on the skin. Because just like a jersey worn with pride, skin is the invisible uniform we all wear – on the pitch and in everyday life. Feeling comfortable in your skin is essential to perform at your best, whether you are chasing goals or enjoying life's special moments – like cheering for your favourite team in the stadium. From a fan perspective, NIVEA MEN makes the "invisible, visible" by revealing exclusive behind-the-scenes moments of Real Madrid and offering fans the opportunity to access exclusive experiences getting them closer to their favourite team.

Moving forward, the idea to make the invisible visible aims to deepen engagement with Real Madrid's global fanbase and deliver meaningful value through authentic storytelling raising awareness of how important skin is – even if it's often not seen. This message aligns with and supports the overarching communication direction of NIVEA MEN. The social film was developed in close collaboration between NIVEA MEN and Publicis One Touch, with production led by [Kiwi Film](#).

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About Real Madrid

Real Madrid C.F. is a sporting institution with 123 years of history. It holds the record for European Cups in both football (15) and basketball (11) and was designated by FIFA as the Best Club of the 20th Century. With over 650 million followers across social media platforms, it has a global fan base that extends to every continent. Brand Finance has recognized Real Madrid as the world's strongest football brand for three consecutive years, and Deloitte's Football Money League has ranked it as the club with the highest revenues worldwide in the 2023-24 season. Further information is available at realmadrid.com, the most visited football club website for the seventh consecutive year.

About NIVEA

With over 110 years of expertise, NIVEA is the inventor of modern skin care and the leading skin care expert in the world. An iconic brand millions of people trust and love. Understanding the importance of healthy, beautiful looking skin and celebrating all the positive, joyful and connecting experiences that come with it - NIVEA embodies togetherness, positivity and reliable care for everyone and all skin types. Being the world's No. 1 skin care brand* comes with a responsibility that goes beyond skin. That is why NIVEA strives to improve the environmental compatibility of the whole assortment and actively fights social isolation through its global social mission, NIVEA CONNECT. NIVEA is for skin.

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 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.

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