

Press Release

Beiersdorf delivers 9M 2025 results in line with expectations

- Group sales reach €7.5 billion (+2.0% in organic terms)
- Consumer Business sales mark €6.3 billion (+2.0% in organic terms) driven by outstanding Derma growth
- NIVEA +0.6%, Derma +12.3%, Health Care +8.8%, La Prairie -7.2%; La Prairie returns to growth in Q3
- NIVEA innovations kicked off successfully in September; targeted portfolio adjustments support long-term strategy
- tesa sales reach €1.3 billion (+2.0% in organic terms) due to strong Electronics business
- 2025 organic sales growth guidance adjusted to reflect slower market environment

Hamburg, October 23, 2025 – Beiersdorf delivered results in line with expectations in the first nine months of 2025, navigating a challenging market environment through innovation-led performance. Driven by strong Derma results, Group sales reached €7.5 billion in the nine months, representing organic sales growth of 2.0%.

Vincent Warnery, CEO of Beiersdorf, said: “We are pleased to see the outstanding performance of our derma business. It proves that we can continue to outperform the competition and deliver double-digit growth. For NIVEA, we are taking decisive action to refuel growth in a challenging market. The biggest NIVEA launch of all time with our breakthrough ingredient Epicelline® shows very promising early results. By broadening our skin care focus and reinforcing deodorants as a strategic growth pillar, we are strengthening NIVEA’s position for long-term success. Our strategy for NIVEA remains on track.”

On the current market development, Vincent Warnery commented: “We saw a further deceleration of the skin care market in the third quarter of 2025 especially in emerging markets, which is why we now expect an organic sales growth for our Consumer business of around 2.5% for the full year.”

Consumer: Innovation-led growth and portfolio rebalancing

The Consumer Business Segment recorded organic sales growth of 2.0% in the first nine months of the year. In nominal terms, sales remained at the previous year’s level of €6.3 billion.

In the first nine months of 2025, **NIVEA** recorded organic sales growth of 0.6%, reflecting a continued slowdown in the mass market, especially in Latin America and Eastern Europe. To strengthen the brand’s long-term growth trajectory, NIVEA initiated a targeted adjustment of its core portfolio. The main focus of this proactive strategy refinement is to broaden NIVEA’s presence across all skin care categories and to reinforce high-potential segments such as Deodorant, while Face Care continues to play a central role. NIVEA remains committed to its role as a value-for-money brand with accessible pricing. At the same time, customers are willing to pay for breakthrough innovations, as demonstrated by the new NIVEA Cellular Epigenetics Serum with Epicelline®. The global launch began in September and will continue through the end of the year. Early signs are promising: In September, NIVEA achieved organic growth of 7.8% – showing a clear upward trend, supported by the positive reception of the new NIVEA Derma Control antiperspirant range.

The Derma **Eucerin** and **Aquaphor** brands continue to win market share across regions. In the first nine months, the Derma business delivered outstanding organic sales growth of 12.3%, despite a tough comparison base from last year. Even one year after its launch, the Eucerin Epigenetic Serum with Epicelline® remained a key growth driver, performing strongly across multiple markets. In North America, Eucerin Face achieved 56% organic sales growth in the third quarter, supported by the launch of the Eucerin Radiant Tone range with Thiamidol® earlier this year – another breakthrough innovation that continues to unlock growth potential.

The **La Prairie** luxury brand recorded a 7.2% decline in organic sales in the first nine months of 2025 but returned to growth in the third quarter with organic sales growth of 1.6%. Despite ongoing market volatility, La Prairie continued its sequential quarterly improvement as planned. China remained a key growth driver, achieving 3% organic sales growth in Q3, supported by strong e-commerce momentum. As a part of its expansion strategy, La Prairie entered the Indian market with an exclusive launch on the e-commerce platform Nykaa – further enhancing the brand’s global premium footprint.

The Health Care business, which includes the **Hansaplast** and **Elastoplast** brands, achieved strong organic sales growth of 8.8% in the first nine months of 2025. Growth was primarily driven by the Wound Care market, supported by the successful rollout of the Second Skin Protection plaster innovation.

tesa: Electronics drives growth

The tesa Business Segment achieved organic sales growth of 2.0% in the first nine months of 2025 – in line with plan. This performance was driven by strong momentum in the Electronics business, particularly in Greater China and the Asia-Pacific region. The Automotive business continues to navigate a complex market environment. Despite the challenges, the segment showed resilience and delivered growth in some regions, primarily in Asia-Pacific, by winning new customer projects. Despite a challenging market, the Consumer business achieved growth over the nine-month period.

Guidance for 2025 adjusted

Beiersdorf adjusts its full-year guidance for 2025 to reflect the slower market environment in the third quarter.

For the Consumer Business Segment, Beiersdorf expects organic sales growth of around 2.5%. The EBIT margin from ongoing operations (excluding special factors) is expected to increase by 20 basis points compared to the previous year’s level (2024: 13.4%).

For the tesa Business Segment, the company continues to expect organic sales growth in the range of 1–3% and an EBIT margin from ongoing operations (excluding special factors) of around 16%.

Based on the guidance for both business segments, Group organic sales growth is expected to be around 2.5% with the Group EBIT margin from ongoing operations (excluding special factors) slightly above the previous year’s level (2024: 13.9%).

9M and Q3 2025 sales figures at a glance

Consumer sales by brand

(In € million)

	9M 2025	Development (in %)		Q3 2025	Development (in %)	
		nominal	organic		nominal	organic
NIVEA (incl. Labello)	4,229	-1.6	0.6	1,308	-2.6	-0.4
Derma	1,145	10.0	12.3	355	8.9	12.4
Health Care	235	6.0	8.8	76	6.4	9.8
La Prairie	348	-8.1	-7.2	106	-1.3	1.6

Consumer sales by region

(In € million)

	9M 2025	Development (in %)		Q3 2025	Development (in %)	
		nominal	organic		nominal	organic
Europe	2,809	1.5	1.2	847	1.6	1.8
Western Europe	2,232	2.0	1.7	674	2.9	3.1
Eastern Europe	577	-0.5	-0.7	173	-3.2	-3.1
Americas	1,693	-3.4	2.2	539	-1.9	1.5
North America	760	-0.9	2.5	226	-2.9	2.8
Latin America	933	-5.3	2.0	313	-1.1	0.6
Africa/Asia/Australia	1,749	0.4	2.9	534	-2.1	3.2
Total	6,251	-0.2	2.0	1,920	-0.5	2.1

tesa sales by region

(In € million)

	9M 2025	Development (in %)		Q3 2025	Development (in %)	
		nominal	organic		nominal	organic
Europe	578	-1.1	-1.3	188	0.3	0.2
Americas	207	-4.6	-0.2	68	-9.6	-5.3
Africa/Asia/Australia	504	3.4	6.8	176	-3.9	1.9
Total	1,289	0.0	2.0	432	-3.1	0.0

Group sales by region

(In € million)

	9M 2025	Development (in %)		Q3 2025	Development (in %)	
		nominal	organic		nominal	organic
Europe	3,387	1.0	0.8	1,035	1.3	1.5
Americas	1,900	-3.5	1.9	607	-2.8	0.7
Africa/Asia/Australia	2,253	1.1	3.7	710	-2.5	2.9
Total	7,540	-0.1	2.0	2,352	-0.9	1.7

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



[LinkedIn](#)
[Instagram](#)
[YouTube](#)

Contact

Corporate Communications
 Frank Meyer
 Tel.: +49 40 4909-2001
 Email: cc@beiersdorf.com

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