



# Beiersdorf AG in Beauty and Personal Care

September 2023

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## STATE OF PLAY

Beiersdorf AG ranks sixth globally in beauty and personal care

Western Europe continues to be Beiersdorf AG's largest region for sales in 2022

Skin care drives sales, with particular success in dermocosmetics in Germany and the US

Beiersdorf's growth is driven by market momentum

Consumer perception of top Beiersdorf brands

## EXPOSURE TO FUTURE GROWTH

Latin America demonstrated dynamic growth, but high inflation remains a caveat

Top five companies expected to maintain rank; Natura&Co's climb uncertain due to Aesop

Beiersdorf AG benefits from online presence across a diversified product portfolio

## COMPETITIVE POSITIONING

Beiersdorf shows resilience in beauty and personal care

L'Oréal Groupe has the greatest sales overlap with Beiersdorf

Beiersdorf remains a category leader in many markets globally

Well-established core brands maintain their competitive positions

Innovation led by digital engagements

Digitalisation and artificial intelligence for product enhancement

Beiersdorf places sustainability at the forefront

Environmentally friendly product innovations help Beiersdorf premiumise its offerings

## SKIN CARE

Beiersdorf remains the third ranked player in skin care globally

Facial care is the largest contributor in Beiersdorf's key markets

China to continue to be a strategically important market for projected skin care sales

## SUN CARE

Western Europe and North America remain Beiersdorf's largest sun care markets

Beiersdorf's claims of prevention, skin barrier and anti-ageing resonate in key markets

US and UK are key for future sun care growth

Overview of beauty and personal care: Product and brand coverage, 2022

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Projected company sales: FAQs

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Overview of Beauty Survey: Product and brand coverage

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