



## No 9: Nivea

RANK	9 <sup>th</sup>
RANKING CHANGE SINCE 2014	Up one place, from 10 <sup>th</sup>
FMCG CATEGORY	Beauty and Personal Care
BRAND SALES	USD10-15 billion



Nivea is the most important brand owned by German company Beiersdorf, making up 86% of its beauty and personal care sales in 2017. The brand is the global leader in skin care and sun care and is also present in deodorants, bath and shower products.

Nivea's core regions are Western Europe and Latin America. However, sales have declined in both as this mass-market brand competes in a beauty and personal care industry where premium products have shown faster growth. Retail sales value has increased in Asia Pacific, with China now Nivea's third largest country for sales. Brand recognition has driven success in emerging markets where private label has not yet developed into a significant threat.

In 2014 Nivea completed the roll-out of a new logo based on the brand's blue tin design, in order to ensure greater consistency across regions and a clearer brand identity. The brand has also looked to technology such as web apps to engage with younger adults and meet the shift towards premiumisation.