

# Nivea maker Beiersdorf looks to smooth growth after 'successful' 2015

FRANKFURT - Beiersdorf, the German maker of Nivea cream products, said Wednesday it expects to attain higher sales and earnings this year after a "successful" year in 2015.



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"In a difficult market environment ... Beiersdorf continued on its profitable growth path in 2015," said chief executive Stefan Heidenreich. "Beiersdorf was successful in 2015.

"Once again, we were able to increase our sales and earnings. We gained market share in our relevant markets and further improved our competitiveness and efficiency," Heidenreich said.

"This is a solid foundation for further economic success in 2016." In 2015, net profit jumped by 25 percent to 671 million euros (\$748 million), Beiersdorf said.

Underlying or operating profit grew by 20 percent to 962 million euros and sales were up 6.4 percent at 6.686 billion euros. In addition to Nivea, Beiersdorf also makes Tesa sticky tape and Hansaplast plasters.

Looking ahead to the current year, Beiersdorf said it expects group sales to grow by three or four percent in 2016.

**Source:** AFP

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