

## Beiersdorf AG (BEI) - Financial and Strategic SWOT Analysis Review

URL:	<a href="https://marketpublishers.com/r/B1796BEC7FDEN.html">https://marketpublishers.com/r/B1796BEC7FDEN.html</a>
Date:	September 6, 2018
Pages:	41
Price:	US\$ 125.00
ID:	B1796BEC7FDEN

Beiersdorf AG (BEI) - Financial and Strategic SWOT Analysis Review provides you an in-depth strategic SWOT analysis of the company's businesses and operations. The profile has been compiled by GlobalData to bring to you a clear and an unbiased view of the company's key strengths and weaknesses and the potential opportunities and threats. The profile helps you formulate strategies that augment your business by enabling you to understand your partners, customers and competitors better.

The profile contains critical company information including:

- Business description – A detailed description of the company's operations and business divisions.
- Corporate strategy – Analyst's summarization of the company's business strategy.
- SWOT Analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.
- Company history – Progression of key events associated with the company.
- Major products and services – A list of major products, services and brands of the company.
- Key competitors – A list of key competitors to the company.
- Key employees – A list of the key executives of the company.
- Executive biographies – A brief summary of the executives' employment history.
- Key operational heads – A list of personnel heading key departments/functions.
- Important locations and subsidiaries – A list and contact details of key locations and subsidiaries of the company.
- Detailed financial ratios for the past five years – The latest financial ratios derived from the annual financial statements published by the company with 5 years history.
- Interim ratios for the last five interim periods – The latest financial ratios derived from the quarterly/semi-annual financial statements published by the company for 5 interims history.

### Highlights

Beiersdorf AG (Beiersdorf) manufactures skin and body care products, and offers self-adhesive product solutions. The company's product portfolio comprises deodorants, face care, body care, sun protection, anti-aging skin care, lip care, plaster and wound care, fragrance compositions, hand care, hair care, and odor. It also provides self-adhesive products and solutions for mounting, affixing, renovating, repairing, packaging, insulating, and insects, dust, and drafts protection applications. Beiersdorf markets its products under NIVEA, Eucerin, La Prairie, Labello, Hansaplast, Florena, 8x4, aatrix, SLEK, and HIDROFUGAL brands. It serves consumer, automotive, electrical engineering and electronics, print and paper, construction, pharmaceutical, solar and wind energy, safety and security applications. The company has business operations across Europe, Africa, Asia, Oceania, North America, and Latin America. It operates production facilities in Brazil, China, India, Italy, the US, and Germany. Beiersdorf is headquartered in Hamburg, Germany.

### Beiersdorf AG Key Recent Developments

Aug 08,2018: Beiersdorf raises FY forecast after solid H1

Jun 21,2018: Beiersdorf AG makes changes to executive board  
Jun 21,2018: Beiersdorf CEO follows finance chief in leaving company  
Apr 25,2018: Beiersdorf hires Dessi Temperley to executive board  
Feb 03,2017: Beiersdorf appoints new board member to help drive brand agenda

Key benefits of buying this profile include:

You get detailed information about the company and its operations to identify potential customers and suppliers.

- The profile analyzes the company's business structure, operations, major products and services, prospects, locations and subsidiaries, key executives and their biographies and key competitors.

Understand and respond to your competitors' business structure and strategies, and capitalize on their weaknesses. Stay up to date on the major developments affecting the company.

- The company's core strengths and weaknesses and areas of development or decline are analyzed and presented in the profile objectively. Recent developments in the company covered in the profile help you track important events.

Equip yourself with information that enables you to sharpen your strategies and transform your operations profitably.

- Opportunities that the company can explore and exploit are sized up and its growth potential assessed in the profile. Competitive and/or technological threats are highlighted.

Scout for potential investments and acquisition targets, with detailed insight into the companies' strategic, financial and operational performance.

- Financial ratio presented for major public companies in the profile include the revenue trends, profitability, growth, margins and returns, liquidity and leverage, financial position and efficiency ratios.

Gain key insights into the company for academic or business research.

- Key elements such as SWOT analysis, corporate strategy and financial ratios and charts are incorporated in the profile to assist your academic or business research needs.

**Note:** Some sections may be missing if data is unavailable for the company

## Table of Content

### SECTION 1 - ABOUT THE COMPANY

Beiersdorf AG - Key Facts  
Beiersdorf AG - Key Employees  
Beiersdorf AG - Key Employee Biographies  
Beiersdorf AG - Major Products and Services  
Beiersdorf AG - History  
Beiersdorf AG - Company Statement  
Beiersdorf AG - Locations And Subsidiaries  
Head Office  
Other Locations & Subsidiaries

## **SECTION 2 – COMPANY ANALYSIS**

Company Overview  
Beiersdorf AG - Business Description  
Business Segment: Consumer  
Overview  
Performance  
Business Segment: Tesa  
Overview  
Performance  
Geographical Segment: Africa/ Asia/ Australia  
Target Markets  
Performance  
Geographical Segment: Americas  
Target Markets  
Performance  
Geographical Segment: Europe  
Target Markets  
Performance  
Beiersdorf AG - Corporate Strategy  
Beiersdorf AG - SWOT Analysis  
SWOT Analysis - Overview  
Beiersdorf AG - Strengths  
Beiersdorf AG - Weaknesses  
Beiersdorf AG - Opportunities  
Beiersdorf AG - Threats  
Beiersdorf AG - Key Competitors

## **SECTION 3 – COMPANY FINANCIAL RATIOS**

Financial Ratios - Capital Market Ratios  
Financial Ratios - Annual Ratios  
Performance Chart  
Financial Performance  
Financial Ratios - Interim Ratios  
Financial Ratios - Ratio Charts

## **SECTION 4 – COMPANY’S RECENT DEVELOPMENTS**

Feb 03, 2017: Beiersdorf appoints new executive board member  
Feb 03, 2017: Beiersdorf appoints new executive board member  
Feb 03, 2017: Beiersdorf appoints new executive board member

## **SECTION 5 – APPENDIX**

Methodology  
Ratio Definitions  
About GlobalData  
Contact Us  
Disclaimer

## **LIST OF TABLES**

Beiersdorf AG, Key Facts  
Beiersdorf AG, Key Employees

Beiersdorf AG, Key Employee Biographies  
Beiersdorf AG, Major Products and Services  
Beiersdorf AG, History  
Beiersdorf AG, Other Locations  
Beiersdorf AG, Subsidiaries  
Beiersdorf AG, Key Competitors  
Beiersdorf AG, Ratios based on current share price  
Beiersdorf AG, Annual Ratios  
Beiersdorf AG, Annual Ratios (Cont.1)  
Beiersdorf AG, Annual Ratios (Cont.2)  
Beiersdorf AG, Interim Ratios  
Currency Codes  
Capital Market Ratios  
Equity Ratios  
Profitability Ratios  
Cost Ratios  
Liquidity Ratios  
Leverage Ratios  
Efficiency Ratios

## **LIST OF FIGURES**

Beiersdorf AG, Performance Chart (2013 - 2017)  
Beiersdorf AG, Ratio Charts

## **COMPANIES MENTIONED**

Avon Products, Inc.  
Colgate-Palmolive Company  
Henkel AG & Co KGaA  
Jean Pierre Rosselet Cosmetics AG  
Johnson & Johnson  
KOSE Corp  
L'Oreal SA  
PZ Cussons Plc  
Revlon International Corporation  
Shiseido Co Ltd  
The Procter & Gamble Co  
Unilever N.V.

### I would like to order:

**Product name:** Beiersdorf AG (BEI) - Financial and Strategic SWOT Analysis Review  
**Product link:** <https://marketpublishers.com/r/B1796BEC7FDEN.html>  
**Product ID:** B1796BEC7FDEN  
**Price:** US\$ 125.00 (Single User License / Electronic Delivery)

*If you want to order Corporate License or Hard Copy, please, contact our Customer Service: [office@marketpublishers.com](mailto:office@marketpublishers.com)*

### Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <https://marketpublishers.com/r/B1796BEC7FDEN.html>

### To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
E-mail:  
Company:  
Address:  
City:  
Zip/Post Code:  
Country:  
Tel:  
Fax:  
Your message:

\* All fields are required

Customer Signature \_\_\_\_\_

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at [https://marketpublishers.com/docs/terms\\_conditions.html](https://marketpublishers.com/docs/terms_conditions.html)

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**