



BEAUTY & WELLBEING



Unilever

Beauty & Wellbeing at a glance

€13.2bn

FY'24 Turnover

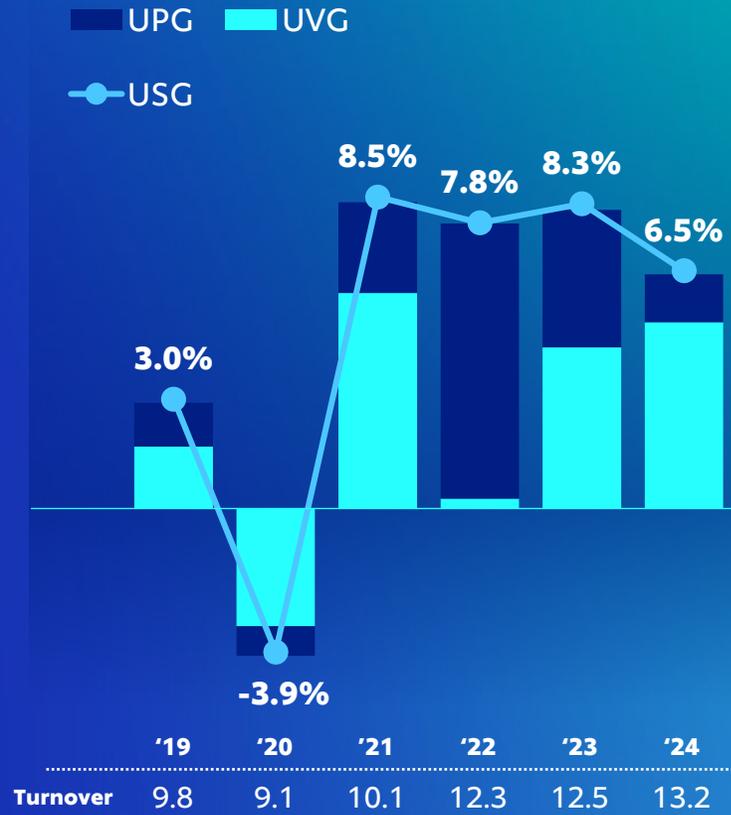
6.5% FY'24 USG

19.4%

FY'24 UOM

+70bps vs. PY

Growth



Profitability



Beauty & Wellbeing overview

Primary Verticals



Emerging challenger

#4 market position
leadership positions in Asia

#2 market position

Market size

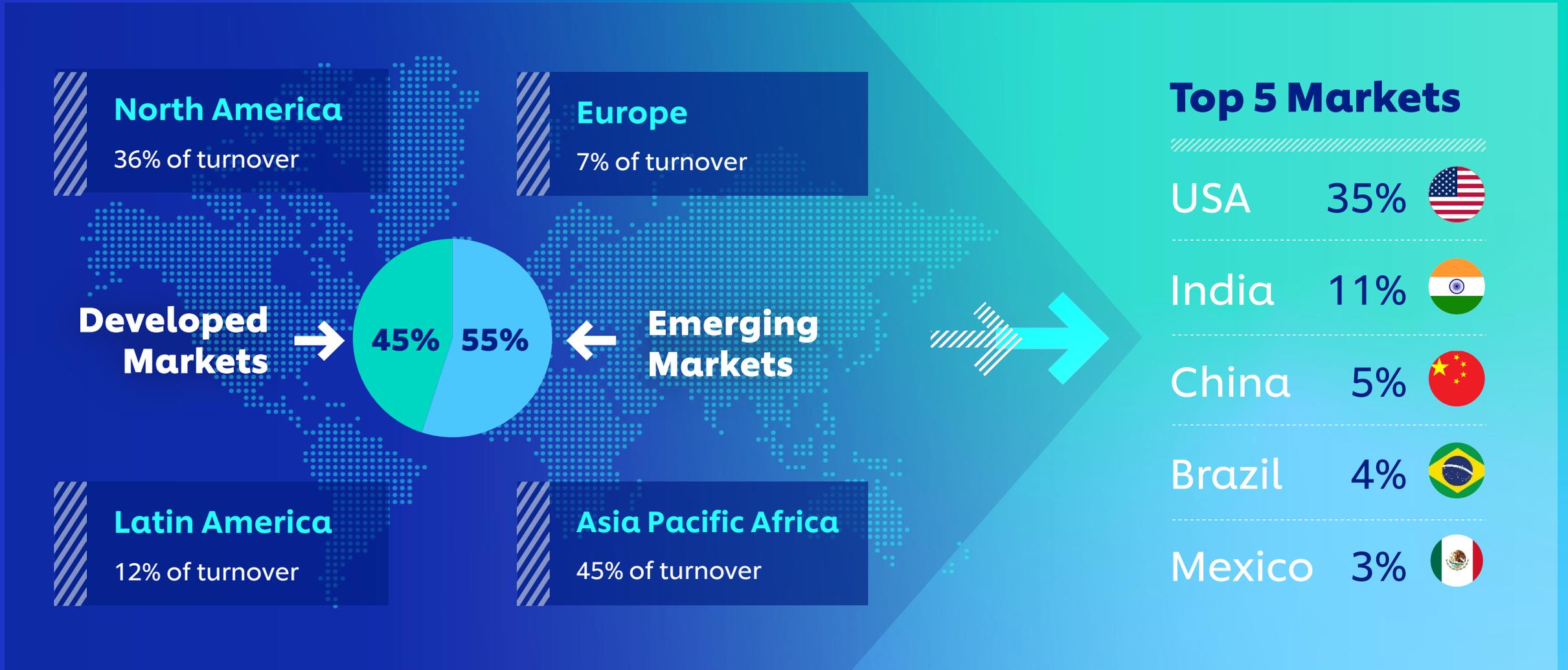


■ Hair ■ Skin ■ Wellbeing

Power Brands

68%
of turnover from Power Brands

Key geographies and markets



Beauty & Wellbeing Financials

	Turnover (€bn)	USG %	UVG %	UPG %	UOP (€bn)	UOM %
2019	9.8	3.0%	1.7%	1.2%	2.3	23.1%
2020	9.1	(3.9)%	(3.2)%	(0.8)%	1.9	20.4%
2021	10.1	8.5%	5.9%	2.5%	2.2	22.1%
2022	12.3	7.8%	0.3%	7.5%	2.3	18.7%
2023	12.5	8.3%	4.4%	3.8%	2.3	18.7%
2024	13.2	6.5%	5.1%	1.3%	2.6	19.4%
5-year CAGR	6.1%	4.9%	2.3%	2.5%	2.4%	