Caring for skin is at the heart of the NIVEA brand and the emotional values associated with the brand have changed little over the past 95 years. Consumers consistently reaffirm their trust in the brand. NIVEA has a strong marketing heritage, and the research conducted in the 1920s focusing on many of the benefits and values that the brand still stands for today.

Offerings and Values

NIVEA Creme is an iconic beauty classic used by millions of women all over the world. It was the first true cosmetic moisturiser and is still the brand’s signature product. Yet to best meet consumers’ evolving requirements in skincare, NIVEA has expanded significantly to offer a comprehensive choice of moisturising, protection and care expertise in the face, body, hand, lip, men’s, sun and deodorant markets.

NIVEA’s brand values have changed little over the decades and are encapsulated in the phrase ‘Trust NIVEA to care for your skin’. These values are communicated via its brand character. Each NIVEA product is formulated to meet specific consumer skin needs, while family values form a vital part of each generation. It is a tribute to the strength of the NIVEA brand that it can appeal to a wide range of consumers on so many levels.

Innovations and Promotions

New product development and innovation is at the heart of NIVEA’s long-term brand development. The Research Centre at NIVEA’s headquarters in Hamburg, Germany, which opened in August 2000, is devoted to helping identify and develop the latest products. 2000 has seen the launch of several innovative new products. Firstly, NIVEA has transformed its nourishing, tanning and firming expertise into the new and rapidly growing gradual tanning segment with the launch of NIVEA Body Sunkissed Skin, a daily moisturiser with a hint of tan, which also helps firm the skin.

Secondly, NIVEA body Age Defying Lotion, formulated to replenish the levels of moisture, replaces the levels of Creative in skin, helping boost the skin’s natural anti-aging process. Thirdly, NIVEA Deodorant Pearl & Beauty, a deodorant offering 24-hour protection along with pearl extracts designed to leave underarms feeling smooth and cared for.

Finally, NIVEA For Men Cooling Gel Moisturisers, a light hydro gel, with Iso Magnesium and Mint Extracts, which refreshes and re-energises the skin and boosts skin’s moisture.

Also new for the 2006 Sun market is immediate protection for children in spray and lotion formulations, forming part of the new NIVEA Sun Children’s SPF 50+ range. NIVEA has a strong marketing heritage, with campaigns dating as far back as the 1920s focusing on many of the benefits and values that the brand still stands for today.

Nowadays, each section of the brand portfolio is supported by a fully integrated multimedia strategy. 2006 will be the fourth year NIVEA has sponsored Cancer Research UK’s Race for Life which is a series of women-only sponsored charity events.

Race for Life fits perfectly with NIVEA’s values of caring for oneself on the inside and the outside, as well as for others through the sponsorship money raised.

Market Context

With more and more people – men and women alike – interested in looking and feeling youthful and healthy for as long as possible, skincare is big business. As the leading skincare brand in Europe, NIVEA has a 16.2% share of the £1.12 billion UK skincare market (Source: IRI). The largest segment in the market is facial skincare, where product sales total £30.4 billion, increasing by 6.4% year-on-year (Source: IRI). The fastest-growing segment is body care with an annual increase of 29.0% (Source: IRI), mainly attributable to the new gradual tanning segment, which NIVEA has just launched into.

With ever-heightening interest in their personal appearance, consumers are eager to try advanced new formulas that deliver on their promises. This trend is putting enormous pressure on manufacturers to innovate and all major brand players must maintain a frenetic pace of new product development in order to keep up with one another and sustain consumer interest. However, innovation does not have to come from the latest hi-tech ingredient – it could also come in the shape of a new packaging format or the identification of a simple unmet consumer need or trend.

Achievements and Future Prospects

NIVEA is the world’s largest skincare brand with a strong international presence in around 170 countries and an enviable reputation. In the UK the brand has a retail value of £159 million, which reflects a growth of 8% in a skin and beauty care category that only grew by 1.5% in 2005 (Source: IRI). This is further reinforced by NIVEA being voted the UK’s and Europe’s Most Trusted Skincare Brand for the second consecutive year in a row.

In 2006 NIVEA For Men Active Firming Moisturiser celebrated the status of Product of the Year – an independent survey of 12,593 individuals; and the Marie Claire Prix D’Excellence De La Beaute award in 2006 went to NIVEA Visage Sensitive Calming Day Cream.

www.nivea.co.uk

1906
Beiersdorf opens its first UK office in Idol Lane, London.

1911
Dr Oscar Troplowitz, a medical researcher, develops a new kind of cosmetic cream.

1922
NIVEA launches the first mass-market skincare cream in the UK – the world’s first true cosmetic moisturiser.

1950s
NIVEA begins to expand its product portfolio beyond the iconic NIVEA Creme into lotions, Suncare, Shower and basic facecare. This continues through to the 1980s.

2002
NIVEA Deodorant launches in the UK.

2006
Beiersdorf UK Ltd celebrates its 100th anniversary.

Things you didn’t know

The iconic blue NIVEA Creme tin was actually green when it was first produced.

The name NIVEA is derived from the Latin expression ‘Nix Niva’, meaning snow white.

In the UK, four million people use a NIVEA skincare product every day.

In the past 95 years, more than 11 billion NIVEA Creme pots have been produced, equivalent to every single person who has ever lived using one pot of NIVEA Creme.

NIVEA products are used by half a billion people worldwide and are sold 18 million times a year.

Readers Digest study. In 2006 NIVEA For Men Active Firming Moisturiser celebrated the status of Product of the Year – an independent survey of 12,593 individuals; and the Marie Claire Prix D’Excellence De La Beaute award in 2006 went to NIVEA Visage Sensitive Calming Day Cream.