



PERSONAL CARE



Unilever

Personal Care at a glance

€13.6bn

FY'24 Turnover

5.2% FY'24 USG

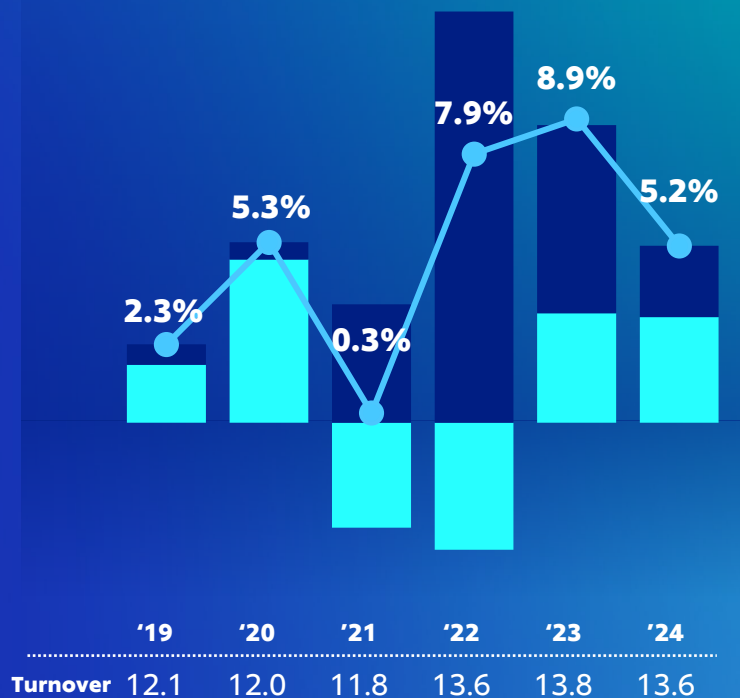
22.1%

FY'24 UOM

+190bps vs. PY

Growth

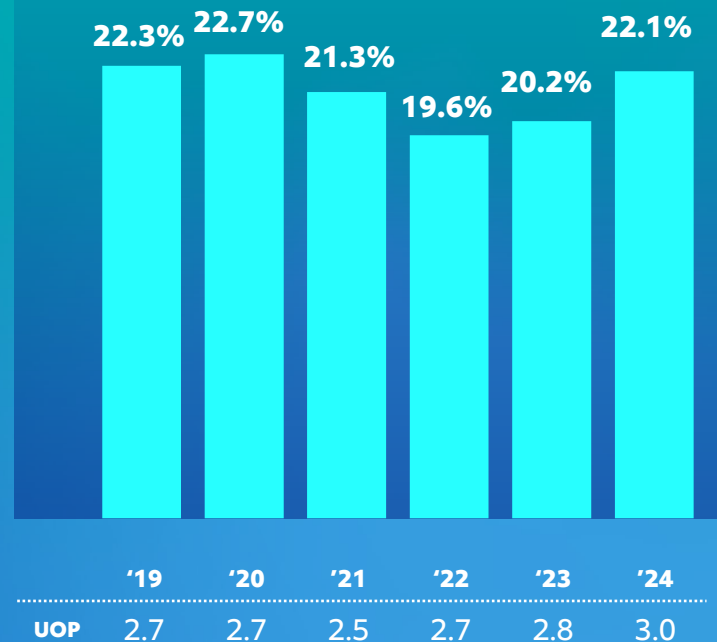
UPG UVG USG



	'19	'20	'21	'22	'23	'24
Turnover	12.1	12.0	11.8	13.6	13.8	13.6

Profitability

UOM



Personal Care overview

Primary Verticals



#4 market position
leadership positions in Asia

#1 market position

#1 market position

Market size

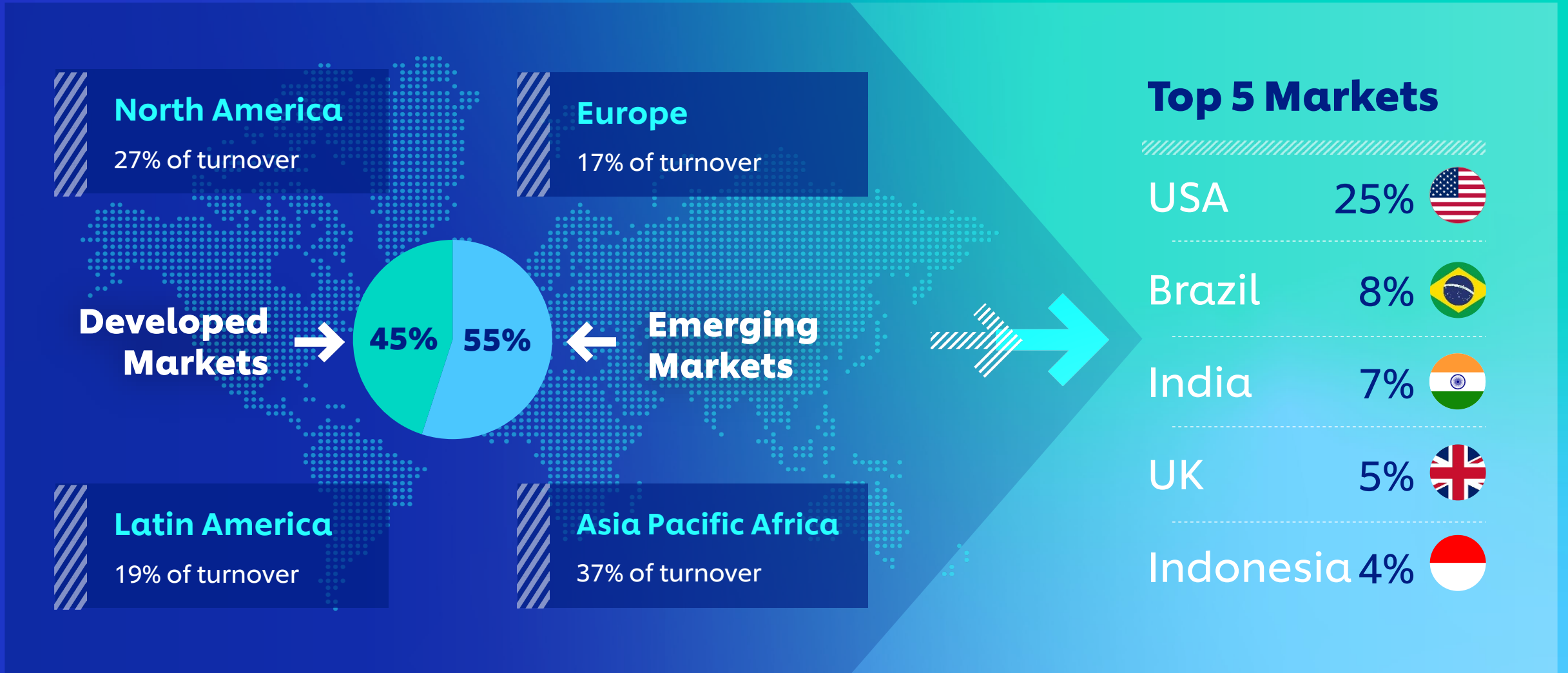


■ Deodorants ■ Skin Cleansing
■ Oral Care

Power Brands

A graphic showcasing Unilever's Power Brands. A central dark blue circle contains the text "91% of turnover from Power Brands". Surrounding this circle are the logos of seven brands: Pepsodent (top left), Dove (top center), AXE (top right), Rexona (middle left), LUX (bottom left), Lifebuoy (bottom right), and closeup (middle right).

Key geographies and markets



Personal Care Financials

	Turnover (€bn)	USG %	UVG %	UPG %	UOP (€bn)	UOM %
2019	12.1	2.3%	1.7%	0.6%	2.7	22.3%
2020	12.0	5.3%	4.8%	0.5%	2.7	22.7%
2021	11.8	0.3%	(3.1)%	3.5%	2.5	21.3%
2022	13.6	7.9%	(3.7)%	12.1%	2.7	19.6%
2023	13.8	8.9%	3.2%	5.5%	2.8	20.2%
2024	13.6	5.2%	3.1%	2.1%	3.0	22.1%
5-year CAGR	2.4%	4.9%	0.9%	4.0%	2.3%	