



# PERSONAL CARE



Unilever

# Personal Care at a glance

€13.8bn

FY'23 Turnover

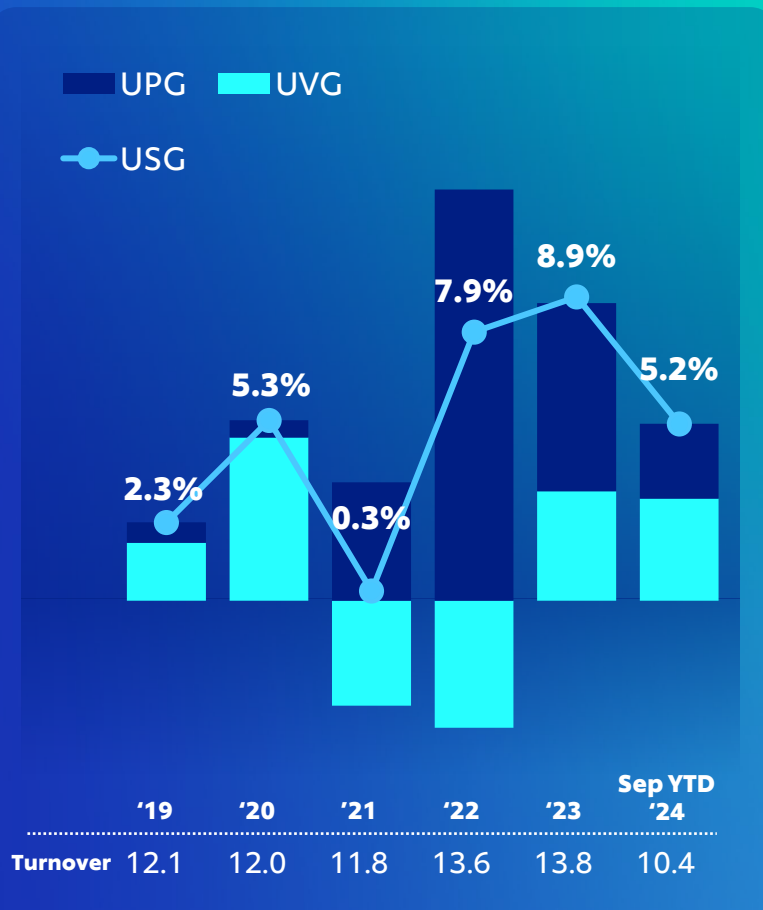
5.2% Sep YTD'24 USG

20.2%

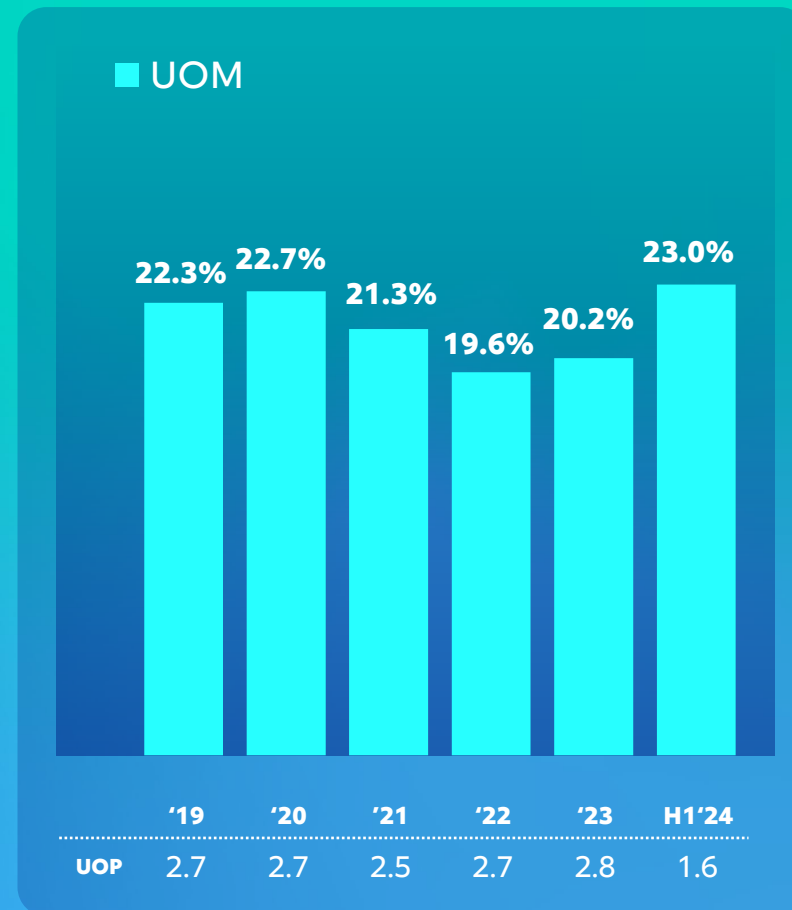
FY'23 UOM

23.0% H1'24 UOM

## Growth



## Profitability



# Personal Care overview

## Primary Verticals



#4 market position  
leadership positions in Asia

#1 market position

#1 market position

### Market size

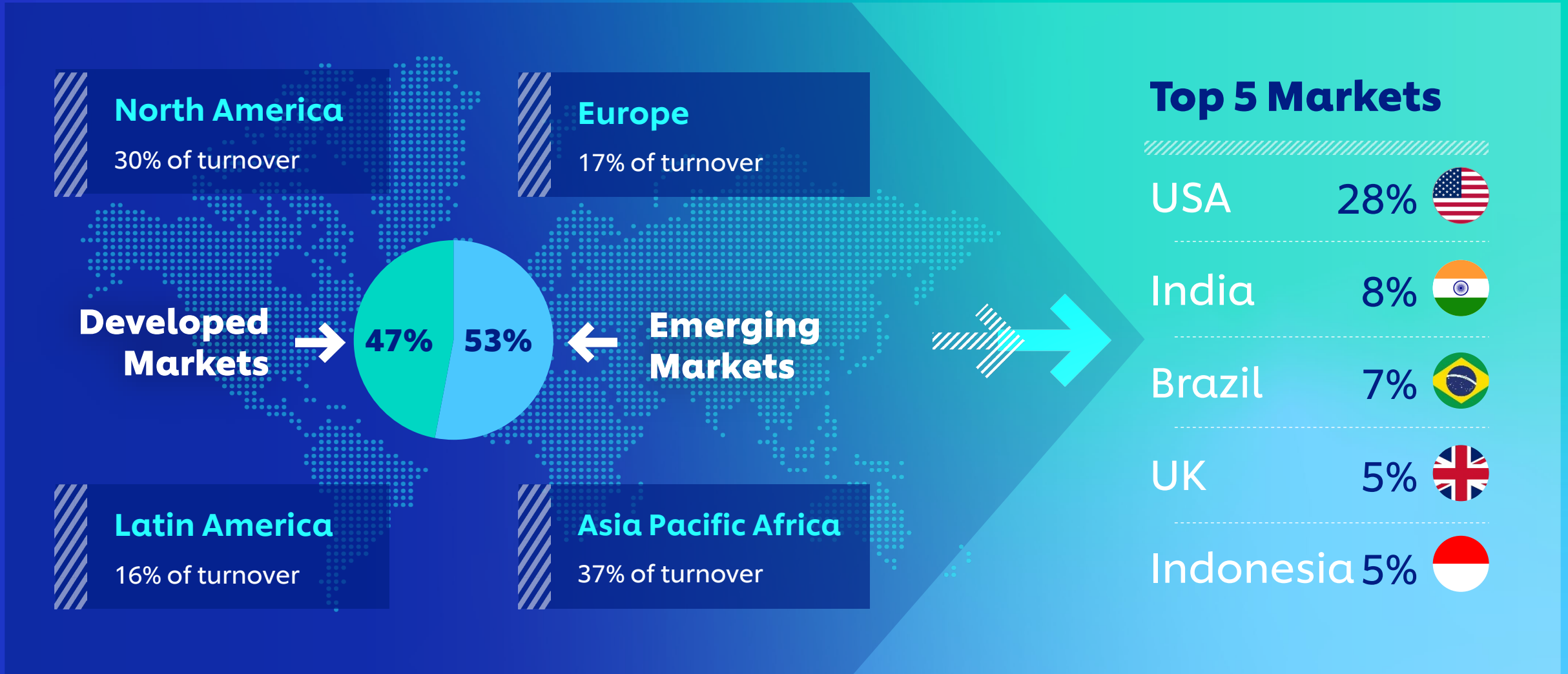


■ Deodorants ■ Skin Cleansing  
■ Oral Care

## Power Brands

A collection of brand logos arranged around a central dark blue circle. The logos include Pepsodent (top left), Dove (top center), AXE (top right), Rexona (middle left), LUX (bottom left), Lifebuoy (bottom right), and closeup (middle right). The central circle contains the text "86% of turnover from Power Brands".

# Key geographies and markets



# Personal Care Financials

	Turnover (€bn)	USG %	UVG %	UPG %	UOP (€bn)	UOM %
<b>2019</b>	12.1	2.3%	1.7%	0.6%	2.7	22.3%
<b>2020</b>	12.0	5.3%	4.8%	0.5%	2.7	22.7%
<b>2021</b>	11.8	0.3%	(3.1)%	3.5%	2.5	21.3%
<b>2022</b>	13.6	7.9%	(3.7)%	12.1%	2.7	19.6%
<b>2023</b>	13.8	8.9%	3.2%	5.5%	2.8	20.2%
<b>4-year CAGR</b>	3.4%	4.9%	0.5%	4.4%	0.9%	