

# Beiersdorf AG – Valuation

1/22/2026

Ticker	BEI
Company	Beiersdorf AG
Currency	EUR
Industry	Household & Personal Products

Description
Beiersdorf Aktiengesellschaft engages in the manufacture and distribution of consumer goods in Europe, the Americas, Africa, Asia, and Australia. It operates in two segments, Consumer Business and Tesa Business. The Consumer Business Segment offers skin and body care products. The Tesa Business segment provides adhesive tapes and self-adhesive products and system solutions for industries, craft businesses, and consumers. This segment offers its system solutions to the automotive, electronics, printing and paper, and building and construction industries. It offers its products under the NIVEA, Eucerin, La Prairie, Labello, Hansaplast, 8x4, FLORENA, Coppertone, HIDROFUGAL, GAMMON, SKIN STORIES, FLORENA FERMENTED SKINCARE, STOP THE WATER WHILE USING ME, CHAUL, TESA, O.W.N., Chantecaille, Elastoplast, CURITAS, and Beiersdorf brands. The company was founded in 1882 and is headquartered in Hamburg, Germany. Beiersdorf Aktiengesellschaft is a subsidiary of maxingvest ag.

Metric	EPS
EPS (ttm)	3.95
Book Value Per Share	37.76
Avg. 5Y Price Change	0.00%
Cost of Equity	14.00%
Book Value Per Share Growth	7.00%
Earnings Per Share Growth	6.00%
Sales Per Share Growth	5.00%
Operating Cash Flow Per Share Growth	6.00%
Growth Rate	6.00%
Forecasted Growth	2026: 4.19   2027: 4.44   2028: 4.70   2029: 4.99

	2030: 5.29   2031: 5.60
Discounted	2026: 3.67   2027: 3.42   2028: 3.18   2029: 2.95   2030: 2.75   2031: 2.55
Terminal Rate	1.00%
Last Close	98.14
Fair Value	38.35
Over/UnderValued %	155.93%