

Nivea

Parent Company

Beiersdorf AG

Category

Personal care brands – Skin cream

Sector

FMCG

Tagline/ Slogan

It helps protect your skin; 100 years of skin care for Life

USP

Nivea makes dry skin smooth and irresistible to touch

Nivea STP

Segment

Personal skin care products

Target Group

Middle class all age groups for skin care

Positioning

Nivea is positioned in the platform of "Gentle Care" and "Wellness"

Nivea SWOT Analysis

Strengths

1. Nivea globally is the brand that has its presence in around 20 product categories in more than 50 countries.
2. Nivea has huge brand recall and equity.

3. Very strong distribution network
4. The packs 'Blue and White' color as its brand element.
5. Excellent advertising and brand visibility makes it a top-of-the-mind brand

Weaknesses

1. Nivea faced criticism over ad campaigns which were termed as racist by a few people
2. Intense competition in skincare segment

Opportunities

1. Well reputed and established global brand, every chance to grow in the emerging economies as well
2. Nivea has an opportunity to increase market share

3. Entry in men's segment by focused products

Threats

1. Popularity of other skin care brands
2. Fierce marketing from competitors while Nivea still lies on lazier front.

Competition

Competitors

1.Vaseline

2.Ponds

3.

[Johnson & Johnson](#)

4.Lakme