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# Beiersdorf – 2013 Preliminary Sales Figures

January 16, 2014

# Sales per Business Segment

	Jan. – Dec. 2012	Jan. – Dec. 2013	Change	
		preliminary	nominal	like-for-like
	mill. €	mill. €	in %	in %
Consumer	5,048	5,103	1.1	7.0
tesa	992	1,038	4.6	8.4
<b>Total Group</b>	<b>6,040</b>	<b>6,141</b>	<b>1.7</b>	<b>7.2</b>

# Consumer Sales per Region

	Jan. – Dec. 2012	Jan. – Dec. 2013	Change	Allocation
		preliminary	like-for-like	
	mill. €	mill. €	in %	in %
Western Europe	2,196	2,196	1.2	43.0
Eastern Europe	611	591	-0.4	11.6
North America	331	334	4.6	6.5
Latin America	681	616	11.4	12.1
A/A/A	1,229	1,366	19.0	26.8
<b>Total Consumer</b>	<b>5,048</b>	<b>5,103</b>	<b>7.0</b>	<b>100.0</b>