

Our global brands

Our strong portfolio of foods, home and personal care brands is trusted by consumers the world over. Among them, the top 25 brands account for over 70% of our sales.



Savoury, dressings and spreads

- Turnover of €13 988 million
- Underlying sales growth of 5.0%

Knorr
Hellmann's
Blue Band
Becel/Flora
Bertolli

Ice cream and beverages

- Turnover of €7 600 million
- Underlying sales growth of 4.2%

Lipton
Heartbrand ice creams (Magnum)
Slim-Fast

Some of our brands may be marketed under alternative names in certain countries.



Our €1 billion global brands

Becel/Flora

Blue Band

Dove

Heartbrand ice creams

Hellmann's

Knorr

Lipton

Lux

Omo

Rexona

Sunsilk

Surf



Personal care

- Turnover of €11 302 million
- Underlying sales growth of 6.7%

Lux

Sunsilk

Dove

Rexona

Axe

Pond's

Vaseline

Lifebuoy

Signal



Home care

- Turnover of €7 297 million
- Underlying sales growth of 6.1%

Surf

Omo (Persil)

Radiant (Rin)

Comfort

Cif

Domestos

Sunlight