



Nivea Sun Prepack Deal 2024

EFFECTIVE SUN PROTECTION FOR THE WHOLE FAMILY

- Increase visibility and educating shoppers through Off-Location Display
- Trusted brand, with performing products to drive continued category growth. NIVEA is the **#1 Everyday brand** in AU Grocery, having grown by +18.3% vs YA. **Protect & Moisture 400ml** is the **#1 sku** in AU Grocery, a category leading sku and fastest growing based on absolute value (+\$769k, +26%).
- Promotional program to support across the full season
- Equivalent enhanced retail margin 52% to cover non promotional period



		141751	(T)NIVEA SUN PREPACK	1 EA	1	\$516.89	\$1,104.88	52.06%	
			CONTAINS						
LAYOUT	FACINGS	PROD CODE	DESCRIPTION	Size	RUM	RQPU	EQUIV. WSL	RSP (EACH)	MARGIN (EACH)
SHELF 1	4	143407	143407 (T)NIVEA SUN KIDS CARING ROLL ON SPF50+ 65ML X 12	65	ML	4	\$40.32	\$14.99	29.97%
SHELF 2	3	377051	377051 NIVEA SUN SPRAY SPF50+ TRIGGER 300ML X 8	300	ML	4	\$79.74	\$29.00	29.07%
SHELF 3	3	377078	377078 NIVEA SUN LOTION MOIST SPF50+ 400ML X 9	400	ML	3	\$59.80	\$29.00	28.89%
SHELF 4	4-5	377086	377086 NIVEA SUN LOTION PRT & MOIST SPF50+ 100ML X 12	100	ML	4	\$42.63	\$16.00	30.79%
SHELF 5	3-4	141794	141794 (T)NIVEA SUN ULTRA SPORT SPRAY SPF50+ 200ML X 10	200	ML	5	\$82.40	\$24.00	29.17%

Limited Number
of Prepack Bins
Available at
30% off List
Price. **Saving
\$235.64 off
cost**

SIW code: **141751**

*Price is ex GST and does not include SIW Service Fees. Source: Circana Scan Data, Sunscreen excl Lip, ANZ Grocery Pharmacy, MAT 28/01/2024

Beiersdorf