

BABOR is Once Again No. 1 Professional Skincare in the European Union

Kline market study confirms BABOR's leading position in the EU professional skincare market

- Kline confirms BABOR as No. 1 professional skincare brand in the European Union in 2025.
- More than 100,000 skincare experts worldwide trust in "Expert Skincare Made in Germany."
- Research, development, and production in Germany: BABOR BEAUTY GROUP's deep value chain ensures the highest quality and innovation.

BABOR, the flagship brand of BABOR BEAUTY GROUP, has been confirmed as the No. 1 professional skincare brand in the European Union, according to a recent study by the renowned market research institute Kline. Kline has been tracking the development of the professional skincare market for over 22 years, analyzing products sold through doctors, beauty institutes, salons, and spas in its comprehensive market research program. This repeated recognition is a confirmation of the consistent course set for the German expert skincare: strengthening the professional skincare channel as the brand's foundation while simultaneously pursuing a balanced expansion into new distribution channels. "This recognition reflects the trust that skincare experts place in our brand every day, and it makes us incredibly proud," says Mirja Rousselle, Vice President Marketing BABOR. "Our ambition was and remains to support skincare experts with the most effective products and the best service."

Professional Expertise and Outstanding Quality as the Brand's Core

BABOR stands for "Expert Skincare Made in Germany." Traditionally rooted in professional beauty institutes, the brand has been pursuing a balanced multichannel expansion strategy for several years: e-commerce and selected retail partnerships complement the professional distribution channel without replacing it. More than 100,000 skincare experts worldwide trust in the brand's expertise today.

The foundation of BABOR's market leadership is the company's deep value chain in Germany. At its headquarters in Aachen, scientists research and develop skincare formulations of the future. Production takes place at a state-of-the-art production and logistics cluster, operated as an "All-Electric-Factory" according to the highest sustainability standards. "Made in Germany is not a label for us — it is part of our USP," says Rousselle. "BABOR products deliver outstanding results with maximum skin

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**BABOR
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GROUP**

compatibility, meet high sustainability standards, and feature textures that indulge. This unique blend convinces experts worldwide."

The confirmation by Kline is both motivation and obligation for BABOR, Rousselle emphasizes: the brand will continue its path as the leading professional skincare brand in Europe — driven by innovation, scientific expertise, and a firm commitment to the beauty institute as the heart of the brand.

About BABOR BEAUTY GROUP

The BABOR BEAUTY GROUP is a German family business, global player in the skincare industry and home to some of the most sought-after international beauty brands. The heart of the success is the BABOR brand, which stands for expert skincare made in Germany. The portfolio also includes various private labels. The company has its own labs and production at the headquarters in Germany and works according to the highest sustainability standards. The third generation of the owner family has been heading the company since 2014 – Dr. Martin Grablowitz and Isabel Bonacker lead the Board.