

Lipton Teas & Infusions in Hot Drinks

December 2023

Table of Contents

INTRODUCTION

Scope
Executive summary

STATE OF PLAY

Leading positions in tea put Lipton Teas & Infusions in the top three players in hot drinks
Middle East and Africa and Western Europe account for half of company sales
Company overview
Growth decomposition

EXPOSURE TO FUTURE GROWTH

Future growth will come from black tea and fruit/herbal tea
Lipton Teas & Infusions will remain in the top three hot drinks companies
Reinventing black tea with Lipton and PG Tips
Moving into higher-growth areas with fruit/herbal tea
Driving net zero

COMPETITIVE POSITIONING

Relative performance
Key categories and markets
Key brands

TEA

Tea sales by region
Top countries by category

KEY FINDINGS

Executive summary

APPENDIX

Projected company sales: FAQs
Projected company sales: FAQs

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/lipton-teas-and-infusions-in-hot-drinks/report.