

# Lipton Teas & Infusions in Hot Drinks

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#### 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

R elative performance Key categories and markets Key brands

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