

Lipton Teas & Infusions in Hot Drinks

December 2023

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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

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