

Lipton Teas & Infusions in Hot Drinks

July 2025

Table of Contents

INTRODUCTION

Executive summary

STATE OF PLAY

Leading positions in tea put Lipton Teas & Infusions in top three players in hot drinks

Lipton Teas & Infusions' global footprint

Company overview

Growth decomposition

EXPOSURE TO FUTURE GROWTH

Projected rankings

COMPETITIVE POSITIONING

R elative performance

Key subcategories and markets

Key brands

TEA

Tea sales by region

Top countries by subcategory

Top countries by subcategory

Lipton Teas & Infusions concentrates effort on brand management and global supply

KEY FINDINGS

Key findings

APPENDIX

Projected company sales: FAQs (1) Projected company sales: FAQs (2)

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 focusing 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.