

Lipton Teas & Infusions in Hot Drinks (World)

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Abstracts

Lipton Teas & Infusions (formerly Ekaterra, Unilever's tea division), after separation from Unilever, inherited a tea portfolio of 36 brands with total turnover of USD3 billion, making it the number one company in tea in the world. Two thirds of company sales come from black tea, following the sales structure of its most popular brand, Lipton. Middle East and Africa and Western Europe stand for half the company turnover, while in Australasia the company achieved its highest market share of 25%.

Euromonitor International's Lipton Teas & Infusions in Hot Drinks (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Hot Drinks industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Coffee, Other Hot Drinks, Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Hot Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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