

# Myerton Health Products Pty Ltd in Hot Drinks (Australia)

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## **Abstracts**

Myerton Health Products' exposure to the hot drinks category in Australia is limited to malt-based drinks, where it only occupies a small space. It does not engage in a great deal of marketing to support its brand, relying instead on traditional consumers. It has a greater focus on products in other industries, such as beauty and personal care.

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