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"Market Net Sales"

Country	2019	2020	2021	2021-Target	2021-Target%
Australia	£3,876,687	£10,697,994	£20,991,334	-2M	-9.54%
Austria		£118,281	£2,840,298	0M	-10.50%
Bangladesh	£479,984	£2,258,843	£6,950,494	-1M	-9.35%
Canada	£4,764,382	£12,170,759	£35,058,881	-5M	-12.63%
China	£1,425,718	£5,423,568	£22,886,336	-2M	-8.28%
France	£4,036,469	£7,471,763	£25,944,172	-2M	-7.78%
Germany	£2,563,110	£4,685,895	£12,006,271	-2M	-11.29%
India	£30,818,546	£49,770,032	#####	-10M	-5.59%
Indonesia	£2,524,401	£6,206,744	£18,414,577	-2M	-11.45%
Italy	£2,904,064	£4,463,461	£11,717,810	-1M	-8.22%
Japan		£1,881,282	£7,922,197	0M	-3.96%
Netherlands	£225,343	£3,356,013	£7,984,235	-1M	-7.59%
Newzealand		£1,985,437	£11,402,160	-1M	-10.95%
Norway		£2,478,582	£13,677,507	-1M	-9.50%
Pakistan	£624,512	£4,694,011	£5,656,740	-1M	-8.48%
Philippines	£5,694,417	£13,365,182	£31,857,231	-2M	-7.27%
Poland	£408,771	£2,792,886	£5,189,452	-1M	-15.35%
Portugal	£747,761	£3,586,723	£11,829,547	-1M	-4.12%
South Korea	£12,804,938	£17,283,549	£48,965,338	-4M	-8.18%
Spain		£1,773,784	£12,618,990	-2M	-12.39%
Sweden	£53,347	£226,087	£1,767,821	0M	-10.00%
United Kingdom	£1,998,159	£8,078,948	£34,152,244	-3M	-8.02%
USA	£11,527,650	£31,921,130	£87,780,947	-10M	-10.44%
Grand Total	£87,478,258	£196,690,953	#####	-55M	-8.40%