

This table shows the volume and value market shares for all the Eleccsories brands sold in the rural market. When moving the cursor on any brand name, the results for all its variants will pop up.

Market Shares by Shopper Segment – Eleccsories (Rural)						
	B&M Only		Online Only		Mixed	
	Volume Sales (%)	Change (%)	Volume Sales (%)	Change (%)	Volume Sales (%)	Change (%)
Supplier 1						
Total	8.30		8.30		8.30	
ELAND1	2.00	12.23	2.00	12.23	2.00	12.23
EGEND1	1.50	10.22	1.50	10.22	1.50	10.22
EHAYA1	1.00	1.24	1.00	1.24	1.00	1.24
EHAMO1	1.70	7.56	1.70	7.56	1.70	7.56
ELONG1	2.10	15.5	2.10	15.5	2.10	15.5
Supplier 2						
Total						
EBETA2						
ELOGO2						
EHEDE2						
EHOOT2						
Supplier 3						
Total						
EJUNE3						
EJOLY3						
EMOOT3						
EJEEP3						
Retailer 1						
Total						
ELISA5						
ELEEX5						
ETOMY5						
Retailer 2						
Total						
ELOON6						
ELAIN6						
ELANG6						
	B&M Only		Online Only		Mixed	
	Value Sales (%)	Change (%)	Value Sales (%)	Change (%)	Value Sales (%)	Change (%)
Supplier 1						
Total						
ELAND1						
EGEND1						
EHAYA1						
EHAMO1						
ELONG1						
Supplier 2						
Total						
EBETA2						
ELOGO2						
EHEDE2						
EHOOT2						
Supplier 3						
Total						
EJUNE3						
EJOLY3						
EMOOT3						
EJEEP3						
Retailer 1						
Total						
ELISA5						
ELEEX5						
ETOMY5						
Retailer 2						
Total						
ELOON6						
ELAIN6						
ELANG6						

- Performance Highlights
- Market Shares
- Sales
- Segment Leadership
- Cross-Segment Sales Volumes
- Product Portfolio
- eMail Prices and Promotion Intensity
- Financial Results
- Eleccsories Situation Reports
- HealthBeauties Situation Reports
- Key Performance Indicators
- Awareness
- Brand Perceptions
- Retailer Perceptions
- Market Shares by Consumer Segment
- Sales by Consumer Segment
- Market Shares by Shopper Segment
- Eleccsories – Rural
- Eleccsories – Urban
- HealthBeauties – Rural
- HealthBeauties – Urban
- Sales by Shopper Segment
- Sales by Channel
- B&M Retail Prices
- Promotion Intensity
- Supplier Intelligence
- Retailer Intelligence