

This table shows the volume and value markets shares for all the Elecssories 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 Consumer Segment – Elecssories (Rural)								
	Price Sensitive		Value for Money		Fashion		Freaks	
	Volume Sales (%)	Change (%)	Volume Sales (%)	Change (%)	Volume Sales (%)	Change (%)	Volume Sales (%)	Change (%)
Supplier 1								
Total	8.30		8.30		8.30		8.30	
ELAND1	2.00	12.23	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	1.50	10.22
EHAYA1	1.00	1.24	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	1.70	7.56
ELONG1	2.10	15.5	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								
	Price Sensitive		Value for Money		Fashion		Freaks	
	Value Sales (%)	Change (%)	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

Elecssories Situation Reports

HealthBeauties Situation Reports

Key Performance Indicators

Awareness

Brand Perceptions

Retailer Perceptions

Market Shares by Consumer Segment

Elecssories – Rural

Elecssories – Urban

HealthBeauties – Rural

HealthBeauties – Urban

Sales by Consumer Segment

Market Shares by Shopper Segment

Sales by Shopper Segment

Sales by Channel

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence