

This table shows the volume and value markets shares for all the HealthBeauties 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 – HealthBeauties (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	
HOLAY1	2.00	12.23	2.00	12.23	2.00	12.23	2.00	12.23
HOMAT1	1.50	10.22	1.50	10.22	1.50	10.22	1.50	10.22
HOOTH1	1.00	1.24	1.00	1.24	1.00	1.24	1.00	1.24
HORRY1	1.70	7.56	1.70	7.56	1.70	7.56	1.70	7.56
HMOOT1	2.10	15.5	2.10	15.5	2.10	15.5	2.10	15.5
Supplier 2								
Total								
HOBBI2								
HAVON2								
HOLLY2								
HORES1								
Supplier 3								
Total								
HUCCI3								
HEVIA3								
HEEKE3								
HOUES3								
Retailer 1								
Total								
HICHY5								
HARIS5								
HORGE5								
Retailer 2								
Total								
HOSIA6								
HOVER6								
HWARD6								
	Price Sensitive		Value for Money		Fashion		Freaks	
	Value Sales	Change (%)	Value Sales	Change (%)	Value Sales	Change (%)	Value Sales	Change (%)
Supplier 1								
Total								
HOLAY1								
HOMAT1								
HOOTH1								
HORRY1								
HMOOT1								
Supplier 2								
Total								
HOBBI2								
HAVON2								
HOLLY2								
HORES1								
Supplier 3								
Total								
HUCCI3								
HEVIA3								
HEEKE3								
HOUES3								
Retailer 1								
Total								
HICHY5								
HARIS5								
HORGE5								
Retailer 2								
Total								
HOSIA6								
HOVER6								
HWARD6								

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