This table shows the volume and value sales 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.

	Sales by	Consur	ner Segme	nt – Hea	IthBeauties	s (Rural)			
	Price Sens	itive	Value for	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									
110074100	Price Sens	itive	Value for	Money	Fashi	on	Freaks	<u> </u>	
	Value Sales	Change	Value Sales	Change	Value Sales	Change	Value Sales	Change	
		(%)		(%)		(%)		(%)	
				(/0)		(70)			
Supplier 1		. ,		(70)		(70)		, ,	
Supplier 1 Total		,		(70)		(70)		, ,	
				(70)		(70)			
Total				(76)		(70)			
Total HOLAY1				(76)		(70)			
Total HOLAY1 HOMAT1				(76)		(70)			
Total HOLAY1 HOMAT1 HOOTH1				(76)		(70)			
Total HOLAY1 HOMAT1 HOOTH1 HORRY1				(76)		(70)			
Total HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total				(76)		(70)			
Total HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2				(76)		(70)			
Total HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2				(76)		(70)			
Total HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2				(76)		(70)			
Total HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2 HORES1						(70)			
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2 HORES1 Supplier 3									
Total HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2 HORES1 Supplier 3 Total									
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2 HORES1 Supplier 3 Total HUCCI3									
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2 HORES1 Supplier 3 Total HUCCI3 HEVIA3									
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2 HORES1 Supplier 3 Total HUCCI3 HEVIA3 HEEKE3									
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2 HORES1 Supplier 3 Total HUCCI3 HEVIA3 HEEKE3 HOUES3									
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2 HORES1 Supplier 3 Total HUCCI3 HEVIA3 HEEKE3 HOUES3 Retailer 1									
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2 HORES1 Supplier 3 Total HUCCI3 HEVIA3 HEEKE3 HOUES3 Retailer 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									
HOLAY1 HOMAT1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2 HORES1 Supplier 3 Total HUCCI3 HEVIA3 HEEKE3 HOUES3 Retailer 1 Total HICHY5 HARIS5									
HOLAY1 HOMAT1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2 HORES1 Supplier 3 Total HUCCI3 HEVIA3 HEEKE3 HOUES3 Retailer 1 Total HICHY5 HARIS5 HORGE5									
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 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									
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									
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									

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall 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

Sales by Consumer Segment

Elecssories – Rural

Elecssories – Urban

HealthBeauties - Rural

HealthBeauties - Urban

Market Shares by Shopper Segment

Sales by Shopper Segment

Onlander Objects

Sales by Channel

B&M Retail Prices
Promotion Intensity

Supplier Intelligence

Retailer Intelligence