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

	Market Shar	Market Shares by C		onsumer Segment		– Elecssories (Urban)		
	Price Sensitive		Value for Money		Fashion		Freaks	
	Volume Sales Change		Volume Sales Change		Volume Sales Change		Volume Sales Change	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Supplier 1	(10)	(,,,	(10)	(,-)	(10)	(,,,	(10)	(7-7)
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 Sensi	itive	Value for I	Money	Fashio	on	Freaks	5
							Value Oales	Change
	value Sales (%)	Change	value Sales	Change	Value Sales	Change	value Sales	
	Value Sales (%)	Change (%)	Value Sales (%)	Change (%)	Value Sales (%)	Change (%)	Value Sales (%)	
Supplier 1	value Sales (%)	(%)	(%)		Value Sales (%)		(%)	(%)
	value Sales (%)							
	value Sales (%)							
Total	Value Sales (%)							
Total ELAND1	Value Sales (%)							
Total ELAND1 EGEND1 EHAYA1	Value Sales (%)							
Total ELAND1 EGEND1 EHAYA1 EHAMO1	Value Sales (%)							
Total ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1	Value Sales (%)							
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2	Value Sales (%)							
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2	Value Sales (%)							
Total ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total	Value Sales (%)							
EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2	Value Sales (%)							
Total ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2	Value Sales (%)							
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2	Value Sales (%)							
Total ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2	Value Sales (%)							
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3	Value Sales (%)							
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3	Value Sales (%)							
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total	Value Sales (%)							
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJUNE3 EMOOT3	Value Sales (%)							
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJOLY3 EMOOT3 EJEEP3	Value Sales (%)							
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1	Value Sales (%)							
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Total	Value Sales (%)							
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Total ELISA5	Value Sales (%)							
ELAND1 EGEND1 EHAYA1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Total ELISA5 ELISA5 ELEEX5	Value Sales (%)							
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Total ELISA5 ELEEX5 ETOMY5	Value Sales (%)							
ELAND1 EGEND1 EHAYA1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Total ELISA5 ELEEX5 ETOMY5 Retailer 2	Value Sales (%)							
ELAND1 EGEND1 EHAYA1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 ELISA5 ELEEX5 ETOMY5 Retailer 2 Total	Value Sales (%)							
ELAND1 EGEND1 EHAYA1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Total ELISA5 ELISA5 ELEEX5	Value Sales (%)							

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

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