

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

| Market Shares by Consumer Segment – HealthBeauties (Urban) | | | | | | | | |
|--|-----------------|------------|-----------------|------------|--------------|------------|--------------|------------|
| | 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 | | | | | | | | |

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