

This table summarizes retailer intelligence information. Online and Offline advertising are national expenditures (ie, not broken down my market) and we repeat the national figures under both markets. Shelf space allocations are shown by brand but moving the cursor on any brand name will reveal the shelf space allocations for all the variants of that brand (SKU level).

Retailer Intelligence				
	Rural		Urban	
	Retailer 1	Retailer 2	Retailer 1	Retailer 2
Advertising (\$mIn)				
Online	23	45	23	45
Offline				
Local				
In-Store Service				
Shelf Space Allocation (%)				
Supplier 1				
ELAND1				
EGEND1				
EHAYA1				
EHAMO1				
ELONG1				
Supplier 2				
EBETA2				
ELOGO2				
EHEDE2				
EHOOT2				
Supplier 3				
EJUNE3				
EJOLY3				
EMOOT3				
EJEEP3				
Retailer 1				
ELISA5				
ELEEX5				
ETOMY5				
Retailer 2				
ELOON6				
ELAIN6				
Supplier 1				
HOLAY1				
HOMAT1				
HOOTH1				
Supplier 2				
HOBBI2				
HAVON2				
HOLLY2				
HORES1				
Supplier 3				
HUCCI3				
HEVIA3				
HEEKE3				
HOUES3				
Retailer 1				
HICHY5				
HICHY5				
HORGE5				
HORRY5				
Retailer 2				
HOSIA6				
HWARD6				

- Performance Highlights
- Market Shares
- Sales
- Segment Leadership
- Cross-Segment Sales Volumes
- Product Portfolio
- eMail Prices and Promotion Intensity
- Financial Results
- Eleccsories Situation Reports
- HealthBeauties Reports
- Key Performance Indicators
- Awareness
- Brand Perceptions
- Retailer Perceptions
- Market Shares by Consumer Segment
- 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
- Forecasts