This table shows the volume and value sales 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.

	B&	M On	ly	Online	Only		Mixed	
	Volume Sal		Change (%)	Volume Sales	Change (%)	Volume		Change (%)
Supplier 1			, ,					, ,
Total	8.30			8.30		8.30		
HOLAY1	2	2.00	12.23	2.00	12.23		2.00	12.23
HOMAT1	1	1.50	10.22	1.50	10.22		1.50	10.22
HOOTH1	1	1.00	1.24	1.00	1.24		1.00	1.24
HORRY1	1	1.70	7.56	1.70	7.56		1.70	7.56
HMOOT1	2	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								
	B8 Value Sale		Change	Value Sales	Only Change (%)	Value S	Sales	Change
	Value Sale		Change (%)	Value Sales	Change (%)	Value \$	Sales	Change (%)
Supplier 1				Value Sales	-	Value \$	Sales	
Total				Value Sales	-	Value S	Sales	
Total HOLAY1				Value Sales	-	Value S	Sales	
Total HOLAY1 HOMAT1				Value Sales	-	Value S	Sales	
Total HOLAY1 HOMAT1 HOOTH1				Value Sales	-	Value S	Sales	
Total HOLAY1 HOMAT1 HOOTH1 HORRY1				Value Sales	-	Value S	Sales	
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1				Value Sales	-	Value S	Sales	
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2				Value Sales	-	Value S	Sales	
Total HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total				Value Sales	-	Value S	Sales	
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2				Value Sales	-	Value S	Sales	
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2				Value Sales	-	Value S	Sales	
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2				Value Sales	-	Value S	Sales	
Total HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2 HORES1				Value Sales	-	Value S	Sales	
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2 HORES1 Supplier 3				Value Sales	-	Value S	Sales	
Total HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2 HORES1 Supplier 3 Total				Value Sales	-	Value S	Sales	
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2 HORES1 Supplier 3 Total HUCCI3				Value Sales	-	Value S	Sales	
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2 HORES1 Supplier 3 Total HUCCI3 HEVIA3				Value Sales	-	Value S	Sales	
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2 HORES1 Supplier 3 Total HUCCI3 HEVIA3 HEEKE3				Value Sales	-	Value S	Sales	
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2 HORES1 Supplier 3 Total HUCCI3 HEVIA3 HEEKE3 HOUES3				Value Sales	-	Value S	Sales	
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2 HORES1 Supplier 3 Total HUCCI3 HEVIA3 HEEKE3 HOUES3 Retailer 1				Value Sales	-	Value S	Sales	
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2 HORES1 Supplier 3 Total HUCCI3 HEVIA3 HEEKE3 HOUES3 Retailer 1 Total				Value Sales	-	Value S	Sales	
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2 HORES1 Supplier 3 Total HUCCI3 HEVIA3 HEEKE3 HOUES3 Retailer 1 Total HICHY5				Value Sales	-	Value S	Sales	
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Supplier 2 Total HOBBI2 HAVON2 HOLLY2 HORES1 Supplier 3 Total HUCCI3 HEVIA3 HEEKE3 HOUES3 Retailer 1 Total HICHY5 HARIS5				Value Sales	-	Value S	Sales	
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				Value Sales	-	Value S	Sales	
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				Value Sales	-	Value S	Sales	
HOLAY1 HOMAT1 HOMAT1 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				Value Sales	-	Value S	Sales	
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				Value Sales	-	Value S	Sales	
HOLAY1 HOMAT1 HOMAT1 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				Value Sales	-	Value S	Sales	Change (%)

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

Market Shares by Shopper Segment

Sales by Shopper Segment

Elecssories – Rural

Elecssories – Urban

HealthBeauties – Rural

HealthBeauties - Urban

Sales by Channel

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence