

HealthBeauties Situation Report – Market Shares by Shopper Segment						
	B&M Only		Online Only		Mixed	
	Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)
Rural						
HOLAY1_A						
HOLAY1_B						
HOTOO1_A						
HEELY1_A						
HELLO1_A						
Urban						
HOLAY1_A						
HOLAY1_B						
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Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

Eleccssories Situation Reports

	HealthBeauties Situation Reports
	Market Shares by Consumer Segment
	Market Shares by Shopper Segment
	Volume

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

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

Forecasts