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

		Sa	ales by Char	inel – Elec	ssories (Url	oan)		
	Retailer 1		Retailer 2		Traditional Trade		Online	Store
	Volume Sales	Change (%)	Volume Sales	Change (%)	Volume Sales	Change (%)	Volume Sales	Change (%)
Supplier 1								
ELAND1								
EGEND1								
EHAYA1								
EHAMO1								
ELONG1								
Total								
Supplier 2								
EBETA2								
ELOGO2								
EHEDE2								
EHOOT2								
Total								
Supplier 3								
EJUNE3								
EJOLY3								
EMOOT3								
EJEEP3								
Total								
Retailer 1								
ELISA5								
ELEEX5								
ETOMY5								
Total								
Retailer 2								
ELOON6								
ELAIN6								
ELANG6								
Total								
	Retaile	er 1	Retail	er 2	Traditi	onal Trade	Online	Store
	Value Sales	Change (%)	Value Sales	Change (%)	Value Sales	Change (%)	Value Sales	Change (%)
Supplier 1		(70)						
ELAND1								
EGEND1								
EHAYA1								
EHAMO1								
ELONG1								
Total								
Supplier 2								
EBETA2								
ELOGO2								
EHEDE2								
EHOOT2								
Total								
Supplier 3 EJUNE3								
EJOLY3								
EMOOT3								
EJEEP3								
Total								
Retailer 1								
ELISA5								
ELEEX5								
ETOMY5								
Total								
Retailer 2								
Retailer 2 ELOON6								
Retailer 2 ELOON6 ELAIN6								
Retailer 2 ELOON6								

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 Channel
Elecssories – Rural

Sales by Consumer Segment

Sales by Shopper Segment

Elecssories – Urban
HealthBeauties – Rural
HealthBeauties – Urban

Market Shares by Shopper Segment

B&M Retail Prices
Promotion Intensity
Supplier Intelligence
Retailer Intelligence