

This table summarizes key performance highlights for suppliers and retailers. For suppliers, the B&M sales figures refer to sales to all the three the retailers. Consumer sales for each supplier and retailer represent the sales of the products from their product portfolios.

Performance Highlights								
	Suppliers						Retailers	
	Supplier 1		Supplier 2		Supplier 3		Retailer 1	Retailer 2
	B&M	Online	B&M	Online	B&M	Online		
Sales								
Volume (units mln)								
Elecssories								
HealthBeauties								
Value (\$mln)								
Elecssories								
HealthBeauties								
	Suppliers						Retailers	
	Supplier 1		Supplier 2		Supplier 3		Retailer 1	Retailer 2
Consumer Sales								
Volume (units mln)								
Elecssories								
HealthBeauties								
Value (\$mln)								
Elecssories								
HealthBeauties								
Consumer Market Shares								
Value Market Shares (%)								
Elecssories								
HealthBeauties								
Volume Market Shares (%)								
Elecssories								
HealthBeauties								
Operating Profit (\$mln)								
Cumulative Investments (\$mln)								

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Market Shares by Shopper Segment

Sales by Shopper Segment

B&M Retail Prices

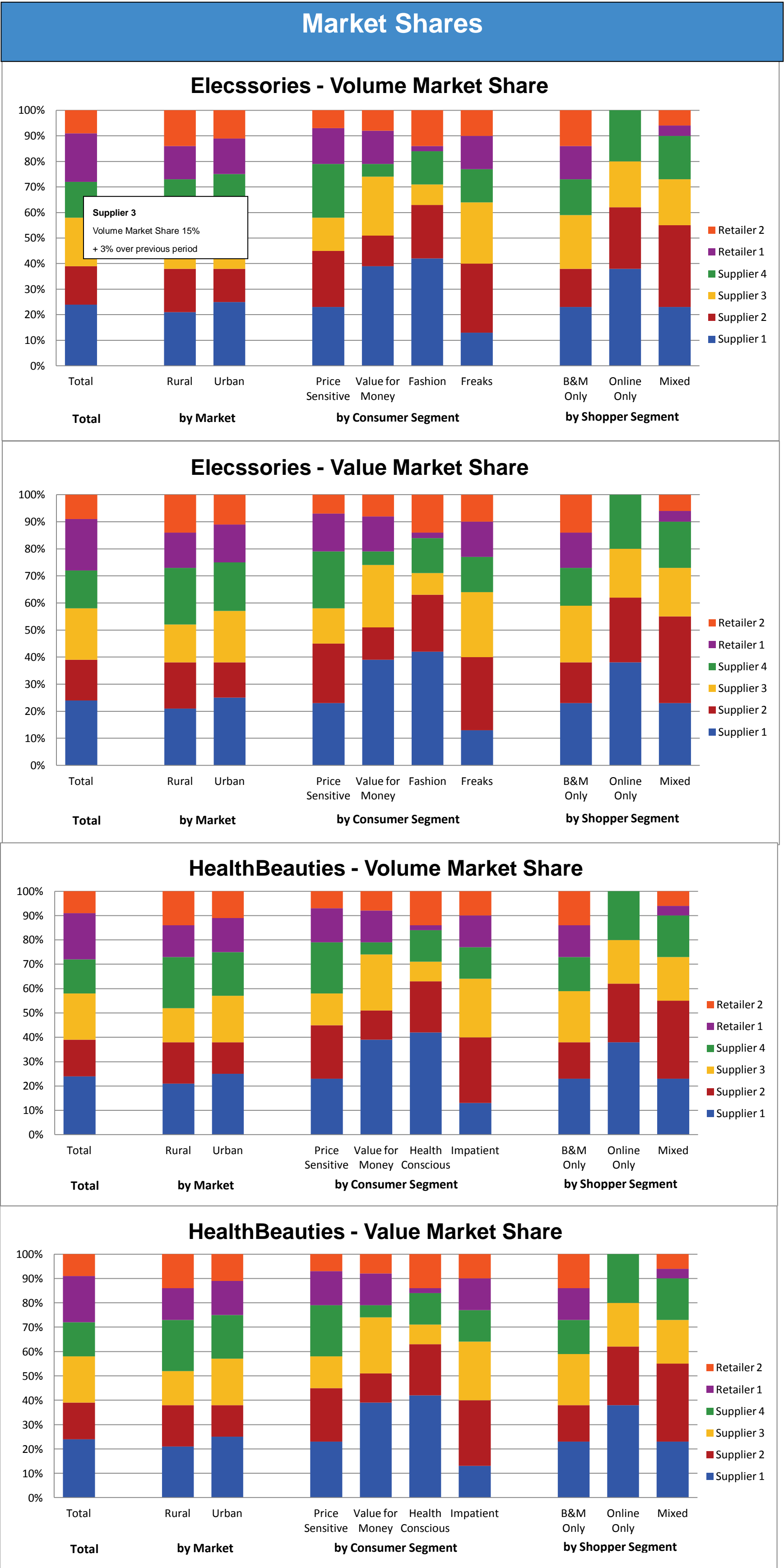
Promotion Intensity

Supplier Intelligence

Retailer Intelligence

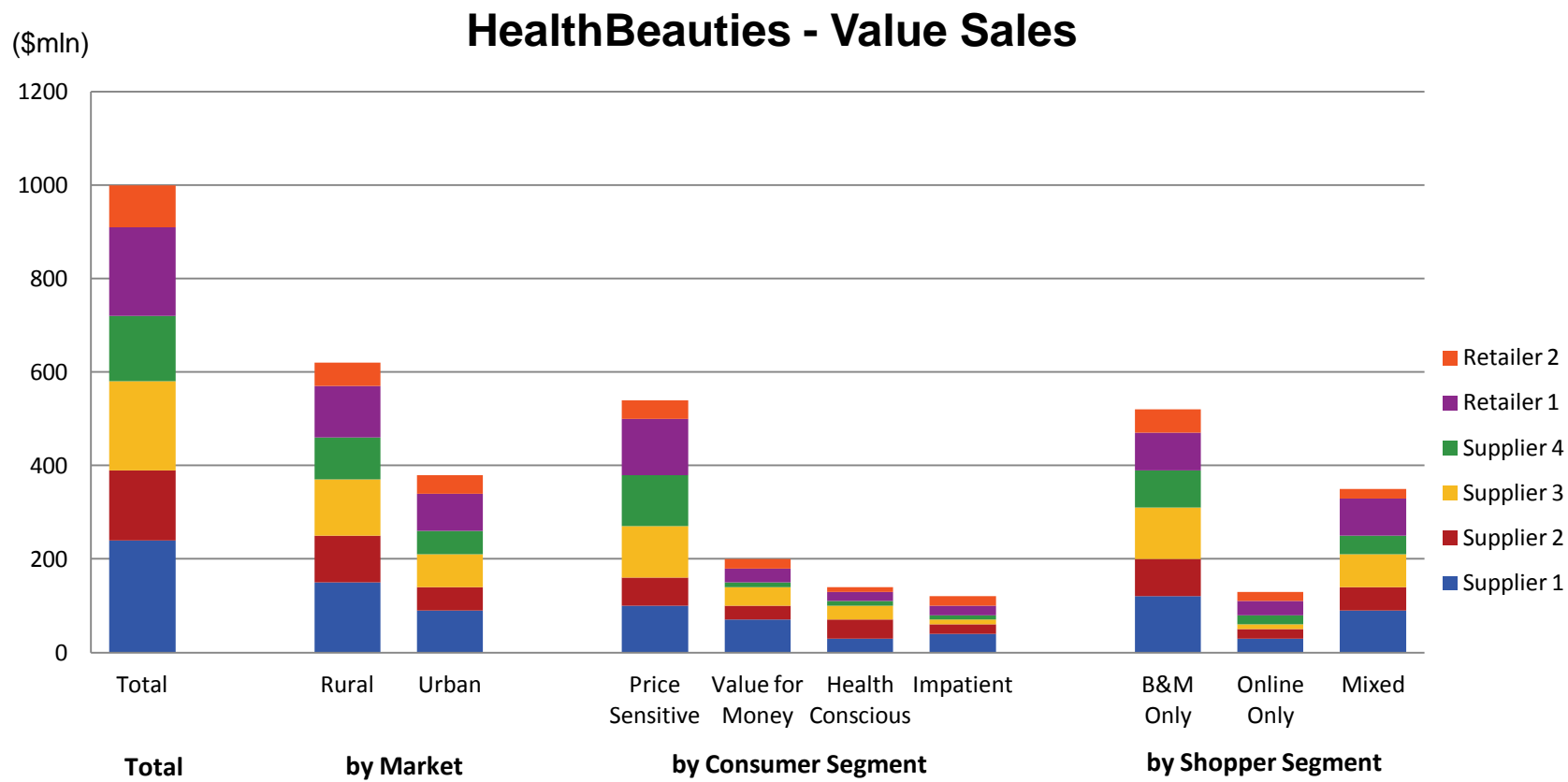
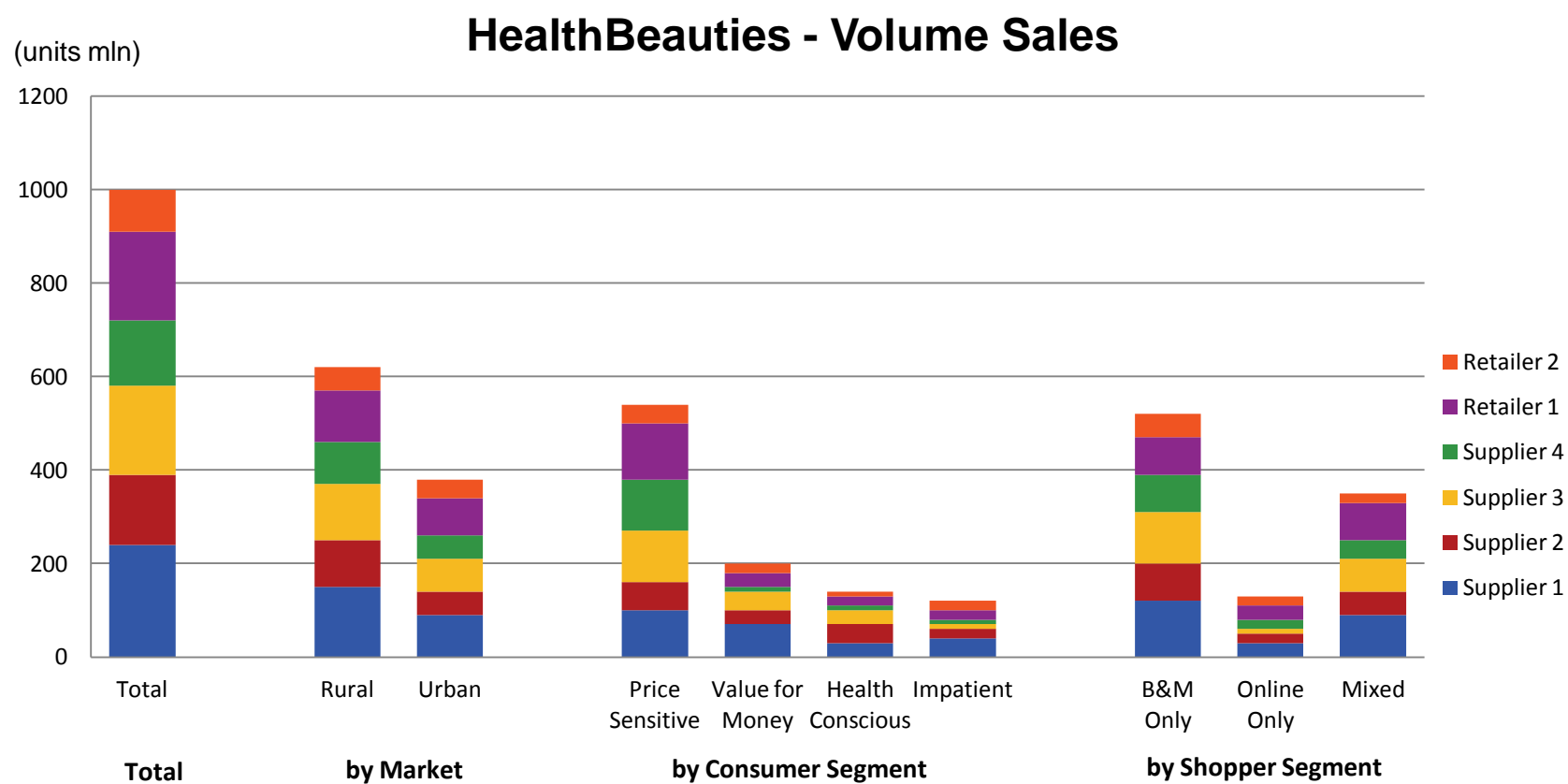
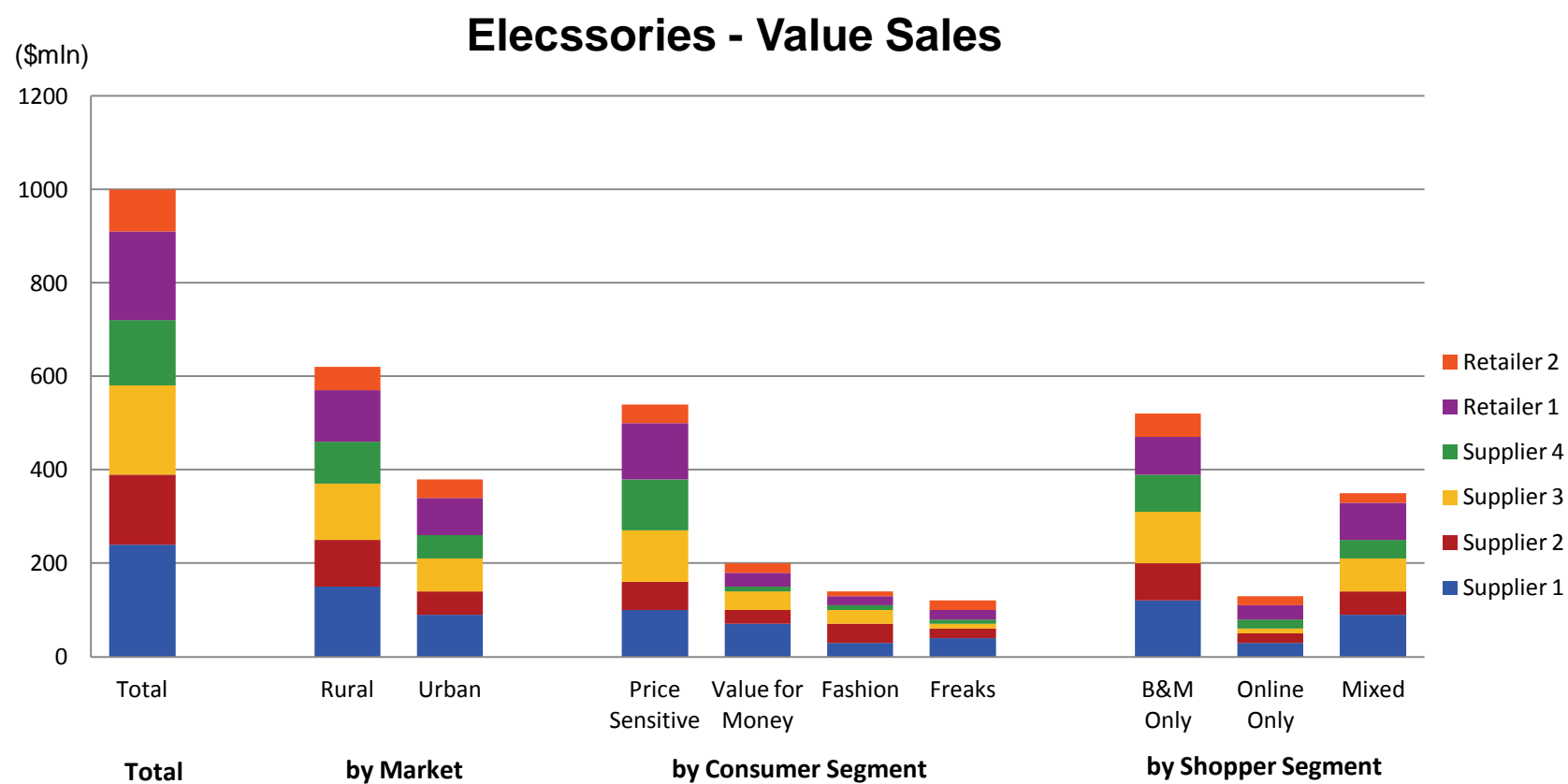
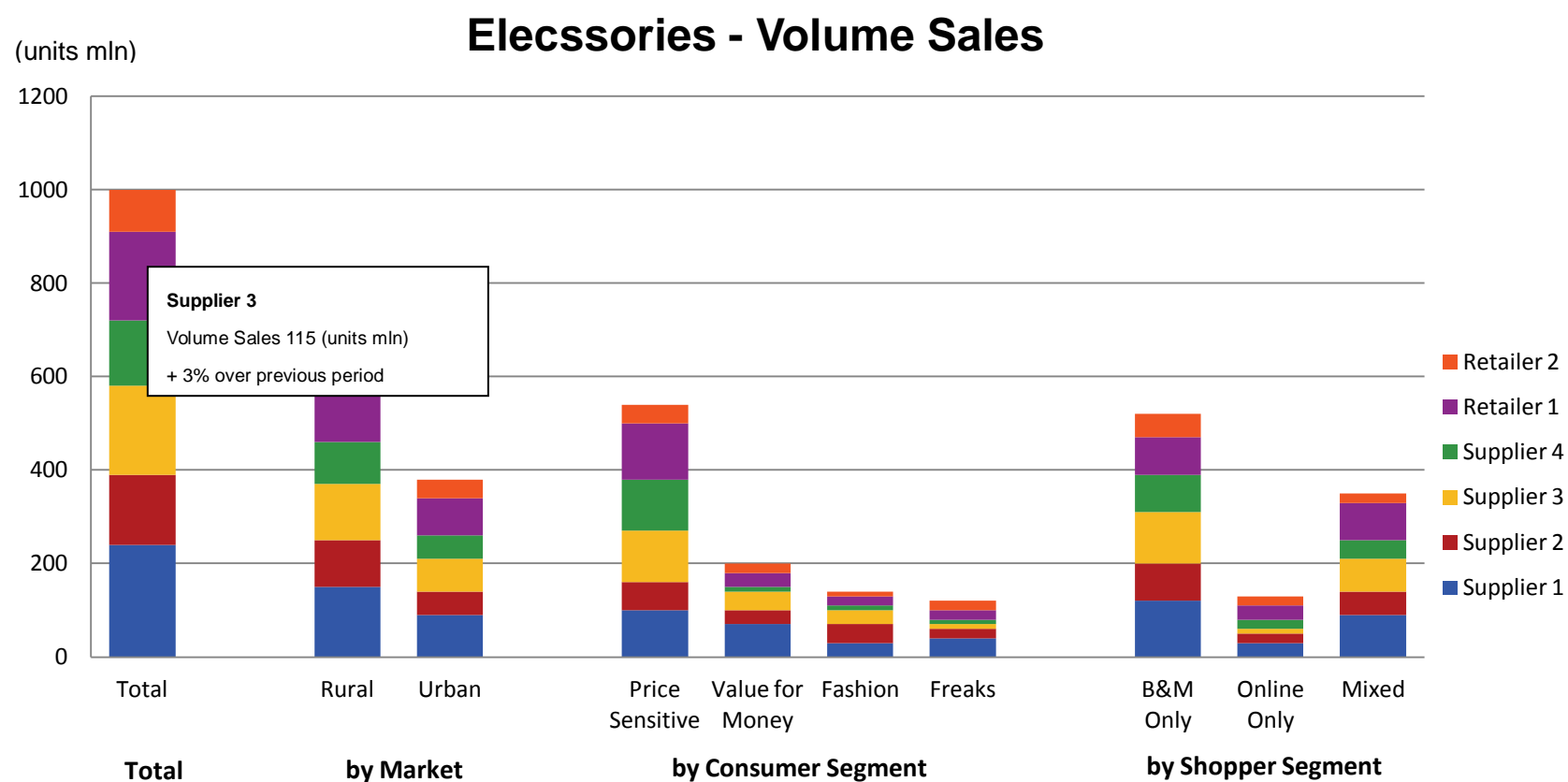
Forecasts

These graphs show the consumer market shares for suppliers and retailers (private label) by market, consumer segment and shopper segment. More detailed information can be obtained by moving the cursor over the colors in the bar charts.



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## Sales



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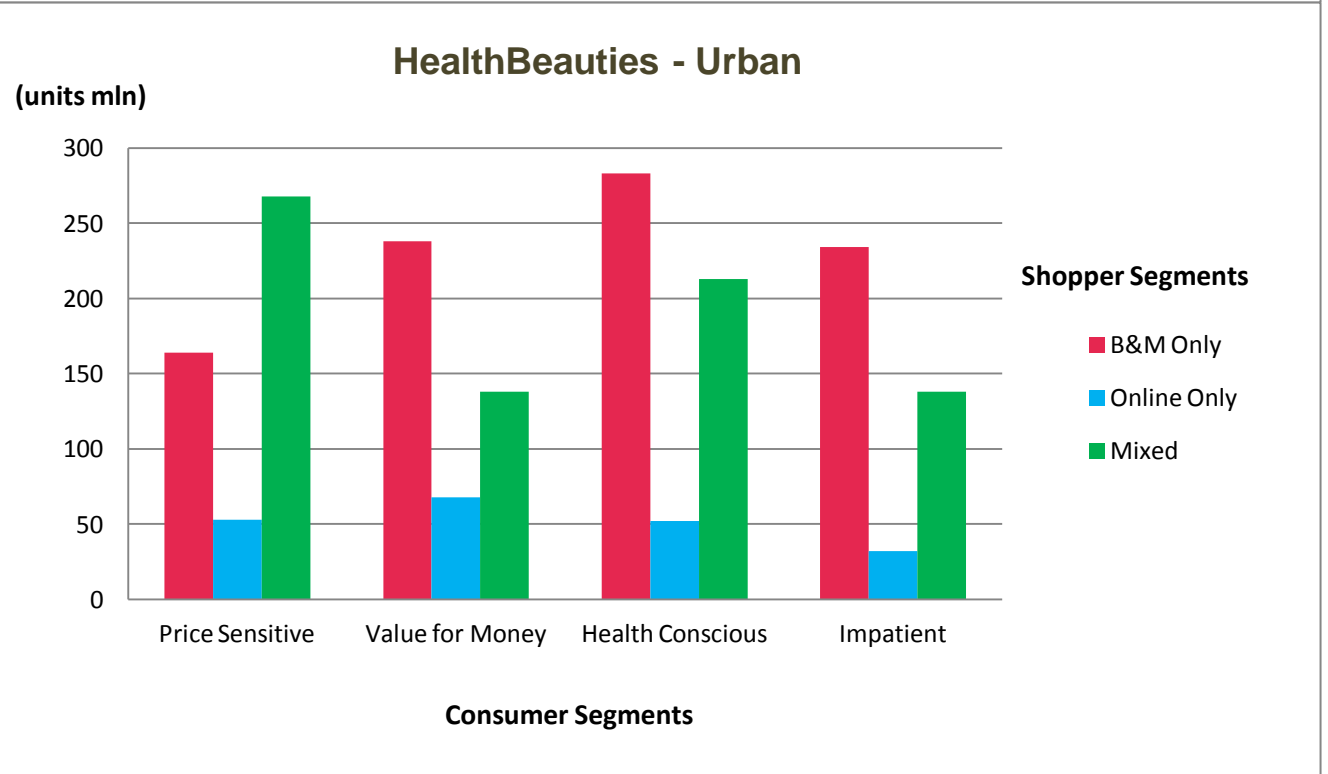
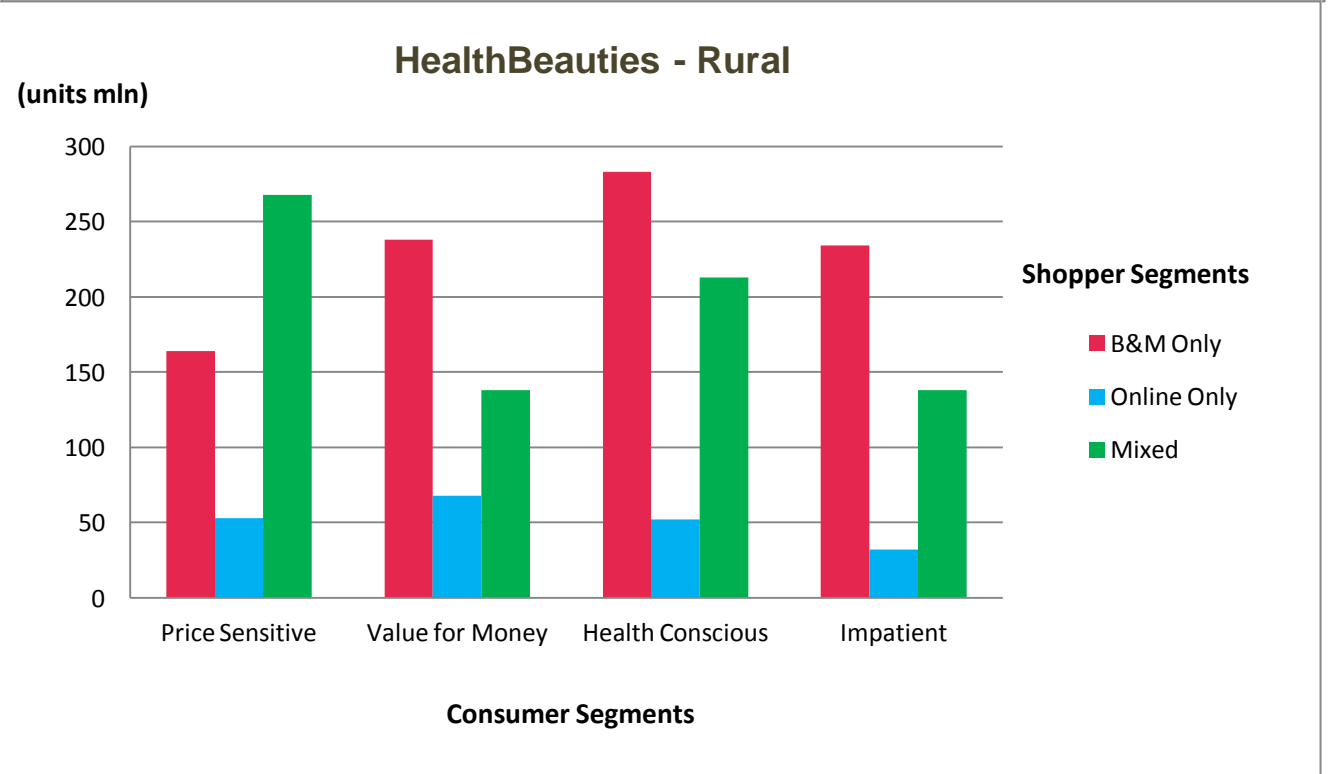
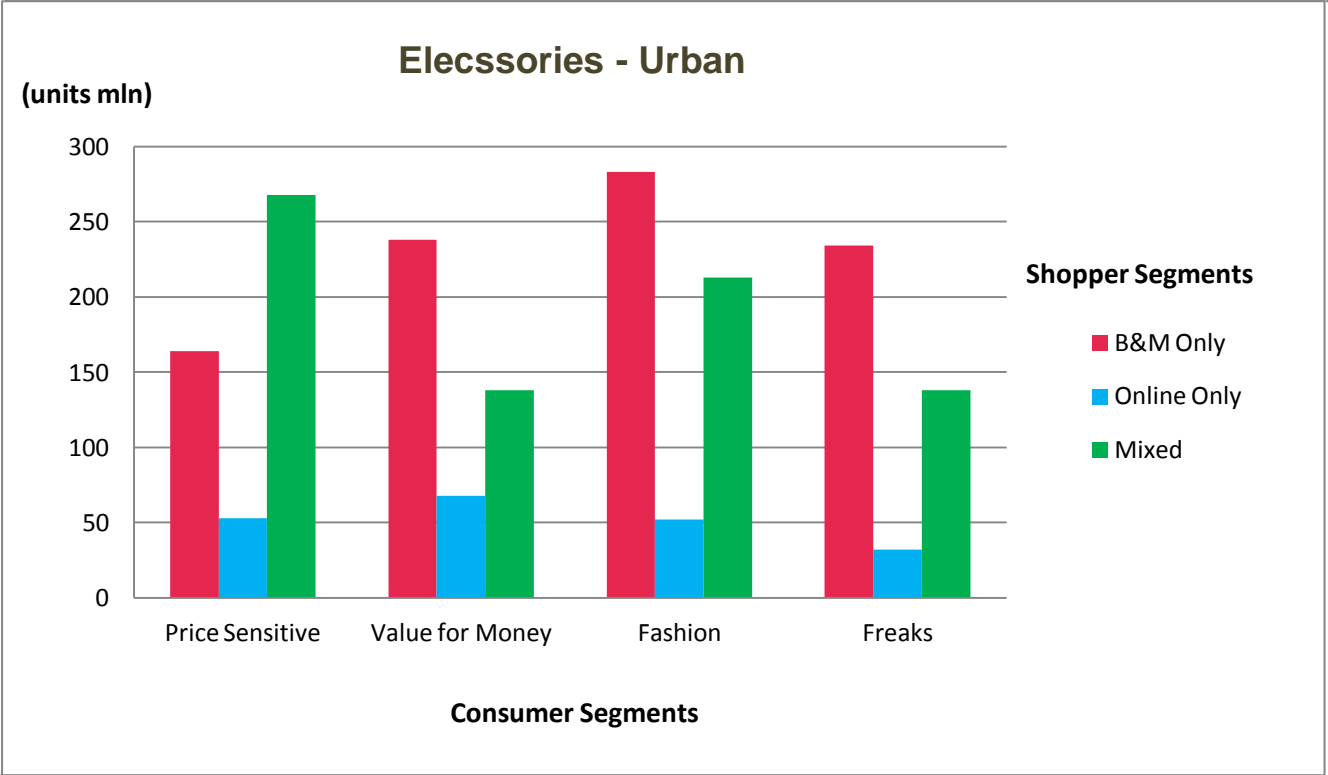
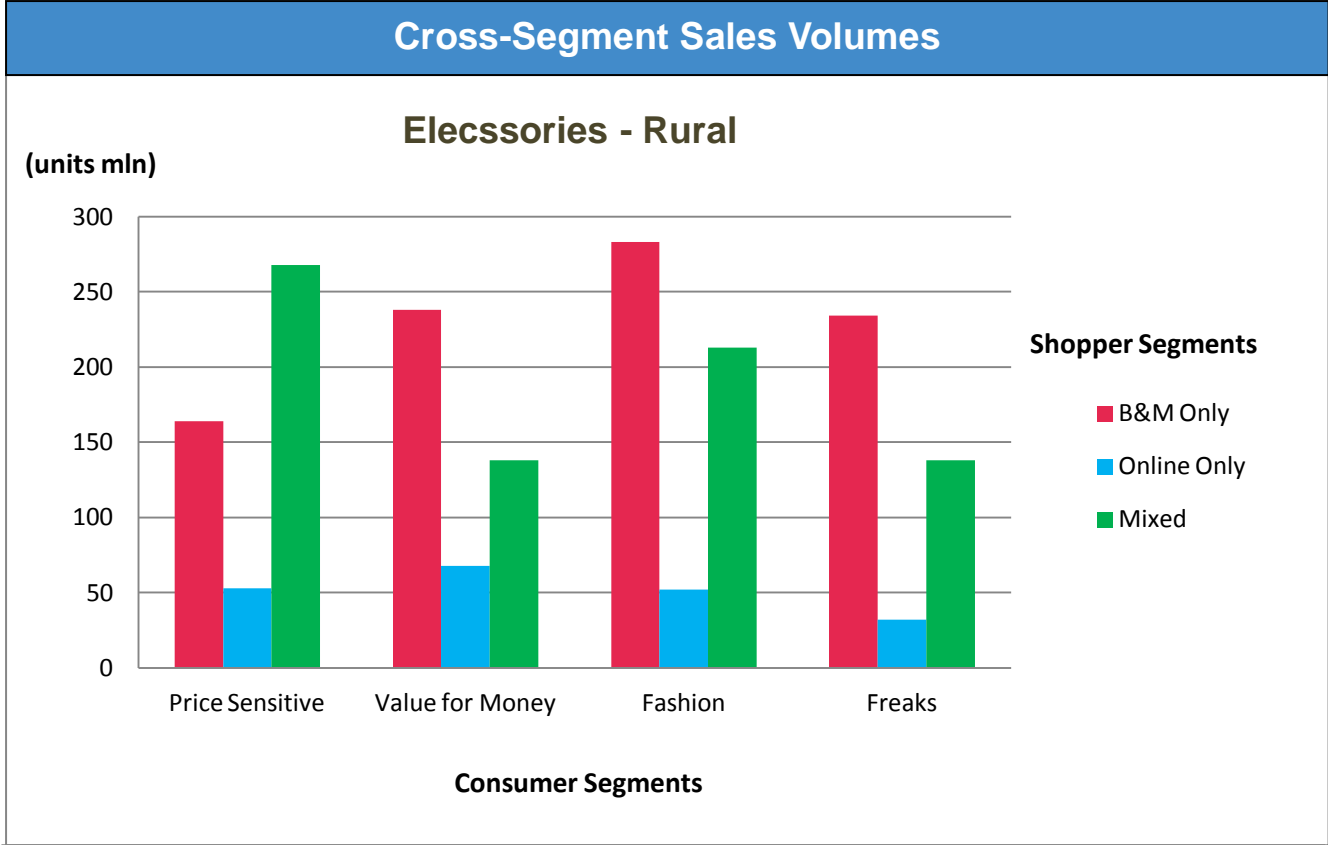
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This table shows the top two consumer share leaders by category, consumer segment and shopper segment.

Segment Leadership								
	Volume Market Share				Value Market Share			
	Number 1		Number 2		Number 1		Number 2	
	SKU name	Share (%)	SKU name	Share (%)	SKU name	Share (%)	SKU name	Share (%)
Elecssories								
Consumer Segments								
Price Sensitive	ELAND1	27	ELAND1	27	ELAND1	27	ELAND1	27
Value for Money	ELAND1	27	ELAND1	27	ELAND1	27	ELAND1	27
Fashion	ELAND1	27	ELAND1	27	ELAND1	27	ELAND1	27
Freaks	ELAND1	27	ELAND1	27	ELAND1	27	ELAND1	27
Shopper Segments								
B&M Only	ELAND1	27	ELAND1	27	ELAND1	27	ELAND1	27
Online Only	ELAND1	27	ELAND1	27	ELAND1	27	ELAND1	27
Mixed	ELAND1	27	ELAND1	27	ELAND1	27	ELAND1	27
HealthBeauties								
Consumer Segments								
Price Sensitive								
Value for Money								
Health Conscious								
Impatient								
Shopper Segments								
B&M Only								
Online Only								
Mixed								

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These graphs show, by category and by market, the sales volume bought by each shopper segment.



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This table shows the technical design specifications of all SKUs in the market.

Product Portfolio					
	Pack-Format	Technology Level	Design Level	Quality-of-Raw-Materials	B&M List Prices
Elecssories					
Supplier 1					
ELAND1	6	5	4	6	5.3
EHAYA1	6	4	5	6	2.5
Supplier 2					
EBETA2	6	5	4	6	4.3
EBETA2	6	4	5	6	5.7
EHEDE2	6	4	5	6	6.3
Supplier 3					
EJUNE3	6	5	4	6	5.2
EJOLY3	6	4	5	6	2.6
Retailer 1					
ELISA5	6	5	4	6	5.4
ELEEX5	6	4	5	6	2.8
Retailer 2					
ELOON6	6	5	4	6	4.4
ELOON6	6	4	5	6	5.8
ELAIN6	6	4	5	6	6.2
	Pack-Format	Technology Level	Active Agent	Smoothener Level	
HealthBeauties					
Supplier 1					
HOLAY1	6	5	4	6	5.3
HEELY1	6	4	5	6	2.5
Supplier 2					
HOBBI2	6	5	4	6	5.2
HAVON2	6	4	5	6	2.6
Supplier 3					
HUCCI3	6	5	4	6	5.2
HINDU3	6	4	5	6	2.6
Retailer 1					
HICHY5	6	5	4	6	5.4
HARIS5	6	4	5	6	2.8
Retailer 2					
HOSIA6	6	5	4	6	4.4
HOVER6	6	4	5	6	5.8

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This table shows the net online retail prices and promotion intensity.

eMall Prices and Promotion Intensity				
	Prices		Promotion Intensity	
	Net Online Retail Price (\$)	Change over the Previous Period (%)	Length of Promotion	Depth of Promotion
Elecssories				
Supplier 1				
ELAND1				
ELAND1				
EHAYA1				
Supplier 2				
EBETA2				
EBETA2				
EHEDE2				
Supplier 3				
EJUNE3				
EJOLY3				
HealthBeauties				
Supplier 1				
HOLAY1				
HEELY1				
Supplier 2				
HOBBI2				
HOBBI2				
HAVON2				
Supplier 3				
HUCCI3				
HINDU3				

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