

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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