

These two tables give the B&M business Profit & Loss statements for both categories by brand. When moving the cursor on the brand name, the Profit & Loss statement of that brand and all its variants will appear.

Financial Results – B&M Business Profit & Loss Statement (Elecssories)						
	TOTAL	ELAND1	EGEND1	EHAYA1	EMELT1	ELEAY1
Sales (\$mIn)						
Change from Previous Period (%)						
Value Share in Category (%)						
- Cost of Goods Sold (\$mIn)						
- Discontinued Goods Cost (\$mIn)						
- Inventory Holding Cost (\$mIn)						
Gross Profit (\$mIn)						
Change from Previous Period (%)						
Gross Profit Margin (%)						
Share of Gross Profit/Loss in Category (%)						
- Marketing Expenses (\$mIn)						
(1) Advertising Online (\$mIn)						
(2) Advertising Offline (\$mIn)						
(3) Trade Support (\$mIn)						
Marketing Expenses (as % of sales)						
Share of Marketing Expenses in Category (%)						
- General Expenses (\$mIn)						
- Amortisation (\$mIn)						
Operating Profit (\$mIn)						
Change from Previous Period (%)						
Operating Profit Margin (%)						
Share of Operating Profit/Loss in Category (%)						
- Interest (\$mIn)						
- Taxes (\$mIn)						
- Exceptional Costs/Profits (\$mIn)						
Net Profit (\$mIn)						
Change from Previous Period (%)						
Net Profit Margin (%)						
Share of Net Profit/Loss in Category (%)						

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

- Financial Results
 - Consolidated Profit & Loss Statement
- B&M Business Profit & Loss Statement
 - Online Business Profit & Loss Statement
 - Profitability by Channel
 - Last Period Negotiations
 - Market Research Purchases
- 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
 - B&M Retail Prices
 - Promotion Intensity
 - Supplier Intelligence
 - Retailer Intelligence
 - Forecasts