

Rural Situation Report – Volume								
(units mln)	Initial Inventory	Ordered Volume	Delivered Volume	Sales Volume	Discontinued Goods Volume	Closing Inventory	Net Retail Price (\$)	Net Acquisition cost per unit (\$)
Elecssories								
Supplier 1								
ELAND1_A								
ELAND1_B								
EGEND1_A								
EHAYA1_A								
EHAYA1_B								
Supplier 2								
EBETA2_A								
EBETA2_B								
ELOGO2_A								
EHEDE2_A								
EHEDE2_C								
Supplier 3								
EJUNE3_A								
EJUNE3_B								
EJOLY3_A								
Private Label								
ELISA5_A								
ELISA5_B								
ELEEX5_A								
HealthBeauties								
Supplier 1								
HOLAY1_A								
HOLAY1_B								
HOLAY1_A								
Supplier 2								
HOBBI2_A								
HOBBI2_B								
HAVON2_A								
Supplier 3								
HUCCI3_A								
HUCCI3_B								
HEVIA3_A								
Private Label								
HICHY5_A								
HICHY5_A								
HARIS5_B								

- Performance Highlights
- Market Shares
- Sales
- Segment Leadership
- Cross-Segment Sales Volumes
- Product Portfolio
- eMail Prices and Promotion Intensity
- Financial Results
  - Rural Situation Reports
    - Market Shares by Consumer Segment
    - Market Shares by Shopper Segment
    - Volume
  - Urban 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