

Elecssories Situation Report – Market Shares by Shopper Segment						
	B&M Only		Online Only		Mixed	
	Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)
Rural						
ELAND1_A						
ELAND1_B						
EGEND1_A						
EHAYA1_A						
EHAYA1_B						
Urban						
ELAND1_A						
ELAND1_B						
EGEND1_A						
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Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

| Elecssories Situation Reports

Market Shares by Consumer Segment

| Market Shares by Shopper Segment

Volume

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