	Rura	I Situation	Report – M	/larket Sha	res by Co	nsumer Seç	ament	
		ensitive	Value for			shion	Fre	aks
	Volume Share	Change (%)	Value for Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)
Elecssories	volume onare	Orlange (70)	voidine Griare	Change (70)	voidine onare	Change (70)	volume on are	Change (70)
Supplier 1								
ELAND1_A								
ELAND1_B								
EGEND1_A								
EHAYA1_A								
EHAYA1_B								
Supplier 2	I	I		I				
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								
	Price S	ensitive	Value for	r Money	Health (Conscious	Impa	tient
	Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)
HealthBeauties	volume onale	Julianye (70)	volume Shafe	Unange (%)	volume onale	Griange (%)	volume Share	Change (%)
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	<u> </u>							
HICHY5_A								
THOTTIS_A								
HICHY5_A								
	Pring S	onsitivo	Value for	r Manov	East	phion	Ero	ake
HICHY5_A		ensitive	Value for	-		Shion Change (%)	Fre Value Share	
HICHY5_A HARIS5_B	Price So Value Share	ensitive Change (%)	Value for Value Share	r Money Change (%)	Fast Value Share	Shion Change (%)	Fre Value Share	aks Change (%)
HICHY5_A HARIS5_B Elecssories				-				
HICHY5_A HARIS5_B Elecssories Supplier 1				-				
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A				-				
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B				-				
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A				-				
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A				-				
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A				-				
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A				-				
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B				-				
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2				-				
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A				-				
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B				-				
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_A				-				
HICHY5_A HARIS5_B 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				-				
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_A EHEDE2_C Supplier 3				-				
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A				-				
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_A EHEDE2_C Supplier 3 EJUNE3_B EJUNE3_B				-				
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_B EJOLY3_A				-				
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label				-				
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A				-				
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B				-				
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_B	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_A HOLAY1_A HOLAY1_A	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJUNE3_B ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_B HOLAY1_A Supplier 2	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_A HOLAY1_A Supplier 2 HOBBI2_A	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJUNE3_B ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_B	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_A HOLAY1_A HOLAY1_A HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_A HOBBI2_A HOBBI2_B HAVON2_A	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B 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	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_A HOLAY1_A HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_A HOBBI2_A HOBBI2_B HAVON2_A	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_A HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_B HAVON2_A Supplier 3	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_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 HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_A HOBBI2_A HOBBI2_B HAVON2_A Supplier 3 HUCCI3_A	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_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_A HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_B HAVON2_A Supplier 3 HUCCI3_B HUCCI3_B HUCCI3_B HEVIA3_A	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HOLAY1_A	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_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_A HOLAY1_A HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_B HAVON2_A Supplier 3 HUCCI3_B HEVIA3_A Private Label HICHY5_A	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HOLAY1_A	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)

Performance Highlights
Market Shares
Sales
Segment Leadership
Cross-Segment Sales Volumes
Product Portfolio
eMall 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