

Elecssories Situation Report – Market Shares by Consumer Segment								
	Price Sensitive		Value for Money		Fashion		Freaks	
	Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)
Rural								
ELAND1_A								
ELAND1_B								
EGEND1_A								
EHAYA1_A								
EHAYA1_B								
Urban								
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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