

This table summarizes key performance highlights for suppliers and retailers from channel perspective. For Retailers, the sales represent the market sales, including private labels.

Performance Highlights – Channel Perspective						
	Retailers			Online		
	Retailer 1	Retailer 2	Traditional Trade	Supplier 1	Supplier 2	Supplier 3
Sales						
Volume (units mln)						
Elecssories						
Rural						
Urban						
Total						
HealthBeauties						
Rural						
Urban						
Total						
Value (\$ mln)						
Elecssories						
Rural						
Urban						
Total						
HealthBeauties						
Rural						
Urban						
Total						
Total across Categories						
Volume Shares (%)						
Elecssories						
Rural						
Urban						
Total						
HealthBeauties						
Rural						
Urban						
Total						
Value Shares (%)						
Elecssories						
Rural						
Urban						
Total						
HealthBeauties						

Performance Highlights

Brand Perspective

Channel Perspective

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

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

Sales by Channel

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

Forecasts

Rural						
Urban						
Total						