

This table shows the technical design specifications of all SKUs in the market along with B&M List Prices from previous period.

| Product Portfolio | | | | | | |
|-------------------|-------------|------------------|--------------|--------------------------|----------------------|------------|
| | Pack-Format | Technology Level | Design Level | Quality-of-Raw-Materials | B&M List Prices (\$) | Change (%) |
| Elecssories | | | | | | |
| Supplier 1 | | | | | | |
| ELAND1 | 6 | 5 | 4 | 6 | 5.3 | |
| EHAYA1 | 6 | 4 | 5 | 6 | 2.5 | |
| Supplier 2 | | | | | | |
| EBETA2 | 6 | 5 | 4 | 6 | 4.3 | |
| EBETA2 | 6 | 4 | 5 | 6 | 5.7 | |
| EHEDE2 | 6 | 4 | 5 | 6 | 6.3 | |
| Supplier 3 | | | | | | |
| EJUNE3 | 6 | 5 | 4 | 6 | 5.2 | |
| EJOLY3 | 6 | 4 | 5 | 6 | 2.6 | |
| Retailer 1 | | | | | | |
| ELISA5 | 6 | 5 | 4 | 6 | 5.4 | |
| ELEEX5 | 6 | 4 | 5 | 6 | 2.8 | |
| Retailer 2 | | | | | | |
| ELOON6 | 6 | 5 | 4 | 6 | 4.4 | |
| ELOON6 | 6 | 4 | 5 | 6 | 5.8 | |
| ELAIN6 | 6 | 4 | 5 | 6 | 6.2 | |
| | Pack-Format | Technology Level | Active Agent | Smoothener Level | B&M List Prices (\$) | |
| HealthBeauties | | | | | | |
| Supplier 1 | | | | | | |
| HOLAY1 | 6 | 5 | 4 | 6 | 5.3 | |
| HEELY1 | 6 | 4 | 5 | 6 | 2.5 | |
| Supplier 2 | | | | | | |
| HOBBI2 | 6 | 5 | 4 | 6 | 5.2 | |
| HAVON2 | 6 | 4 | 5 | 6 | 2.6 | |
| Supplier 3 | | | | | | |
| HUCCI3 | 6 | 5 | 4 | 6 | 5.2 | |
| HINDU3 | 6 | 4 | 5 | 6 | 2.6 | |
| Retailer 1 | | | | | | |
| HICHY5 | 6 | 5 | 4 | 6 | 5.4 | |
| HARIS5 | 6 | 4 | 5 | 6 | 2.8 | |
| Retailer 2 | | | | | | |
| HOSIA6 | 6 | 5 | 4 | 6 | 4.4 | |
| HOVER6 | 6 | 4 | 5 | 6 | 5.8 | |

Performance Highlights

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

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

Forecasts