

HealthBeauties Situation Report – Market Shares by Consumer Segment								
	Price Sensitive		Value for Money		Health Conscious		Impatient	
	Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)
Rural								
HOLAY1_A								
HOLAY1_B								
HOTOO1_A								
HEELY1_A								
HELLO1_A								
Urban								
HOLAY1_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

Eleccsories Situation Reports

| HealthBeauties Situation Reports

| Market Shares by Consumer Segment

Market Shares by Shopper Segment

Volume

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