

Promotion Intensity – Eleccsories								
	Retailer 1				Retailer 2			
	Rural		Urban		Rural		Urban	
	Length	Depth	Length	Depth	Length	Depth	Length	Depth
Supplier 1								
ELAND1_A								
ELAND1_B								
EGEND1_A								
EHAYA1_A								
EHAYA1_B								
EHAMO1_A								
EHAMO1-B								
ELONG1_A								
Supplier 2								
EBETA2_A								
EBETA2_B								
ELOGO2_A								
EHEDE2_A								
EHEDE2_C								
EHOOT2_A								
EHOOT2_B								
Supplier 3								
EJUNE3_A								
EJUNE3_B								
EJOLY3_A								
EJOLY3_B								
EJOLY3_C								
EMOOT3_A								
EMOOT3_B								
EJEEP3_A								
Retailer 1								
ELISA5_A								
ELISA5_B								
ELEEX5_A								
ELISA5_C								
ELEEX5_B								
ETOMY5_A								
Retailer 2								
ELOON6_A								
ELOON6_B								
ELAIN6_A								
ELAIN6_B								
ELANG6_B								

- 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
- 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
- Eleccsories
- HealthBeauties
- Supplier Intelligence
- Retailer Intelligence