

Rural 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 (%)
Elecssories								
Supplier 1								
ELAND1_A								
ELAND1_B								
EGEND1_A								
EHAYA1_A								
EHAYA1_B								
Supplier 2								
EBETA2_A								
EBETA2_B								
ELOGO2_A								
EHEDE2_A								
EHEDE2_C								
Supplier 3								
EJUNE3_A								
EJUNE3_B								
EJOLY3_A								
Private Label								
ELISA5_A								
ELISA5_B								
ELEEX5_A								
	Price Sensitive		Value for Money		Health Conscious		Impatient	
	Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)
HealthBeauties								
Supplier 1								
HOLAY1_A								
HOLAY1_B								
HOLAY1_A								
Supplier 2								
HOBBI2_A								
HOBBI2_B								
HAVON2_A								
Supplier 3								
HUCCI3_A								
HUCCI3_B								
HEVIA3_A								
Private Label								
HICHY5_A								
HICHY5_A								
HARIS5_B								
	Price Sensitive		Value for Money		Fashion		Freaks	
	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
Elecssories								
Supplier 1								
ELAND1_A								
ELAND1_B								
EGEND1_A								
EHAYA1_A								
EHAYA1_B								
Supplier 2								
EBETA2_A								
EBETA2_B								
ELOGO2_A								
EHEDE2_A								
EHEDE2_C								
Supplier 3								
EJUNE3_A								
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HealthBeauties								
Supplier 1								
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HOLAY1_B								
HOLAY1_A								
Supplier 2								
HOBBI2_A								
HOBBI2_B								
HAVON2_A								
Supplier 3								
HUCCI3_A								
HUCCI3_B								
HEVIA3_A								
Private Label								
HICHY5_A								
HICHY5_A								
HARIS5_B								

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

Rural Situation Reports

Market Shares by Consumer Segment

Market Shares by Shopper Segment

Volume

Urban 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