

Urban Situation Report – Volume							
(units mln)	Initial Inventory	Ordered Volume	Delivered Volume	Sales Volume	Discontinued Goods Volume	Closing Inventory	Net Retail Price (\$)
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							
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							

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

Rural Situation Reports

Urban 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