Urban	Situation Bo	nort M	larket Shares	hy Shan	nor Soamor	5 4
Urban			larket Shares			
	B&M Onl Volume Share	ly Change	Online On Volume Share	nly Change	Mixed Volume Share	Change
Elecssories	volume Share	Change	volume Share	Change	volume Share	Change
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_A ELISA5_B						
ELEEX5_A						
	B&M Onl	ly	Online O	nly	Mixed	
	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						
	R&M Onl	lv	Online O	nlv	Mixed	
HICHY5_A	B&M Onl Value Share		Online On Value Share	_	Mixed Value Share	Change
HICHY5_A		ly Change		nly Change		
HICHY5_A HARIS5_B				_		
HICHY5_A HARIS5_B Elecssories				_		
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B				_		
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A				_		
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A				_		
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B				_		
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2				_		
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A				_		
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2				_		
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B				_		
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A				_		
HICHY5_A HARIS5_B 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				_		
HICHY5_A HARIS5_B 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				_		
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B				_		
HICHY5_A HARIS5_B 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				_		
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label				_		
HICHY5_A HARIS5_B 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				_		
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B				_		
HICHY5_A HARIS5_B 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		Change		Change		Change
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B	Value Share	Change	Value Share	Change	Value Share	Change
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJUNE3_B ELOGOY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties	Value Share	Change	Value Share Online O	Change	Value Share	Change
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1	Value Share	Change	Value Share Online O	Change	Value Share	Change
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJUNE3_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_B ELESA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A	Value Share	Change	Value Share Online O	Change	Value Share	Change
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_B	Value Share	Change	Value Share Online O	Change	Value Share	Change
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJUNE3_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_B ELESA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_B HOLAY1_A	Value Share	Change	Value Share Online O	Change	Value Share	Change
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_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	Value Share	Change	Value Share Online O	Change	Value Share	Change
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_B HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A	Value Share	Change	Value Share Online O	Change	Value Share	Change
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_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	Value Share	Change	Value Share Online O	Change	Value Share	Change
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJUNE3_B ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_B	Value Share	Change	Value Share Online O	Change	Value Share	Change
HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_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_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_B HAVON2_A	Value Share	Change	Value Share Online O	Change	Value Share	Change
Elecsories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJUNE3_B ELSA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_A HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_B HAVON2_A Supplier 3	Value Share	Change	Value Share Online O	Change	Value Share	Change
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJUNE3_B ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_B HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_A HOBBI2_B HAVON2_A Supplier 3 HUCCI3_A	Value Share	Change	Value Share Online O	Change	Value Share	Change
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HOLAY1_A HOLAY1_A HOLAY1_B HOLAY1_A	Value Share	Change	Value Share Online O	Change	Value Share	Change
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HOLAY1_A HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_B HOLAY1_A	Value Share	Change	Value Share Online O	Change	Value Share	Change
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HOLAY1_A HOLAY1_A HOLAY1_B HOLAY1_A	Value Share	Change	Value Share Online O	Change	Value Share	Change

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