

Urban 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								
EJUNE3_B								
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Private Label								
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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								

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