

This table shows the volume and value sales for all the HealthBeauties brands sold in the rural market by channel. When moving the cursor on any brand name, the results for all its variants will pop up.

Sales by Channel – HealthBeauties (Rural)								
	Retailer 1		Retailer 2		Traditional Trade		Online Store	
	Volume Sales	Change (%)	Volume Sales	Change (%)	Volume Sales	Change (%)	Volume Sales	Change (%)
Supplier 1								
HOLAY1								
HOMAT1								
HOOTH1								
HORRY1								
HMOOT1								
Total								
Supplier 2								
HOBBi2								
HAVON2								
HOLLY2								
HORES1								
Total								
Supplier 3								
HUCCI3								
HEVIA3								
HEEKE3								
HOUES3								
Total								
Retailer 1								
HICHY5								
HARIS5								
HORGE5								
Total								
Retailer 2								
HOSIA6								
HOVER6								
HWARD6								
Total								
	Retailer 1		Retailer 2		Traditional Trade		Online Store	
	Value Sales	Change (%)	Value Sales	Change (%)	Value Sales	Change (%)	Value Sales	Change (%)
Supplier 1								
HOLAY1								
HOMAT1								
HOOTH1								
HORRY1								
HMOOT1								
Total								
Supplier 2								
HOBBi2								
HAVON2								
HOLLY2								
HORES1								
Total								
Supplier 3								
HUCCI3								
HEVIA3								
HEEKE3								
HOUES3								
Total								
Retailer 1								
HICHY5								
HARIS5								
HORGE5								
Total								
Retailer 2								
HOSIA6								
HOVER6								
HWARD6								
Total								

- Performance Highlights
- Market Shares
- Sales
- Segment Leadership
- Cross-Segment Sales Volumes
- Product Portfolio
- eMall Prices and Promotion Intensity
- Financial Results
- Elecssories 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

Elecssories – Rural

Elecssories – Urban

HealthBeauties – Rural

HealthBeauties – Urban
- B&M Retail Prices
- Promotion Intensity
- Supplier Intelligence
- Retailer Intelligence