This table shows the volume and value market shares for all the Elecssories brands sold in the urban market. When moving the cursor on any brand name, the results for all its variants will pop up.

	arket Shares b					
	B&M Only		Online Only		Mixed	
	Volume Sales (%)	Change (%)	Volume Sales (%)	Change (%)	Volume Sales (%)	Change (%)
Supplier 1						
Γotal	8.30		8.30		8.30	
ELAND1	2.00	12.23	2.00	12.23	2.00	12.23
EGEND1	1.50	10.22	1.50	10.22	1.50	10.22
EHAYA1	1.00	1.24	1.00	1.24	1.00	1.24
EHAMO1	1.70	7.56	1.70	7.56	1.70	7.56
ELONG1	2.10	15.5	2.10	15.5	2.10	15.5
Supplier 2						
Γotal						
EBETA2						
ELOGO2						
EHEDE2						
EHOOT2						
Supplier 3						
Total						
EJUNE3						
EJOLY3						
EMOOT3						
EJEEP3						
Retailer 1						
Total						
ELISA5						
ELEEX5						
ETOMY5						
Retailer 2						
Total						
ELOON6						
ELAIN6						
ELANG6						
22/11400	B&M Or	nly	Online	Only	Mixed	
	Value Sales	Change	Value Sales	Change (%)	Value Sales	Change
	(%)	(%)	(%)	Gridings (70)	(%)	(%)
Supplier 1	(1-1)	(1-1)	(1.5)		(1-5)	(1.5)
Total						
ELAND1						
EGEND1						
EHAYA1						
EHAMO1						
EHAMO1 FLONG1						
ELONG1						
ELONG1 Supplier 2						
ELONG1 Supplier 2 Total						
ELONG1 Supplier 2 Total EBETA2						
ELONG1 Supplier 2 Total EBETA2 ELOGO2						
ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2						
ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2						
ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3						
ELONG1 Supplier 2 Fotal EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Fotal						
ELONG1 Supplier 2 Fotal EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Fotal EJUNE3						
ELONG1 Supplier 2 Fotal EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Fotal EJUNE3 EJOLY3						
ELONG1 Supplier 2 Fotal EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Fotal EJUNE3 EJUNE3 EJOLY3 EMOOT3						
ELONG1 Supplier 2 Fotal EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Fotal EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3						
ELONG1 Supplier 2 Fotal EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Fotal EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1						
ELONG1 Supplier 2 Fotal EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Fotal EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Fotal						
ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Total ELISA5						
ELONG1 Supplier 2 Fotal EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Fotal EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Fotal ELISA5 ELEEX5						
ELONG1 Supplier 2 Fotal EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Fotal EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Fotal ELISA5 ELEEX5 ETOMY5						
ELONG1 Supplier 2 Fotal EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Fotal EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Fotal ELISA5 ELEEX5 ETOMY5 Retailer 2						
ELONG1 Supplier 2 Fotal EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Fotal EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Fotal ELISA5 ELEEX5 ETOMY5 Retailer 2						
ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Total ELISA5 ELEEX5 ETOMY5 Retailer 2						
ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Total ELISA5 ELEEX5 ETOMY5 Retailer 2 Total						
ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Total ELISA5 ELEEX5 ETOMY5 Retailer 2 Total ELOON6						

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** Elecssories – Rural Elecssories - Urban

HealthBeauties – Rural
HealthBeauties – Urban
Sales by Shopper Segment
Sales by Channel
B&M Retail Prices
Promotion Intensity
Supplier Intelligence
Retailer Intelligence