This table gives a consolidated Profit & Loss statement by category in each market

Financial Resu	ılts – Co	onsolid	lated Prof	it & Loss St	ateme	nt	
	TOTAL		Rural			Urban	
	TOTAL	Total	Elecssories	HealthBeauties	Total	Elecssories	HealthBeauties
Sales (\$min)							
- Cost of Price Promotions (\$mln)							
- Other Compensation (\$mln)							
Net Sales Value (\$mln)							
Change from Previous Period (%)							
- Cost of Goods Sold (\$mln)							
- Value of Quantity Discounts (\$mln)							
- Value of Performance Bonus (\$mIn)							
- Discontinued Goods Cost (\$mln)							
- Inventory Holding Cost (\$mln)							
Gross Profit (\$mIn)							
Change from Previous Period (%)							
Gross Profit Margin (%)							
- General Expenses (\$mln)							
Operating Profit (\$mln)							
Change from Previous Period (%)							
Operating Profit Margin (%)							
- Interest (\$mIn)							
- Taxes (\$mln)							
- Exceptional Costs/Profits (\$mln)							
Net Profit (\$mIn)							
Change from Previous Period (%)							
Net Profit Margin (%)							

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

Consolidated Profit & Loss Statement

Rural Profit & Loss Statement

Urban Profit & Loss Statement

Profitability by Supplier

Last Period Negotiations

Market Research Purchases

Rural Situation Reports

Urban 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

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

This table gives the Profit & Loss statement for both categories by brand level in the rural market. When moving the cursor on the brand name, the Profit & Loss statement of that brand and all its variants will appear.

		Fi	nancial Re	esults – R	ural Profit	& Loss S	tatement ((Elecssori	es)				
	TOTAL	ELAND1	EGEND1	EHAYA1	EBETA2	ELOGO2	EHEDE2	EJUNE3	ELENA3	EJOLY3	ELISA5	ELEEX5	ELOOT5
Sales (\$min)													
- Cost of Price Promotions (\$mln)													
- Other Compensation (\$mln)													
Net Sales Value (\$mln)													
Change from Previous Period (%)													
Value Share in Category (%)													
- Cost of Goods Sold (\$mln)													
Value of Quantity Discounts (\$mln)													
- Value of Performance Bonus (\$mln)													
- Discontinued Goods Cost (\$mln)													
Inventory Holding Cost (\$mln)													
Gross Profit (\$mln)													
Change from Previous Period (%)													
Gross Profit Margin (%)													
Share of Gross Profit/Loss in Category (%)													
General Expenses (\$mln)													
Operating Profit (\$mln)													
Change from Previous Period (%)													
Operating Profit Margin (%)													
Share of Operating Profit/Loss in Category (%)													
Interest (\$mln)													
· Taxes (\$mln)													
Exceptional Costs/Profits (\$mln)													
Net Profit (\$mln)													
Change from Previous Period (%)													
Net Profit Margin (%)													
Share of Net Profit/Loss in Category (%)													

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

Consolidated Profit & Loss Statement

Rural Profit & Loss Statement

Urban Profit & Loss Statement

Profitability by Supplier

Last Period Negotiations

Market Research Purchases

Rural Situation Reports

Urban Situation Reports

Key Performance Indicators

Rural Situation Reports

Urban 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

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

This table gives the Profit & Loss statement for both categories by brand level in the rural market. When moving the cursor on the brand name, the Profit & Loss statement of that brand and all its variants will appear.

		Fina	ancial Res	ults – Rur	al Profit &	Loss Sta	tement (H	ealthBeau	ties)				
	TOTAL	HOLAY1	НОТОО1	HEELY1	HELLO1	HOBBI2	HANNA2	HAVON2	HUCC13	HEVIA3	HINDU3	HICHY5	HARIS5
Sales (\$mIn)													
- Cost of Price Promotions (\$mln)													
Other Compensation (\$mln)													
Net Sales Value (\$mln)													
Change from Previous Period (%)													
Value Share in Category (%)													
- Cost of Goods Sold (\$mln)													
- Value of Quantity Discounts (\$mln)													
- Value of Performance Bonus (\$mln)													
- Discontinued Goods Cost (\$mln)													
- Inventory Holding Cost (\$mln)													
Gross Profit (\$mln)													
Change from Previous Period (%)													
Gross Profit Margin (%)													
Share of Gross Profit/Loss in Category (%)													
- General Expenses (\$mln)													
Operating Profit (\$mln)													
Change from Previous Period (%)													
Operating Profit Margin (%)													
Share of Operating Profit/Loss in Category (%)													
- Interest (\$mln)													
- Taxes (\$mln)													
Exceptional Costs/Profits (\$mln)													
Net Profit (\$mln)													
Change from Previous Period (%)													
Net Profit Margin (%)													
Share of Net Profit/Loss in Category (%)													

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

Consolidated Profit & Loss Statement

Rural Profit & Loss Statement

Urban Profit & Loss Statement

Profitability by Supplier

Last Period Negotiations

Market Research Purchases

Rural Situation Reports

Urban 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

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

This table gives the Profit & Loss statement for both categories by brand level in the urban market. When moving the cursor on the brand name, the Profit & Loss statement of that brand and all its variants will appear.

		Fi	nancial Re	sults – Ur	ban Profit	& Loss S	tatement	(Elecssori	es)				
	TOTAL	ELAND1	EGEND1	EHAYA1	EBETA2	ELOGO2	EHEDE2	EJUNE3	ELENA3	EJOLY3	ELISA5	ELEEX5	ELOOT5
Sales (\$mIn)													
- Cost of Price Promotions (\$mln)													
- Other Compensation (\$mIn)													
Net Sales Value (\$mln)													
Change from Previous Period (%)													
Value Share in Category (%)													
- Cost of Goods Sold (\$mln)													
- Value of Quantity Discounts (\$mln)													
- Value of Performance Bonus (\$mIn)													
- Discontinued Goods Cost (\$mln)													
- Inventory Holding Cost (\$mln)													
Gross Profit (\$mln)													
Change from Previous Period (%)													
Gross Profit Margin (%)													
Share of Gross Profit/Loss in Category (%)													
- General Expenses (\$mln)													
Operating Profit (\$mln)													
Change from Previous Period (%)													
Operating Profit Margin (%)													
Share of Operating Profit/Loss in Category (%)													
- Interest (\$mln)													
- Taxes (\$mln)													
- Exceptional Costs/Profits (\$mln)													
Net Profit (\$mIn)													
Change from Previous Period (%)													
Net Profit Margin (%)													
Share of Net Profit/Loss in Category (%)													

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

Consolidated Profit & Loss Statement

Rural Profit & Loss Statement

Urban Profit & Loss Statement

Profitability by Supplier

Last Period Negotiations

Market Research Purchases

Rural Situation Reports

Urban 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

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

This table gives the Profit & Loss statement for both categories by brand level in the urban market. When moving the cursor on the brand name, the Profit & Loss statement of that brand and all its variants will appear.

		Fina	incial Res	ults – Urba	an Profit 8	& Loss Sta	itement (H	lealthBea ı	ıties)				
	TOTAL	HOLAY1	H0T001	HEELY1	HELLO1	HOBBI2	HANNA2	HAVON2	HUCC13	HEVIA3	HINDU3	HICHY5	HARIS5
Sales (\$min)													
- Cost of Price Promotions (\$mln)													
- Other Compensation (\$mln)													
Net Sales Value (\$mln)													
Change from Previous Period (%)													
Value Share in Category (%)													
- Cost of Goods Sold (\$mln)													
- Value of Quantity Discounts (\$mln)													
- Value of Performance Bonus (\$mln)													
- Discontinued Goods Cost (\$mln)													
- Inventory Holding Cost (\$mln)													
Gross Profit (\$mln)													
Change from Previous Period (%)													
Gross Profit Margin (%)													
Share of Gross Profit/Loss in Category (%)													
- General Expenses (\$mln)													
Operating Profit (\$mln)													
Change from Previous Period (%)													
Operating Profit Margin (%)													
Share of Operating Profit/Loss in Category (%)													
- Interest (\$mln)													
- Taxes (\$mln)													
- Exceptional Costs/Profits (\$mln)													
Net Profit (\$mln)													
Change from Previous Period (%)													
Net Profit Margin (%)													
Share of Net Profit/Loss in Category (%)													

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

Consolidated Profit & Loss Statement

Rural Profit & Loss Statement

Urban Profit & Loss Statement

Profitability by Supplier

Last Period Negotiations

Market Research Purchases

Rural Situation Reports

Urban 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

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

Financial Resul	lts – P	rofital	bility	by Su	pplier			
			Supp	oliers			Private	Label
	Supp	lier 1	Supp	lier 2	Supp	olier 3		
	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban
Elecssories								
Shelf Space (%)								
Sales (\$mln)								
Sales Per 1% of Shelf Space (\$mln)								
Share of Value Sales (%)								
Gross Contribution (\$mln)								
Gross Contribution Per 1% of Shelf Space (\$mln)								
As % of Value Sales								
Share of Gross Contribution (%)								
Terms of Payment (days)								
HealthBeauties								
Shelf Space (%)								
Sales (\$mln)								
Sales Per 1% of Shelf Space (\$mln)								
Share of Value Sales (%)								
Gross Contribution (\$mln)								
Gross Contribution Per 1% of Shelf Space (\$mln)								
As % of Value Sales								
Share of Gross Contribution (%)								
Terms of Payment (days)								

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

Consolidated Profit & Loss Statement

Rural Profit & Loss Statement

Urban Profit & Loss Statement

Profitability by Supplier

Last Period Negotiations

Market Research Purchases

Rural Situation Reports

Urban 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

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

This table summarizes the negotiation agreements made during the last period and whether or not those agreements were honored.

	Fi	nancial F	Results – L	ast Pe	riod Negotiati	ons	
	Minimum Order Quantity	Discount Rate	Target Sales Volume	Bonus Rate	Payment Terms (days)	Other Compensation	Contract Honored
Supplier 1							
ELAND1_A							yes
ELAND1_B							
EGEND1_A							no
EHAYA1_A							
EHAYA1_B							
HOLAY1_A							
HOLAY1_B							
HOTOO1_A							
HEELY1_A							
HELLO1_A							
Supplier 2							
EBETA2_A							
EBETA2_B							
ELOGO2_A							
EHEDE2_A							
EHEDE2_C							
HOBBI2_A							
HOBBI2_B							
HANNA2_A							
HAVON2_A							
Supplier 3							
EJUNE3_A							
EJUNE3_B							
EJOLY3_A							
HUCCI3_A							
HUCCI3_B							
HEVIA3_A							
HINDU3_A							
HELLO3_A							

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

Consolidated Profit & Loss Statement

Rural Profit & Loss Statement

Urban Profit & Loss Statement

Profitability by Supplier

Last Period Negotiations

Market Research Purchases

Rural Situation Reports

Urban 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

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

This table summarizes the market research studies purchased in the previous period.

Financial Results - Ma	arket Research	Orders
Report	Cost (in 000 \$)	Order Status
Awareness	375	Purchased
Brand Perceptions	450	Not Purchased
Retailer Perceptions	450	Not Purchased
Market Shares by Consumer Segment	275	Purchased
Sales by Consumer Segment	275	Not Purchased
Market Shares by Shopper Segment	275	Not Purchased
Sales by Shopper Segment	275	Not Purchased
B&M Retail Prices	250	Purchased
Promotion Intensity	250	Not Purchased
Supplier Intelligence	500	Not Purchased
Retailer Intelligence	500	Not Purchased
Forecasts	250	Purchased

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

Consolidated Profit & Loss Statement

Rural Profit & Loss Statement

Urban Profit & Loss Statement

Profitability by Supplier

Last Period Negotiations

Market Research Purchases

Rural Situation Reports

Urban 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

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

	Ruia	i Situation	Report - N	naiket Siid	ires by Col	nsumer Seg	gment	
		ensitive	Value for			shion		aks
	Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)
Elecssories								
Supplier 1		I	I	I		ı	I	
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	<u> </u>	<u> </u>	<u> </u>	I				
ELISA5_A								
ELISA5_B								
ELEEX5_A		•.•					_	.•
		ensitive	Value for	1		Conscious		tient
	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				l .				
HUCCI3_A								
HUCCI3_B								
HEVIA3_A								
Private Label	T.	I	I	I			I	
HICHY5_A								
HICHY5_A								
HARIS5_B								
		ensitive	Value for			shion		aks
	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
Elecssories								
Supplier 1								
ELAND1_A								
ELAND1_B								
ELAND1_B EGEND1_A								
EGEND1_A								
EGEND1_A EHAYA1_A								
EGEND1_A EHAYA1_A EHAYA1_B								
EGEND1_A EHAYA1_A EHAYA1_B Supplier 2								
EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A								
EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B								
EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A								
EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_A								
EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_A EHEDE2_C								
EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_A EHEDE2_C Supplier 3								
EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_A EHEDE2_C Supplier 3 EJUNE3_A								
EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B								
EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_B EJOLY3_A								
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								
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								
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								
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								
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	Price Se	ensitive	Value for	r Money	Health C	Conscious	Impa	atient
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	Price So Value Share		Value for Value Share		Health C		Impa Value Share	
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		ensitive Change (%)		r Money Change (%)		Conscious Change (%)		tient Change (%)
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								
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								
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 HOLAY1_A								
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 HOLAY1_A HOLAY1_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 HOLAY1_A HOLAY1_A HOLAY1_A HOLAY1_A								
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 HOLAY1_A HOLAY1_B HOLAY1_A Supplier 2								
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 HOLAY1_A HOLAY1_A HOLAY1_A Supplier 2 HOBBI2_A								
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 HOLAY1_A HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_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 HOLAY1_A HOLAY1_A HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_A HOBBI2_B HAVON2_A								
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 HOLAY1_A HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_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 HOLAY1_A HOLAY1_A HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_A HOBBI2_B HAVON2_A								
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 HOLAY1_A HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_B HAVON2_A Supplier 3								
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 HOLAY1_A HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_A HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_B HAVON2_A Supplier 3 HUCCI3_A HUCCI3_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 HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_B HAVON2_A Supplier 3 HUCCI3_A HUCCI3_B HEVIA3_A								
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_A HOLAY1_A HOLAY1_A HOLAY1_A HOBBI2_A HOBBI2_A HOBBI2_B HAVON2_A Supplier 3 HUCCI3_B HEVIA3_A Private Label								
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 HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_B HAVON2_A Supplier 3 HUCCI3_A HUCCI3_B HEVIA3_A								

Performance Highlights
Market Shares
Sales
Segment Leadership
Cross-Segment Sales Volumes
Product Portfolio
eMall Prices and Promotion Intensity
Financial Results
Rural Situation Reports
Market Shares by Consumer Segment
Market Shares by Shopper Segment
Volume
Urban 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
B&M Retail Prices
Promotion Intensity
Supplier Intelligence
Retailer Intelligence
Forecasts

Rural	Situation Re			<u>-</u>	· <u> </u>	· `
	B&M On	ly	Online C	nly	Mixed	ı
	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						
	B&M On	-	Online C		Mixed	
	Volume Share	Change	Volume Share	Change	Volume Share	Change
lealthBeauties						
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						
Private Label HICHY5_A						
Private Label HICHY5_A HICHY5_A						
Private Label HICHY5_A						
Private Label HICHY5_A HICHY5_A	B&M On	-	Online C		Mixed	
Private Label HICHY5_A HICHY5_A HARIS5_B	B&M On Value Share	i ly Change	Online C	Only Change	Mixed Value Share	
Private Label HICHY5_A HICHY5_A HARIS5_B		-				
Private Label HICHY5_A HICHY5_A HARIS5_B Elecssories Supplier 1		-				
Private Label HICHY5_A HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A		-				
Private Label HICHY5_A HICHY5_A HARIS5_B Elecssories Supplier 1		-				
Private Label HICHY5_A HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A		-				
Private Label HICHY5_A HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B		-				
Private Label HICHY5_A HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A		-				
Private Label HICHY5_A HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A		-				
Private Label HICHY5_A HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B		-				
Private Label HICHY5_A HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2		-				
Private Label HICHY5_A HICHY5_A HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B		-				
Private Label HICHY5_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		-				
Private Label HICHY5_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		-				
Private Label HICHY5_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_C		-				
Private Label HICHY5_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		-				
Private Label HICHY5_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_C Supplier 3 EJUNE3_A		-				
Private Label HICHY5_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		-				
Private Label HICHY5_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_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_B EJOLY3_A		-				
Private Label HICHY5_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 EJOLY3_A Private Label		-				
Private Label HICHY5_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_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A		-				
Private Label HICHY5_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_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B		-				
Private Label HICHY5_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_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A	Value Share	Change	Value Share	Change	Value Share	Change
Private Label HICHY5_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_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B	Value Share	Change	Value Share Online C	Change	Value Share	Change
Private Label HICHY5_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 EJUNE3_A EJUNE3_B EJUNE3_B EJUNE3_B ELISA5_B ELISA5_A ELISA5_B ELEEX5_A	Value Share	Change	Value Share	Change	Value Share	Change
Private Label HICHY5_A HICHY5_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_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A	Value Share	Change	Value Share Online C	Change	Value Share	Change
Private Label HICHY5_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_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJUNE3_B ELISA5_B ELISA5_B ELISA5_B ELEEX5_A BealthBeauties Supplier 1	Value Share	Change	Value Share Online C	Change	Value Share	Change
Private Label HICHY5_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_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A	Value Share	Change	Value Share Online C	Change	Value Share	Change
Private Label HICHY5_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_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJUNE3_B ELISA5_B ELISA5_B ELEEX5_A HealthBeauties Supplier 1	Value Share	Change	Value Share Online C	Change	Value Share	Change
Private Label HICHY5_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_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A	Value Share	Change	Value Share Online C	Change	Value Share	Change
Private Label HICHY5_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 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 C	Change	Value Share	Change
Private Label HICHY5_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_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJUNE3_B EJUNE3_B ELISA5_A ELISA5_B ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_B HOLAY1_A Supplier 2	Value Share	Change	Value Share Online C	Change	Value Share	Change
Private Label HICHY5_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_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJUNE3_B ELISA5_A ELISA5_B ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_A HOLAY1_A Supplier 2 HOBBI2_A	Value Share	Change	Value Share Online C	Change	Value Share	Change
Private Label HICHY5_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_C Supplier 3 EJUNE3_A EJUNE3_B 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 C	Change	Value Share	Change
Private Label HICHY5_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_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_A HOLAY1_A HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_A HOBBI2_A HOBBI2_B HAVON2_A	Value Share	Change	Value Share Online C	Change	Value Share	Change
Private Label HICHY5_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_C Supplier 3 EJUNE3_A EJUNE3_B 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	Value Share	Change	Value Share Online C	Change	Value Share	Change
Private Label HICHY5_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_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_A Supplier 2 HOBBI2_A HOBBI2_A HOBBI2_A HOBBI2_B HAVON2_A Supplier 3 HUCCI3_A	Value Share	Change	Value Share Online C	Change	Value Share	Change
Private Label HICHY5_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_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HOLAY1_A	Value Share	Change	Value Share Online C	Change	Value Share	Change
Private Label HICHY5_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_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 C	Change	Value Share	Change
Private Label HICHY5_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_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HOLAY1_A	Value Share	Change	Value Share Online C	Change	Value Share	Change
Private Label HICHY5_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_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_B HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_B HAVON2_A Supplier 3 HUCCI3_B HEVIA3_A Private Label HICHY5_A	Value Share	Change	Value Share Online C	Change	Value Share	Change
Private Label HICHY5_A HICHY5_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_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HOLAY1_A HOLAY1_A HOLAY1_A HOLAY1_B HOLAY1_A	Value Share	Change	Value Share Online C	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

Market Shares by Consumer Segment

Market Shares by Shopper Segment

Volume

Urban 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

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

			Rural Situat	tion 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							

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

Rural Situation Reports

Market Shares by Consumer Segment
Market Shares by Shopper Segment

Volume

Urban 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

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

	Urban Situa	ation Reg	nort – Mark	ret Shar	es by Con	sumar S	aamant	
	Price Sei				Fash			
	Volume Share	Change	Value for I	Change	Volume Share	Change	Freaks Volume Share	Change
Elecssories	voiding Gridie	Gridings	voidino charo	orial igo	voidino charo	Gridings	Voiding Griding	Criange
Supplier 1								
ELAND1_A								
ELAND1_B								
EGEND1_A								
EHAYA1_A								
EHAYA1_B								
Supplier 2		I			1	I		
EBETA2_A								
EBETA2_B								
ELOGO2_A								
EHEDE2_A								
EHEDE2_C								
Supplier 3 EJUNE3_A								
EJUNE3_A EJUNE3_B								
EJOLY3_A								
Private Label								
ELISA5_A								
ELISA5_B								
ELEEX5_A								
	Price Sei	nsitive	Value for I	Money	Health Co	nscious	Impatie	nt
	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		ı		ı		ı		
HUCCI3_A								
HUCCI3_B								
HEVIA3_A								
Private Label		1	<u> </u>	I	1	I		
HICHY5_A								
HICHY5_A								
HARIS5_B								
	Dries Co.	n a 4 1 / 2	Value for I	Manay	Fach		Franks	
	Price Ser		Value Share		Fashi		Freaks	
Flacesories	Price Ser Value Share	nsitive Change	Value for I	Money Change	Fashi Value Share	ion Change	Freaks Value Share	Change
Elecssories Supplier 1								
Supplier 1								
Supplier 1 ELAND1_A								
Supplier 1 ELAND1_A ELAND1_B								
Supplier 1 ELAND1_A ELAND1_B EGEND1_A								
Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A								
Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B								
Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A								
Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2								
Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A								
Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B								
Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A								
Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_A								
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								
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								
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								
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								
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								
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								
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	Value Share	Change	Value Share	Change	Value Share	Change	Value 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_B	Value Share	Change	Value Share	Money	Value Share	Change	Value 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_B ELEEX5_A	Value Share	Change	Value Share	Change	Value Share	Change	Value 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_B ELEEX5_A HealthBeauties	Value Share	Change	Value Share	Money	Value Share	Change	Value 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_B ELEEX5_A HealthBeauties Supplier 1	Value Share	Change	Value Share	Money	Value Share	Change	Value Share	Change
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 HOLAY1_A	Value Share	Change	Value Share	Money	Value Share	Change	Value 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_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_B	Value Share	Change	Value Share	Money	Value Share	Change	Value Share	Change
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 HOLAY1_A HOLAY1_A HOLAY1_A HOLAY1_A	Value Share	Change	Value Share	Money	Value Share	Change	Value Share	Change
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 HOLAY1_A HOLAY1_B HOLAY1_A Supplier 2	Value Share	Change	Value Share	Money	Value Share	Change	Value Share	Change
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 EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_A HOLAY1_A Supplier 2 HOBBI2_A	Value Share	Change	Value Share	Money	Value Share	Change	Value Share	Change
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 HOLAY1_A HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_B	Value Share	Change	Value Share	Money	Value Share	Change	Value Share	Change
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 HOLAY1_A HOLAY1_A HOLAY1_A HOLAY1_A HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_A HOBBI2_B HAVON2_A	Value Share	Change	Value Share	Money	Value Share	Change	Value Share	Change
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 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	Value Share	Change	Value Share	Money	Value Share	Change	Value Share	Change
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 HOLAY1_A HOLAY1_A HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_A HOBBI2_B HAVON2_A Supplier 3 HUCCI3_A	Value Share	Change	Value Share	Money	Value Share	Change	Value Share	Change
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 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	Value Share	Change	Value Share	Money	Value Share	Change	Value Share	Change
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 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 Supplier 3 HUCCI3_A HUCCI3_B	Value Share	Change	Value Share	Money	Value Share	Change	Value Share	Change
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 HOLAY1_A HOLAY1_B HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_B HAVON2_A Supplier 3 HUCCI3_B HEVIA3_A Private Label	Value Share	Change	Value Share	Money	Value Share	Change	Value Share	Change
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 HOLAY1_B HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_A HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_A HOLAY1_A HOLAY1_B HOLAY1_A	Value Share	Change	Value Share	Money	Value Share	Change	Value Share	Change
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 HOLAY1_A HOLAY1_B HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_B HAVON2_A Supplier 3 HUCCI3_B HEVIA3_A Private Label	Value Share	Change	Value Share	Money	Value Share	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

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

Lluban	Cituation De	Sport N	larkat Charas	by Char	nor Codes	n4
Urban			larket Shares			
	B&M Or Volume Share		Online On Volume Share		Mixed Volume Share	
Elecssories	volume Snare	Change	volume Snare	Change	volume Snare	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_B						
ELEEX5_A						
	B&M Or	nly	Online O	nly	Mixed	t
	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			I			
HICHY5_A						
HICHY5_A						
LIADICE D						
HARIS5_B						
HARISS_B	B&M Or		Online O		Mixed	
	B&M Or Value Share	nly Change	Online On Value Share	nly Change	Mixed Value Share	d Change
Elecssories						
Elecssories Supplier 1						
Elecssories Supplier 1 ELAND1_A						
Elecssories Supplier 1 ELAND1_A ELAND1_B						
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A						
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A						
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B						
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A						
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2						
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A						
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_A						
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						
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						
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						
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						
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						
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						
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						
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						
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	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_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B		Change		Change		Change
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	Value Share	Change	Value Share Online O	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 EJUNE3_B ELISA5_A ELISA5_B ELEEX5_A	Value Share	Change	Value Share Online O	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_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_B ELOGY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties	Value Share	Change	Value Share Online O	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 EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1	Value Share	Change	Value Share Online O	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_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_A HOLAY1_A HOLAY1_A	Value Share	Change	Value Share Online O	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_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
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 HOLAY1_A HOLAY1_A HOLAY1_A Supplier 2 HOBBI2_A	Value Share	Change	Value Share Online O	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_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	Value Share	Change	Value Share Online O	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_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_A HOLAY1_A HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_A HOBBI2_B HAVON2_A	Value Share	Change	Value Share Online O	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_C Supplier 3 EJUNE3_A EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_A HOLAY1_B 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_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_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_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B ELISA5_A ELISA5_B ELESX5_A HealthBeauties Supplier 1 HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_B HAVON2_A Supplier 3 HUCCI3_A HUCCI3_B	Value Share	Change	Value Share Online O	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_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_A HOBBI2_B HAVON2_A Supplier 3 HUCCI3_B HUCCI3_B HEVIA3_A	Value Share	Change	Value Share Online O	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_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HOLAY1_A HOLAY1_A	Value Share	Change	Value Share Online O	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_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_B HAVON2_A Supplier 3 HUCCI3_B HUCCI3_B HEVIA3_A Private Label HICHY5_A	Value Share	Change	Value Share Online O	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_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HOLAY1_A HOLAY1_A	Value Share	Change	Value Share Online O	Change	Value Share	Change

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

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							

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

Key Performance Indicators						
	Rural	Urban				
Rotation Index						
Volume						
Elecssories						
HealthBeauties						
Value						
Elecssories						
HealthBeauties						
Profitability Index						
Stock Cover						
Share of Shoppers (%)						
B&M Shoppers						
All Shoppers						

Rotation Index measures sales (volume and value) per 1% shelf space

Profitability index measures gross profit per 1% shelf space

Stock cover is the ratio of closing inventory over weekly sales volume

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

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