	Urban Situa	ation Rer	oort – Mark	ot Shar	es by Con	sumar S	aament	
	Price Sei				Fashi			
	Volume Share	Change	Value for I	Change	Volume Share	Change	Freaks Volume Share	Change
Elecssories	Totalile Criare	Gridings	Totalilo Citaro	onango	voidino charo	orial igo	Voiding Griding	Criainge
Supplier 1								
ELAND1_A								
ELAND1_B								
EGEND1_A								
EHAYA1_A								
EHAYA1_B								
Supplier 2		I	1	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				
HUCCI3_A								
HUCCI3_B								
HEVIA3_A								
Private Label		I		I				
HICHY5_A								
HICHY5_A								
HARIS5_B								
	Dries Co.		Value for I	Manau	Fach		Franks	
	Price Ser		Value for I		Fashi		Freaks	
Flacesories	Price Ser Value Share	nsitive Change	Value for I Value Share	Money Change	Fashi Value Share	on 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_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_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_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  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  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_A  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_A  HOLAY1_B  HOLAY1_A  HOLAY1_B  HOLAY1_A  HOLAY1_B  HOLAY1_A  HOLAY1_A  HOLAY1_A  HOLAY1_A  HOLAY1_A  HOLAY1_B  HOLAY1_A  HOLAY1_A  HOLAY1_A  HOLAY1_A  HOLAY1_A  HOLAY1_A  HOLAY1_A  HOLAY1_A  HOLAY1_A  HOLAY1_B  HOLAY1_A  HOLAY1_A  HOLAY1_A  HOLAY1_A  HOLAY1_A  HOLAY1_B  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_B  HOLAY1_A  Supplier 2  HOBBI2_A  HOBBI2_B  HAVON2_A  Supplier 3  HUCCI3_A  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