

This table shows the volume and value markets 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.

Market Shares by Consumer Segment – Elecssories (Urban)								
	Price Sensitive		Value for Money		Fashion		Freaks	
	Volume Sales (%)	Change (%)	Volume Sales (%)	Change (%)	Volume Sales (%)	Change (%)	Volume Sales (%)	Change (%)
Supplier 1								
Total	8.30		8.30		8.30		8.30	
ELAND1	2.00	12.23	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	1.50	10.22
EHAYA1	1.00	1.24	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	1.70	7.56
ELONG1	2.10	15.5	2.10	15.5	2.10	15.5	2.10	15.5
Supplier 2								
Total								
EBETA2								
ELOGO2								
EHEDE2								
EHOOT2								
Supplier 3								
Total								
EJUNE3								
EJOLY3								
EMOOT3								
EJEEP3								
Retailer 1								
Total								
ELISA5								
ELEEX5								
ETOMY5								
Retailer 2								
Total								
ELOON6								
ELAIN6								
ELANG6								
	Price Sensitive		Value for Money		Fashion		Freaks	
	Value Sales (%)	Change (%)	Value Sales (%)	Change (%)	Value Sales (%)	Change (%)	Value Sales (%)	Change (%)
Supplier 1								
Total								
ELAND1								
EGEND1								
EHAYA1								
EHAMO1								
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								
ELAIN6								
ELANG6								

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