

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

Market Shares by Shopper Segment – HealthBeauties (Rural)						
	B&M Only		Online Only		Mixed	
	Volume Sales (%)	Change (%)	Volume Sales (%)	Change (%)	Volume Sales (%)	Change (%)
Supplier 1						
Total	8.30		8.30		8.30	
HOLAY1	2.00	12.23	2.00	12.23	2.00	12.23
HOMAT1	1.50	10.22	1.50	10.22	1.50	10.22
HOOTH1	1.00	1.24	1.00	1.24	1.00	1.24
HORRY1	1.70	7.56	1.70	7.56	1.70	7.56
HMOOT1	2.10	15.5	2.10	15.5	2.10	15.5
Supplier 2						
Total						
HOBBI2						
HAVON2						
HOLLY2						
HORES1						
Supplier 3						
Total						
HUCCI3						
HEVIA3						
HEEKE3						
HOUES3						
Retailer 1						
Total						
HICHY5						
HARIS5						
HORGE5						
Total						
Retailer 2						
Total						
HOSIA6						
HOVER6						
HWARD6						
	B&M Only		Online Only		Mixed	
	Value Sales (%)	Change (%)	Value Sales (%)	Change (%)	Value Sales (%)	Change (%)
Supplier 1						
Total						
HOLAY1						
HOMAT1						
HOOTH1						
HORRY1						
HMOOT1						
Supplier 2						
Total						
HOBBI2						
HAVON2						
HOLLY2						
HORES1						
Supplier 3						
Total						
HUCCI3						
HEVIA3						
HEEKE3						
HOUES3						
Retailer 1						
Total						
HICHY5						
HARIS5						
HORGE5						
Total						
Retailer 2						
Total						
HOSIA6						
HOVER6						
HWARD6						

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