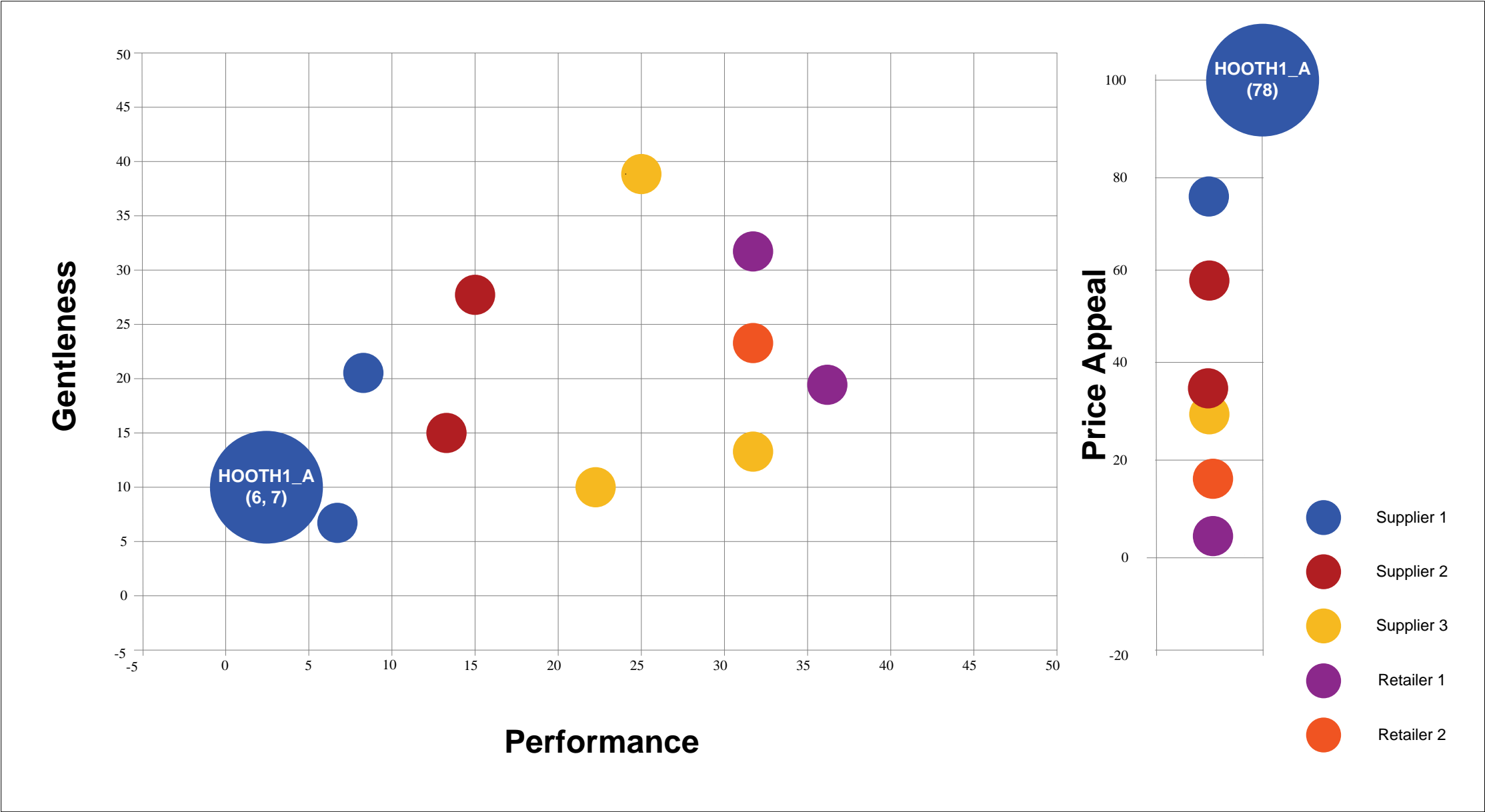


These graphs show the perceptual positions of the SKUs by category and market. The positions are color-coded by supplier and retailer (for private label SKUs). Moving the cursor on any of the circles will identify the SKU and the exact perceptual coordinates of that SKU.

Brand Perceptions – HealthBeauties (Urban)



- Performance Highlights
- Market Shares
- Sales
- Segment Leadership
- Cross-Segment Sales Volumes
- Product Portfolio
- eMall Prices and Promotion Intensity
- Financial Results
- Eleccsories Situation Reports
- HealthBeauties Situation Reports
- Key Performance Indicators
- Awareness
- Brand Perceptions**
 - Eleccsories – Rural
 - Eleccsories – Urban
 - HealthBeauties – Rural
 - HealthBeauties – Urban**
- Retailer Perceptions
- Market Shares by Consumer Segment
- Sales by Consumer Segment
- Market Shares by Shopper Segment
- Sales by Shopper Segment
- Sales by Channel
- B&M Retail Prices
- Promotion Intensity
- Supplier Intelligence
- Retailer Intelligence
- Forecasts