

Urban Situation Report – Market Shares by Shopper Segment						
	B&M Only		Online Only		Mixed	
	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 Only		Online Only		Mixed	
	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						
HICHY5_A						
HICHY5_A						
HARIS5_B						
	B&M Only		Online Only		Mixed	
	Value Share	Change	Value Share	Change	Value Share	Change
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EBETA2_B						
ELOGO2_A						
EHEDE2_A						
EHEDE2_C						
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Private Label						
HICHY5_A						
HICHY5_A						
HARIS5_B						

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

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