This table shows the volume and value sales 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.

	Sales by Shopper Segment – Elecssories (Urban)					
	B&M Only		Online Only		Mixed	
	Volume Sales	Change (%)	Volume Sales		Volume Sales	Change (%)
Supplier 1		(* - 7				(***)
Γotal	8.30		8.30		8.30	
ELAND1	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
EHAYA1	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
ELONG1	2.10	15.5	2.10	15.5	2.10	15.5
Supplier 2						
Total						
EBETA2						
ELOGO2						
EHEDE2						
EHOOT2						
Supplier 3						
Fotal						
EJUNE3						
EJOLY3						
EMOOT3						
EJEEP3						
Retailer 1						
Total						
ELISA5						
ELEEX5						
ETOMY5						
Retailer 2						
Total						
ELOON6						
ELANG						
ELANG6	DOMO	- I	On line	Oraka	NA in cont	
	B&M Only Value Sales Change		Online Only Value Sales Change (%)		Mixed Value Sales	Changa
	value Sales	(%)	value Sales	Change (%)	value Sales	Change (%)
Supplier 1		(70)				(70)
Total						
ELAND1						
EGEND1						
EHAYA1						
EHAMO1						
ELONG1						
Supplier 2 Total						
EBETA2						
ELOGO2						
EHEDE2						
FLICOTO						
EHOOT2						
Supplier 3						
Supplier 3 Fotal						
Supplier 3 Fotal EJUNE3						
Supplier 3 Fotal EJUNE3 EJOLY3						
Fotal EJUNE3 EJOLY3 EMOOT3						
Fotal EJUNE3 EJOLY3 EMOOT3 EJEEP3						
Fotal EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1						
Fotal EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1						
Fotal EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Fotal ELISA5						
Fotal EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Fotal ELISA5 ELEEX5						
Fotal EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Fotal ELISA5						
Fotal EJUNE3 EJUNE3 EJUNE3 EMOOT3 EJEEP3 Retailer 1 Fotal ELISA5 ELEEX5 ETOMY5						
Eupplier 3 Fotal EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Fotal ELISA5 ELEEX5 ETOMY5 Retailer 2						
Fotal EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Fotal ELISA5 ELEEX5 ETOMY5 Retailer 2						
Supplier 3 Fotal EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Fotal ELISA5 ELEEX5 ETOMY5 Retailer 2 Fotal						
Supplier 3 Total EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Total ELISA5 ELEEX5 ETOMY5 Retailer 2 Total ELOON6						

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

Elecssories Situation Reports

HealthBeauties Situation Reports

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

Elecssories – Rural

Elecssories – Urban

HealthBeauties – Rural

HealthBeauties - Urban

Sales by Channel

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence