This table shows the volume and value market shares for all the Elecssories 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 Shop	per Segment -	Elecssori	es (Rural)	
		B&M Only		Online Only		Mixed	
	Vol	ume Sales	Change (%)	Volume Sales	Change (%)		Change
Supplier 1		(%)	(70)	(%)		(70)	(%)
Total	8.30			8.30		8.30	
ELAND1	0.00	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		2.10	10.0	2.10	10.0	2.10	10.0
Total							
EBETA2							
ELOGO2							
EHEDE2							
EHOOT2							
Supplier 3 Total							
EJUNE3							
EJONES EJOLY3							
EMOOT3							
EJEEP3							
Retailer 1							
Total							
ELISA5							
ELEEX5							
ETOMY5							
Retailer 2							
Total							
ELOON6							
ELOON6							
ELAING ELANG6							
ELANGO		B&M O	nlv	Onlina	Only	Mixed	
			шу	Online	Only	Wilkea	
	\/a		Change	Value Sales	Change (%)	Value Sales	Change
	Va	lue Sales (%)	Change (%)	Value Sales (%)	Change (%)	Value Sales (%)	Change
Supplier 1	Va	(%)	Change (%)	Value Sales (%)	Change (%)	Value Sales (%)	Change (%)
	Va				Change (%)		
Total	Va				Change (%)		
Total ELAND1	Va				Change (%)		
Total ELAND1 EGEND1	Va				Change (%)		
Total ELAND1 EGEND1 EHAYA1	Va				Change (%)		
Total ELAND1 EGEND1 EHAYA1 EHAMO1	Va				Change (%)		
Total ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1	Va				Change (%)		
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2	Va				Change (%)		
Total ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total	Va				Change (%)		
Total ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2	Va				Change (%)		
Total ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2	Va				Change (%)		
Total ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2	Va				Change (%)		
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2	Va				Change (%)		
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3	Va				Change (%)		
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total	Va				Change (%)		
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3	Va				Change (%)		
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJOLY3	Va				Change (%)		
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJOLY3 EMOOT3	Va				Change (%)		
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJOLY3 EMOOT3 EJEEP3	Va				Change (%)		
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1	Va				Change (%)		
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Total	Va				Change (%)		
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Total ELISA5	Va				Change (%)		
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Total ELISA5 ELEEX5	Va				Change (%)		
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Total ELISA5 ELEEX5 ETOMY5	Va				Change (%)		
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Total ELISA5 ELEEX5 ETOMY5 Retailer 2	Va				Change (%)		
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Total ELISA5 ELEEX5 ETOMY5 Retailer 2 Total	Va				Change (%)		
ELAND1 EGEND1 EHAYA1 EHAYA1 EHAMO1 ELONG1 Supplier 2 Total EBETA2 ELOGO2 EHEDE2 EHOOT2 Supplier 3 Total EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Retailer 1 Total ELISA5 ELEEX5 ETOMY5 Retailer 2 Total ELOON6	Va				Change (%)		
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	Va				Change (%)		

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** Elecssories - Rural Elecssories – Urban HealthBeauties - Rural

HealthBeauties – Rural
HealthBeauties – Urban
Sales by Shopper Segment
Sales by Channel
B&M Retail Prices
Promotion Intensity
Supplier Intelligence

Retailer Intelligence