Dural	Situation Box	oort M	arkat Sharaa	hu Chan	nor Coamon	4
Rurai	Situation Rep					
	B&M Onl Volume Share	l y Change	Online On Volume Share	Change	Mixed Volume Share	Change
Elecssories	volume Share	Change	volume Share	Change	volume Share	Change
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				ı		
EJUNE3_A						
EJUNE3_B						
EJOLY3_A Private Label						
ELISA5_A						
ELISA5_B						
ELEEX5_A						
_	B&M Onl	ly	Online O	nly	Mixed	
	Volume Share	Change	Volume Share	Change	Volume Share	Change
HealthBeauties						
Supplier 1						
HOLAY1_A HOLAY1_B						
HOLAY1_B HOLAY1_A						
Supplier 2						
HOBBI2_A						
HOBBI2_B						
HAVON2_A						
Supplier 3						
HUCCI3_A						
HUCCI3_B						
HEVIA3_A						
Private Label				I		
HICHY5_A						
HICHY5_A						
HICHY5_A HARIS5_B	B&M Onl	lv	Online O	nlv	Mixed	
	B&M Onl Value Share	l y Change	Online On Value Share	nly Change	Mixed Value Share	Change
		-				
HARIS5_B		-				
HARIS5_B Elecssories Supplier 1 ELAND1_A		-				
HARIS5_B Elecssories Supplier 1 ELAND1_A ELAND1_B		-				
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A		-				
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A		-				
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B		-				
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2		-				
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A		-				
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2		-				
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B		-				
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A		-				
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_A EHEDE2_C Supplier 3		-				
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		-				
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		-				
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A		-				
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_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		-				
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		-				
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_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		-				
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_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		Change		Change		Change
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_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	Value Share	Change	Value Share	Change	Value Share	Change
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties	Value Share	Change	Value Share Online On	Change	Value Share	Change
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_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 HealthBeauties Supplier 1	Value Share	Change	Value Share Online On	Change	Value Share	Change
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A	Value Share	Change	Value Share Online On	Change	Value Share	Change
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_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 HealthBeauties Supplier 1 HOLAY1_A HOLAY1_B	Value Share	Change	Value Share Online On	Change	Value Share	Change
Elecsories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_A HOLAY1_A	Value Share	Change	Value Share Online On	Change	Value Share	Change
Elecsories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_B HOLAY1_A Supplier 2	Value Share	Change	Value Share Online On	Change	Value Share	Change
Elecsories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_A HOLAY1_A	Value Share	Change	Value Share Online On	Change	Value Share	Change
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_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 HealthBeauties Supplier 1 HOLAY1_A HOLAY1_A HOLAY1_A Supplier 2 HOBBI2_A	Value Share	Change	Value Share Online On	Change	Value Share	Change
Elecsories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_B HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_B	Value Share	Change	Value Share Online On	Change	Value Share	Change
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJUNE3_B ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_B HAVON2_A	Value Share	Change	Value Share Online On	Change	Value Share	Change
Elecsories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJUNE3_B ELISA5_A ELISA5_B ELEEX5_A HOLAY1_A HOLAY1_A HOLAY1_A HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_A HOBBI2_B HAVON2_A Supplier 3 HUCCI3_B	Value Share	Change	Value Share Online On	Change	Value Share	Change
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HOLAY1_A HOLAY1_A HOLAY1_B HOLAY1_B HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_B HAVON2_A Supplier 3 HUCCI3_B HUCCI3_B HEVIA3_A	Value Share	Change	Value Share Online On	Change	Value Share	Change
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJUNE3_B ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_A HOBBI2_B HAVON2_A Supplier 3 HUCCI3_A HUCCI3_A HUCCI3_B HEVIA3_A Private Label	Value Share	Change	Value Share Online On	Change	Value Share	Change
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJOLY3_A Private Label ELISA5_A ELISA5_B ELEEX5_A HOLAY1_B HOLAY1_B HOLAY1_B HOLAY1_B HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_A HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_A HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_B HOLAY1_A Private Label HAVON2_A Supplier 3 HUCCI3_B HEVIA3_A Private Label HICHY5_A	Value Share	Change	Value Share Online On	Change	Value Share	Change
Elecssories Supplier 1 ELAND1_A ELAND1_B EGEND1_A EHAYA1_B Supplier 2 EBETA2_A EBETA2_B ELOGO2_A EHEDE2_C Supplier 3 EJUNE3_A EJUNE3_B EJUNE3_B EJUNE3_B ELISA5_A ELISA5_B ELEEX5_A HealthBeauties Supplier 1 HOLAY1_A HOLAY1_A HOLAY1_B HOLAY1_A HOLAY1_A Supplier 2 HOBBI2_A HOBBI2_A HOBBI2_B HAVON2_A Supplier 3 HUCCI3_A HUCCI3_A HUCCI3_B HEVIA3_A Private Label	Value Share	Change	Value Share Online On	Change	Value Share	Change

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eMall Prices and Promotion Intensity

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Retailer Perceptions

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Sales by Consumer Segment

Market Shares by Shopper Segment

Sales by Shopper Segment

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

Forecasts