|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Rural Situation Report – Volume** | | | | | | | | |
| **(units mln)** | **Initial Inventory** | **Ordered Volume** | **Delivered Volume** | **Sales Volume** | | **Discontinued Goods Volume** | **Closing Inventory** | **Net Retail Price ($)** |
| **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 |  |  |  |  |  | |  |  |
| **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 |  |  |  |  |  | |  |  |

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

**Rural Situation Reports**

Market Shares by Consumer Segment

Market Shares by Shopper Segment

**Volume**

Urban 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

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

Forecasts