|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **HealthBeauties Situation Report – Market Shares by Shopper Segment** | | | | | | |
|  | **B&M Only** | | **Online Only** | | **Mixed** | |
|  | Volume Share | Change (%) | Volume Share | Change (%) | Volume Share | Change (%) |
| **Rural** | | | | | | |
| HOLAY1\_A |  |  |  |  |  |  |
| HOLAY1\_B |  |  |  |  |  |  |
| HOTOO1\_A |  |  |  |  |  |  |
| HEELY1\_A |  |  |  |  |  |  |
| HELLO1\_A |  |  |  |  |  |  |
| **Urban** |  |  |  |  |  |  |
| HOLAY1\_A |  |  |  |  |  |  |
| HOLAY1\_B |  |  |  |  |  |  |
| HOTOO1\_A |  |  |  |  |  |  |
| HEELY1\_A |  |  |  |  |  |  |
| HELLO1\_A |  |  |  |  |  |  |
|  | **B&M Only** | | **Online Only** | | **Mixed** | |
|  | Value Share | Change (%) | Value Share | Change (%) | Value Share | Change (%) |
| **Rural** |  |  |  |  |  |  |
| HOLAY1\_A |  |  |  |  |  |  |
| HOLAY1\_B |  |  |  |  |  |  |
| HOTOO1\_A |  |  |  |  |  |  |
| HEELY1\_A |  |  |  |  |  |  |
| HELLO1\_A |  |  |  |  |  |  |
| **Urban** |  |  |  |  |  |  |
| HOLAY1\_A |  |  |  |  |  |  |
| HOLAY1\_B |  |  |  |  |  |  |
| HOTOO1\_A |  |  |  |  |  |  |
| HEELY1\_A |  |  |  |  |  |  |
| HELLO1\_A |  |  |  |  |  |  |

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**

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