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

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **HealthBeauties Situation Report – Volume** | | | | | | | | |  |
| **(units mln)** | **Initial**  **Inventory** | | **Production**  **Volume** | **Sales**  **Volume** | | **Discontinued**  **Goods Volume** | **Closing**  **Inventory** | | **Unit Production Cost ($)** |
|  | Offline | Online | Offline | Online | Offline | Online |
| HOLAY1\_A |  |  |  |  |  |  |  |  |  |
| HOLAY1\_B |  |  |  |  |  |  |  |  |  |
| HOTOO1\_A |  |  |  |  |  |  |  |  |  |
| HEELY1\_A |  |  |  |  |  |  |  |  |  |
| HELLO1\_A |  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **HealthBeauties Situation Report – Volume (by Retailer and Market)** | | | | | | | | |
| **(units mln)** | **Order Volume** | | | | **Sales Volume** | | | |
|  | Retailer 1 | Retailer 2 | Retailer 3 | Online | Retailer 1 | Retailer 2 | Retailer 3 | Online |
| **Urban** | | | | | | | | |
| HOLAY1\_A |  |  |  |  |  |  |  |  |
| HOLAY1\_B |  |  |  |  |  |  |  |  |
| HOTOO1\_A |  |  |  |  |  |  |  |  |
| HEELY1\_A |  |  |  |  |  |  |  |  |
| HELLO1\_A |  |  |  |  |  |  |  |  |
| **Rural** | | | | | | | | |
| HOLAY1\_A |  |  |  |  |  |  |  |  |
| HOLAY1\_B |  |  |  |  |  |  |  |  |
| HOTOO1\_A |  |  |  |  |  |  |  |  |
| HEELY1\_A |  |  |  |  |  |  |  |  |
| HELLO1\_A |  |  |  |  |  |  |  |  |