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

Sales by Shopper Segment

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

Forecasts

|  |  |  |
| --- | --- | --- |
| **Key Performance Indicators** | | |
|  | Elecssories | HealthBeauties |
| Effectiveness of Trade Spending |  |  |
| Effectiveness of Marketing Spending |  |  |
| Portfolio Strength |  |  |
| Channel Strength | | |
| B&M Channel | | |
| Share of Value Sales (%) |  |  |
| Share of Volume Sales (%) |  |  |
| Share of Shoppers (%) |  |  |
| Online Channel | | |
| Share of Value Sales (%) |  |  |
| Share of Volume Sales (%) |  |  |
| Share of Shoppers (%) |  |  |

Effectiveness of Trade Spending: Return on investment (ROI) of trade support spending

Effectiveness of Marketing Spending: Return on investment (ROI) of marketing spending

Channel Strength: Share of sales and share of shoppers through the respective channel

Portfolio Strength: Average awareness across SKUs in the category