|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Urban Situation Report – Market Shares by Consumer Segment** | | | | | | | | |
|  | **Price Sensitive** | | **Value for Money** | | **Fashion** | | **Freaks** | |
|  | Volume Share | Change | Volume Share | Change | Volume Share | Change | Volume Share | Change |
| **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 |  |  |  |  |  |  |  |  |
|  | **Price Sensitive** | | **Value for Money** | | **Health Conscious** | | **Impatient** | |
|  | Volume Share | Change | Volume Share | Change | Volume Share | Change | Volume Share | Change |
| **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 |  |  |  |  |  |  |  |  |
|  | **Price Sensitive** | | **Value for Money** | | **Fashion** | | **Freaks** | |
|  | Value Share | Change | Value Share | Change | Value Share | Change | Value Share | Change |
| **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 |  |  |  |  |  |  |  |  |
|  | **Price Sensitive** | | **Value for Money** | | **Health Conscious** | | **Impatient** | |
|  | Value Share | Change | Value Share | Change | Value Share | Change | Value Share | Change |
| **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

**Urban 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