This table summarizes key performance highlights for suppliers and retailers from channel perspective. For Retailers, the sales represent the market sales, including private labels.

**Performance Highlights**

Brand Perspective

**Channel Perspective**

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

Sales by Channel

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

Forecasts

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Performance Highlights – Channel Perspective | | | | | | |
|  | **Retailers** | | | **Online** | | |
| Retailer 1 | Retailer 2 | Traditional Trade | Supplier 1 | Supplier 2 | Supplier 3 |
| Sales | | | | | | |
| Volume (units mln) | | | | | | |
| Elecssories | | | | | | |
| Rural |  |  |  |  |  |  |
| Urban |  |  |  |  |  |  |
| Total |  |  |  |  |  |  |
| HealthBeauties |  |  |  |  |  |  |
| Rural |  |  |  |  |  |  |
| Urban |  |  |  |  |  |  |
| Total |  |  |  |  |  |  |
| Value ($ mln) | | | | |  |  |
| Elecssories |  |  |  |  |  |  |
| Rural |  |  |  |  |  |  |
| Urban |  |  |  |  |  |  |
| Total |  |  |  |  |  |  |
| HealthBeauties |  |  |  |  |  |  |
| Rural |  |  |  |  |  |  |
| Urban |  |  |  |  |  |  |
| Total |  |  |  |  |  |  |
| Total across Categories |  |  |  |  |  |  |
| Volume Shares (%) | | | | | | |
| Elecssories |  |  |  |  |  |  |
| Rural |  |  |  |  |  |  |
| Urban |  |  |  |  |  |  |
| Total |  |  |  |  |  |  |
| HealthBeauties |  |  |  |  |  |  |
| Rural |  |  |  |  |  |  |
| Urban |  |  |  |  |  |  |
| Total |  |  |  |  |  |  |
| Value Shares (%) | | | | | | |
| Elecssories |  |  |  |  |  |  |
| Rural |  |  |  |  |  |  |
| Urban |  |  |  |  |  |  |
| Total |  |  |  |  |  |  |
| HealthBeauties |  |  |  |  |  |  |
| Rural |  |  |  |  |  |  |
| Urban |  |  |  |  |  |  |
| Total |  |  |  |  |  |  |