|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Segment Leadership | | | | | | | | |
|  | **Volume Market Share** | | | | **Value Market Share** | | | |
|  | Number 1 | | Number 2 | | Number 1 | | Number 2 | |
|  | SKU name | Share (%) | SKU name | Share (%) | SKU name | Share (%) | SKU name | Share (%) |
| Elecssories | | | | | | | | |
| Consumer Segments | | | | | | | | |
| Price Sensitive | ELAND1 | 27 | ELAND1 | 27 | ELAND1 | 27 | ELAND1 | 27 |
| Value for Money | ELAND1 | 27 | ELAND1 | 27 | ELAND1 | 27 | ELAND1 | 27 |
| Fashion | ELAND1 | 27 | ELAND1 | 27 | ELAND1 | 27 | ELAND1 | 27 |
| Freaks | ELAND1 | 27 | ELAND1 | 27 | ELAND1 | 27 | ELAND1 | 27 |
| Shopper Segments | | | | | | | | |
| B&M Only | ELAND1 | 27 | ELAND1 | 27 | ELAND1 | 27 | ELAND1 | 27 |
| Online Only | ELAND1 | 27 | ELAND1 | 27 | ELAND1 | 27 | ELAND1 | 27 |
| Mixed | ELAND1 | 27 | ELAND1 | 27 | ELAND1 | 27 | ELAND1 | 27 |
| HealthBeauties | | | | | | | | |
| Consumer Segments | | | | | | | | |
| Price Sensitive |  |  |  |  |  |  |  |  |
| Value for Money |  |  |  |  |  |  |  |  |
| Health Conscious |  |  |  |  |  |  |  |  |
| Impatient |  |  |  |  |  |  |  |  |
| Shopper Segments | | | | | | | | |
| B&M Only |  |  |  |  |  |  |  |  |
| Online Only |  |  |  |  |  |  |  |  |
| Mixed |  |  |  |  |  |  |  |  |

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

This table shows the top two consumer share leaders by category, consumer segment and shopper segment.