This table shows the volume and value markets shares for all the Elecssories brands sold in the rural market. When moving the cursor on any brand name, the results for all its variants will pop up.

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**

**Elecssories – Rural**

Elecssories – Urban

HealthBeauties – Rural

HealthBeauties **–** Urban

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

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Market Shares by Consumer Segment – Elecssories (Rural)** | | | | | | | | | |
|  | **Price Sensitive** | | | **Value for Money** | | **Fashion** | | **Freaks** | |
| Volume Sales (%) | Change (%) | | Volume Sales (%) | Change (%) | Volume Sales (%) | Change (%) | Volume Sales (%) | Change (%) |
| **Supplier 1** | | | | | | | | | |
| **Total** | **8.30** |  | | **8.30** |  | **8.30** |  | **8.30** |  |
| ELAND1 | 2.00 | 12.23 | | 2.00 | 12.23 | 2.00 | 12.23 | 2.00 | 12.23 |
| EGEND1 | 1.50 | 10.22 | | 1.50 | 10.22 | 1.50 | 10.22 | 1.50 | 10.22 |
| EHAYA1 | 1.00 | 1.24 | | 1.00 | 1.24 | 1.00 | 1.24 | 1.00 | 1.24 |
| EHAMO1 | 1.70 | 7.56 | | 1.70 | 7.56 | 1.70 | 7.56 | 1.70 | 7.56 |
| ELONG1 | 2.10 | 15.5 | | 2.10 | 15.5 | 2.10 | 15.5 | 2.10 | 15.5 |
| **Supplier 2** | | | | | | | | | |
| **Total** |  |  | |  |  |  |  |  |  |
| EBETA2 |  |  | |  |  |  |  |  |  |
| ELOGO2 |  |  | |  |  |  |  |  |  |
| EHEDE2 |  |  | |  |  |  |  |  |  |
| EHOOT2 |  |  | |  |  |  |  |  |  |
| **Supplier 3** | | | | | | | | | |
| **Total** |  |  |  | |  |  |  |  |  |
| EJUNE3 |  |  |  | |  |  |  |  |  |
| EJOLY3 |  |  |  | |  |  |  |  |  |
| EMOOT3 |  |  |  | |  |  |  |  |  |
| EJEEP3 |  |  |  | |  |  |  |  |  |
| **Retailer 1** | | | | | | | | | |
| **Total** |  |  | |  |  |  |  |  |  |
| ELISA5 |  |  | |  |  |  |  |  |  |
| ELEEX5 |  |  | |  |  |  |  |  |  |
| ETOMY5 |  |  | |  |  |  |  |  |  |
| **Retailer 2** | | | | | | | | | |
| **Total** |  |  | |  |  |  |  |  |  |
| ELOON6 |  |  | |  |  |  |  |  |  |
| ELAIN6 |  |  | |  |  |  |  |  |  |
| ELANG6 |  |  | |  |  |  |  |  |  |
|  | **Price Sensitive** | | | **Value for Money** | | **Fashion** | | **Freaks** | |
| Value Sales (%) | Change (%) | | Value Sales (%) | Change (%) | Value Sales (%) | Change (%) | Value Sales (%) | Change (%) |
| **Supplier 1** | | | | | | | | | |
| **Total** |  |  | |  |  |  |  |  |  |
| ELAND1 |  |  | |  |  |  |  |  |  |
| EGEND1 |  |  | |  |  |  |  |  |  |
| EHAYA1 |  |  | |  |  |  |  |  |  |
| EHAMO1 |  |  | |  |  |  |  |  |  |
| ELONG1 |  |  | |  |  |  |  |  |  |
| **Supplier 2** | | | | | | | | | |
| **Total** |  |  | |  |  |  |  |  |  |
| EBETA2 |  |  | |  |  |  |  |  |  |
| ELOGO2 |  |  | |  |  |  |  |  |  |
| EHEDE2 |  |  | |  |  |  |  |  |  |
| EHOOT2 |  |  | |  |  |  |  |  |  |
| **Supplier 3** | | | | | | | | | |
| **Total** |  |  | |  |  |  |  |  |  |
| EJUNE3 |  |  | |  |  |  |  |  |  |
| EJOLY3 |  |  | |  |  |  |  |  |  |
| EMOOT3 |  |  | |  |  |  |  |  |  |
| EJEEP3 |  |  | |  |  |  |  |  |  |
| **Retailer 1** | | | | | | | | | |
| **Total** |  |  | |  |  |  |  |  |  |
| ELISA5 |  |  | |  |  |  |  |  |  |
| ELEEX5 |  |  | |  |  |  |  |  |  |
| ETOMY5 |  |  | |  |  |  |  |  |  |
| **Retailer 2** | | | | | | | | | |
| **Total** |  |  | |  |  |  |  |  |  |
| ELOON6 |  |  | |  |  |  |  |  |  |
| ELAIN6 |  |  | |  |  |  |  |  |  |
| ELANG6 |  |  | |  |  |  |  |  |  |