|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Retail Prices – Elecssories**  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  Sales by Channel  **B&M Retail Prices**  **Elecssories**  HealthBeauties  Promotion Intensity  Supplier Intelligence  Retailer Intelligence  Forecasts | | | | | | | | | | | | | | |
|  | **Urban** | | | | | | **Rural** | | | | | | **Online** | |
|  | Retailer 1 | | Retailer 2 | | Traditional Trade | | Retailer 1 | | Retailer 2 | | Traditional Trade | |
|  | Net Retail Price ($) | Change (%) | Net Retail Price ($) | Change (%) | Net Retail Price ($) | Change (%) | Net Retail Price ($) | Change (%) | Net Retail Price ($) | Change (%) | Net Retail Price ($) | Change (%) | Net Online Price ($) | Change  (%) |
| **Supplier 1** | | | | | | | | | | | | | | |
| ELAND1\_A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ELAND1\_B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| EGEND1\_A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| EHAYA1\_A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| EHAYA1\_B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| EHAMO1\_A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| EHAMO1-B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ELONG1\_A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Supplier 2** | | | | | | | | | | | | | | |
| EBETA2\_A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| EBETA2\_B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ELOGO2\_A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| EHEDE2\_A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| EHEDE2\_C |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| EHOOT2\_A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| EHOOT2\_B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Supplier 3** | | | | | | | | | | | | | | |
| EJUNE3\_A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| EJUNE3\_B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| EJOLY3\_A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| EJOLY3\_B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| EJOLY3\_C |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| EMOOT3\_A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| EMOOT3\_B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| EJEEP3\_A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Retailer 1** | | | | | | | | | | | | | | |
| ELISA5\_A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ELISA5\_B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ELEEX5\_A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ELISA5\_C |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ELEEX5\_B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ETOMY5\_A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Retailer 2** | | | | | | | | | | | | | | |
| ELOON6\_A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ELOON6\_B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ELAIN6\_A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ELAIN6\_B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ELANG6\_B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |