This graph shows the historical values and the two-period ahead forecasts of category volumes by market. Moving the cursor on the forecasted areas will reveal the optimistic and pessimistic forecast values for each of the next two periods.

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

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Elecssories Situation Reports

HealthBeauties Situation Reports

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Market Shares by Consumer Segment

Sales by Consumer Segment

Market Shares by Shopper Segment

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Sales by Channel

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

**Forecasts**

Consumer Segment Size

Shopper Segment Size

**Category Volumes by Market**

Internet Penetration Rates

**Two-Period Ahead Forecasts – Category Volumes by Market**

