This table summarizes retailer intelligence information. Online and Offline advertising are national expenditures (ie, not broken down my market) and we repeat the national figures under both markets. Shelf space allocations are shown by brand but moving the cursor on any brand name will reveal the shelf space allocations for all the variants of that brand (SKU level).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Retailer Intelligence** | | | | |
|  | **Rural** | | **Urban** | |
|  | Retailer 1 | Retailer 2 | Retailer 1 | Retailer 2 |
| **Advertising ($mln)** |  |  |  |  |
| Online | *23* | *45* | *23* | *45* |
| Offline |  |  |  |  |
| Local |  |  |  |  |
|  | | | | |
| **In-Store Service** |  |  |  |  |
|  | | | | |
| **Shelf Space Allocation (%)** |  |  |  |  |
| **Supplier 1** |  |  |  |  |
| ELAND1 |  |  |  |  |
| EGEND1 |  |  |  |  |
| EHAYA1 |  |  |  |  |
| EHAMO1 |  |  |  |  |
| ELONG1 |  |  |  |  |
| **Supplier 2** |  |  |  |  |
| EBETA2 |  |  |  |  |
| ELOGO2 |  |  |  |  |
| EHEDE2 |  |  |  |  |
| EHOOT2 |  |  |  |  |
| **Supplier 3** |  |  |  |  |
| EJUNE3 |  |  |  |  |
| EJOLY3 |  |  |  |  |
| EMOOT3 |  |  |  |  |
| EJEEP3 |  |  |  |  |
| **Retailer 1** |  |  |  |  |
| ELISA5 |  |  |  |  |
| ELEEX5 |  |  |  |  |
| ETOMY5 |  |  |  |  |
| **Retailer 2** |  |  |  |  |
| ELOON6 |  |  |  |  |
| ELAIN6 |  |  |  |  |
| **Supplier 1** |  |  |  |  |
| HOLAY1 |  |  |  |  |
| HOMAT1 |  |  |  |  |
| HOOTH1 |  |  |  |  |
| **Supplier 2** |  |  |  |  |
| HOBBI2 |  |  |  |  |
| HAVON2 |  |  |  |  |
| HOLLY2 |  |  |  |  |
| HORES1 |  |  |  |  |
| **Supplier 3** |  |  |  |  |
| HUCCI3 |  |  |  |  |
| HEVIA3 |  |  |  |  |
| HEEKE3 |  |  |  |  |
| HOUES3 |  |  |  |  |
| **Retailer 1** |  |  |  |  |
| HICHY5 |  |  |  |  |
| HICHY5 |  |  |  |  |
| HORGE5 |  |  |  |  |
| HORRY5 |  |  |  |  |
| **Retailer 2** |  |  |  |  |
| HOSIA6 |  |  |  |  |
| HWARD6 |  |  |  |  |

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

Elecssories Situation Reports

HealthBeauties 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