

PASSPORT USER GUIDE



Euromonitor International's Passport is an integrated online database, providing business intelligence on industries, economies and consumers. Its simple-to-use interface makes it easy to find relevant research.

This guide provides a detailed overview of how to use Passport, allowing you to find the information you need more efficiently.



The Homepage

Passport Home provides an overview of the latest information for industries, economies, consumers and more.

The screenshot shows the Passport Home dashboard. At the top is a navigation bar with the Passport logo and links for Industries, Economies, Consumers, Companies, Euromonitor Solutions, and Help. A search bar is on the right. Below the navigation bar is the 'Home' section with four main panels: Search Statistics, Find Analysis, Explore Dashboards, and Saved Research. Each panel has a 'Go' or 'Launch' button. Below these panels is a featured article titled 'The Future of Food: Insights from Expo Milano 2015 - Part 1' by Pinar Hosafci. To the right of the article is a 'DID YOU KNOW?' section with two items: 'Natural flea and tick medications are growing in popularity in the US' and 'China to become fourth largest market in pet products by 2020'. Below this is a 'LATEST RESEARCH' section with a link to the featured article.

1 GLOBAL MENU

- » **Search:** Create detailed custom searches to access specific information in Passport
- » **Industries:** Find statistics and analysis for each industry we research
- » **Economies:** Access global economic, demographic and marketing statistics
- » **Consumers:** Learn about consumer trends, demographics and preferences
- » **Companies:** Gain insight into company performance and competitor analytics
- » **Euromonitor Solutions:** Find answers for your custom research needs
- » **Help:** Access help videos, FAQ, definitions, methodology information and more

2 SEARCH STATISTICS

- » Jump to a high-level statistical view of top countries by industry or topic

3 FIND ANALYSIS

- » Select a category or topic to quickly go to a full list of all relevant analysis

4 EXPLORE DASHBOARDS

- » Visually explore an industry and quickly understand large data sets

5 WHAT'S NEW

- » Read the latest articles written by our expert analysts

Searching for Data

Passport's powerful search capabilities allow you to find information quickly.

The screenshot shows the Passport search interface. At the top is a navigation bar with links: Search, Industries, Economies, Consumers, Companies, Euromonitor Solutions, and Help. A search bar on the right says 'SEARCH BY KEYWORDS'. Below the navigation bar is the 'Search' section with the text: 'Create new detailed custom queries, quickly jump to specific data, or access recent and/or saved searches.'

Callout 1 points to the 'SEARCH ALL PASSPORT CONTENT' section. It includes the text: 'Browse all available content categories and create a query to find the best statistics and analysis.' Below this is a dropdown menu labeled 'CATEGORIES AND TOPICS' and a blue 'Start' button.

Callout 2 points to the 'SEE DATA NOW - QUICK MARKET STATISTICS' section. It includes the text: 'Go directly to a data table by selecting specific categories or topics and geographies.' Below this are two input fields: 'Add Categories and/or Topics (maximum of 15)' and 'Add Geographies (maximum of 15)'. The first field contains 'Alcoholic Drinks (Alcoholic Drinks)' and the second field contains 'China'. A blue 'See Data Now' button is at the bottom.

Callout 3 points to the 'RECENT SEARCHES' section. It shows a search history entry: 'Alc Drinks, Fresh Food' with the date '16 JUN 2015'.

Callout 4 points to the 'SAVED SEARCHES' section, which is currently empty.

- 1 **SEARCH ALL PASSPORT CONTENT**
 - » Build a search based on industry categories, city data, companies or brand names, nutrition or survey topics
- 2 **SEE DATA NOW**
 - » Access statistics for your search parameters, including: market sizes, brand and company shares, distribution, pricing and more
- 3 **RECENT SEARCHES**
 - » View your history to quickly replicate past searches
- 4 **SAVED SEARCHES**
 - » Refer to your saved searches in this tab

Searching for Data

Explore the category search tree and select geographies.

Passport
Euromonitor International

Search Industries Economies Consumers Companies Euromonitor Solutions Help

SEARCH BY KEYWORDS

Search: Categories and Topics

To build your query select your categories and/or topics or drill down to view and select its sub-items. Once a category or topic has been added, add a geographic location then start the search.

1 CATEGORIES AND TOPICS (3) **2 GEOGRAPHIES (0)** Search >

X Alcoholic Drinks X Beer X Spirits

CATEGORIES AND TOPICS > ALCOHOLIC DRINKS

Type a specific category or topic to filter the available items. **2**

FIND A SPECIFIC CATEGORY OR TOPIC

☐ Select All **1**

☒ Beer ☐ RTDs/High-Strength Premixes ☐ Wine
☐ Cider/Perry ☒ Spirits

Next > **3**

1 CATEGORIES AND TOPICS

- » Drill down into an industry to select subcategories
- » Click the blue '>' to expand a category or subcategory
- » Click the 'i' to view the category's definition
- » Erase a category by clicking the corresponding 'x' in the Categories and Topics tab

2 TYPE A SPECIFIC CATEGORY

- » Filter by a specific category or topic by typing in the search box

3 NOW CHOOSE GEOGRAPHIES

- » Click the Geographies tab or blue Next button to select geographies for your search

Searching for Data

The screenshot shows the Passport search interface. At the top is a navigation bar with tabs: Search, Industries, Economies, Consumers, Companies, Euromonitor Solutions, and Help. A search bar on the right says 'SEARCH BY KEYWORDS'. Below the navigation bar is a section titled 'Search: Categories and Topics' with instructions: 'To build your query select your categories and/or topics or drill down to view and select its sub-items. Once a category or topic has been added, add a geographic location then start the search.' There are two tabs: 'CATEGORIES AND TOPICS (1)' and 'GEOGRAPHIES (2)'. The 'GEOGRAPHIES (2)' tab is active, showing a search box with 'World' and 'China' selected, and a 'Search' button. Below this is a 'GEOGRAPHIES' section with a sub-tab 'ASIA PACIFIC'. It contains two search boxes: 'Type a specific geography to filter the available items' (callout 2) and 'Select a Predefined Geography list' (callout 3). Below these is a grid of checkboxes for various countries (callout 1). A 'Search' button is also present in the top right of the main content area (callout 4).

1 Select All

2 Type a specific geography to filter the available items

3 Select a Predefined Geography list

4 Search

☐ Afghanistan	☐ Kazakhstan	☐ Philippines
☐ American Samoa	☐ Kiribati	☐ Samoa
☐ Armenia	☐ Kyrgyzstan	☐ Singapore
☐ Azerbaijan	☐ Laos	☐ Solomon Islands
☐ Bangladesh	☐ Macau	☐ South Korea
☐ Bhutan	☐ Malaysia	☐ Sri Lanka

- 1 GEOGRAPHY TREE**
 - » Select a single region or drill down to select countries
 - » Click the blue '>' to expand a region or country
 - » Erase a selection by clicking the corresponding 'x' in the Geographies tab
- 2 TYPE A SPECIFIC GEOGRAPHY**
 - » Filter by a specific geography by typing in the search box
- 3 SELECT A PREDEFINED LIST**
 - » Click to see a drop-down list of predefined regions or countries
- 4 RUN SEARCH**
 - » Click to see a list of all statistics and analysis related to your search parameters

Understanding the Results Page

The Results Page contains the data matching your search criteria. View data and analysis or create a personalised results list.

The screenshot shows the Euromonitor Passport interface. At the top is a navigation bar with links: Search, Industries, Economies, Consumers, Companies, Euromonitor Solutions, and Help. A search bar on the right contains the text 'SEARCH BY KEYWORDS'. Below the navigation bar, a grey box labeled 'You searched for:' (callout 1) displays the search criteria: 'CATEGORIES AND TOPICS (1): Alcoholic Drinks' and 'GEOGRAPHIES (2): World, China'. To the right of this box are two buttons: 'Modify Search' and 'Save Search' with a star icon. Below the search box, the page is divided into two main columns. The left column, titled 'POPULAR STATISTICS' (callout 2), contains five sections: 'Market Sizes' (Aggregated sales in a time series, actual sizes, per capita and growth by standard data types), 'Company Shares' (Share of sales and actual sales by a company in a time series by standard data types), 'Brand Shares' (Share of sales and actual sales by a brand in a time series by standard data types), 'Distribution' (Share of sales and actual sales in a channel in a time series by standard data types), and 'Pricing' (Observed price points in the market). The right column, titled 'ANALYSIS' (callout 3), features a 'FILTER ANALYSIS (0)' button with a plus icon (callout 4) and a 'SORT RESULTS' dropdown menu. Below the filters, there are three article previews: 'Alcoholic Drinks in China' (INDUSTRY OVERVIEW | AUG 2014), 'Alcoholic Drinks 2015: New Insights and System Refresher' (GLOBAL BRIEFING | JUN 2015), and 'Cider and Perry: Outlook and Opportunities' (GLOBAL BRIEFING | MAY 2015).

- 1 **RESULTS**
 - » Review your selected Categories and Topics or Geographies
 - » Click Modify Search to navigate back to the search tree and modify selections
 - » Click Save Search to add the current search to your saved searches
- 2 **VIEW DATA**
 - » Select popular statistics, such as: market sizes, company shares, brand shares or distribution
 - » Access data by off-trade vs on-trade or products by ingredient
- 3 **VIEW ANALYSIS**
 - » View global, strategy and industry briefings, datagraphics, opinions and other relevant articles
- 4 **FILTER RESULTS**
 - » Filter analysis results by category, geography, content types or other information sources

Using Statistics

1 OUTPUT DATA

- » Export the data to Excel* or PDF, print it or save it to the Saved Research section (*includes Export to My Downloads)

2 CONVERT DATA

- » Use these controls to change your data:
 - » Change the currency
 - » Switch current value data (nominal) to constant value data (real)
 - » Change unit multipliers or volume conversion
 - » Find growth

3 DATA CONTROLS

- » Use these controls to change the data type, time period, categories and geographies

4 MORE RESULTS

- » Access related sets of statistics, such as company shares, brand shares and distribution

The screenshot shows the Euromonitor Passport Statistics interface. The top navigation bar includes 'Search', 'Industries', 'Economies', 'Consumers', 'Companies', 'Euromonitor Solutions', and 'Help'. The main content area is titled 'Statistics' and includes a 'Back To Results' button. On the left, a sidebar contains several controls: 1. Export/Import/Print/Share icons. 2. 'Convert Data' section with options for Unit type, Volume conversions, Unit multiplier, Growth (Year-on-year growth (%), Period growth, Growth index), and a 'Change Time Series' button. 3. 'Change Data Types', 'Change Categories', and 'Change Geographies' sections. The 'Change Geographies' section is expanded, showing a list of regions with 'World' selected. 4. 'More Results' section with options for Market Sizes and Company Shares. The main data area displays a table for 'Alcoholic Drinks' under the 'World' geography, showing volume data from 2009 to 2014 for various retail categories.

Change view		2009	2010	2011	2012	2013	2014
Alcoholic Drinks							
World							
	Store-Based Retailing	99.2	99.2	99.0	98.9	98.8	98.6
	Grocery Retailers	97.0	96.9	96.7	96.7	96.7	96.6
	Discounters	3.7	3.7	3.8	3.9	3.9	4.0
	Food/drink/tobacco specialists	19.7	19.5	19.2	19.2	19.5	19.8
	Hypermarkets	11.2	11.5	11.7	11.9	12.3	12.5
	Small Grocery Retailers	30.6	30.2	29.6	29.3	30.0	29.6
	Convenience Stores	5.6	5.5	5.4	5.5	5.7	5.8
	Forecourt Retailers	2.5	2.4	2.3	2.3	2.2	2.2
	Independent Small Grocers	22.5	22.4	21.8	21.5	22.0	21.5
	Supermarkets	23.4	24.0	24.7	25.0	25.6	25.8
	Other Grocery Retailers	8.5	7.9	7.8	7.4	5.3	4.9
	Non-Grocery Retailers	2.2	2.3	2.3	2.3	2.1	2.0
	Parapharmacies/Drugstores	0.4	0.4	0.4	0.4	0.4	0.4
	Mixed Retailers	1.8	1.9	1.9	1.9	1.7	1.6
	Department Stores	0.2	0.2	0.2	0.2	0.2	0.2
	Mass Merchandisers	1.2	1.3	1.3	1.2	1.1	1.0
	Variety Stores	0.1	0.1	0.1	0.1	0.1	0.1
	Warehouse Clubs	0.2	0.3	0.3	0.3	0.3	0.3
	Other Non-Grocery	0.0	0.0	0.0	0.0	0.0	0.0

Understanding Analysis

Depending on the type of results you selected, there are a number of ways you can navigate and output your analysis easily.

- 1 **OUTPUT OPTIONS**
 - » Export the report to PDF, print it, or save it to the Saved Research section
- 2 **TABLE OF CONTENTS**
 - » Easily navigate to different areas of the report
- 3 **RELATED REPORTS**
 - » Access complete versions of related reports with extra analysis
- 4 **MORE RELATED ITEMS**
 - » Access supporting statistics, industry reports, company profiles, articles and other analysis

The screenshot displays the Passport Euromonitor International website interface. At the top, there is a navigation bar with tabs for Search, Industries, Economies, Consumers, Companies, Euromonitor Solutions, and Help. A search bar is located on the right side of the navigation bar. Below the navigation bar, the main content area is titled 'Analysis'. On the left side of the main content area, there is a sidebar with a 'Table Of Contents' section. The sidebar also includes sections for 'Related Statistics', 'Related Industry Reports', 'Related Articles', and 'More Related Items'. The main content area displays the title 'The New Europe: Marketing Opportunities in the Enlarged EU' and the subtitle 'Strategy Briefing | 01 Mar 2007'. Below the title, there is a section titled '1. EXECUTIVE SUMMARY' and a sub-section titled '1.1 Demand Factors'. The sub-section contains several bullet points discussing the EU-8 countries, the newly acceded countries (Bulgaria and Romania), the main goals of the EU, the effect of EU entry on the EU-8 countries' economies, the expected contribution of the new members to the future growth of the EU economy, the GDP of the EU-8 and newly acceded countries, the development of the Czech Republic and Hungary, the strongest GDP growth over the 2000-2005 period, average disposable incomes, declining populations, and the exodus of workers.

1 **OUTPUT OPTIONS**

2 **TABLE OF CONTENTS**

3 **RELATED REPORTS**

4 **MORE RELATED ITEMS**

Industry Pages

Access the latest research on a select industry.

The screenshot shows the Passport website interface for the 'Alcoholic Drinks' industry. The top navigation bar includes 'Search', 'Industries', 'Economies', 'Consumers', 'Companies', 'Euromonitor Solutions', and 'Help'. A search bar is located on the right. The main content area is titled 'Alcoholic Drinks' and features several interactive panels:

- 1 SEARCH TREE:** A panel on the left with a dropdown menu for 'Alcoholic Drinks' and a 'Go' button.
- 2 ANALYSIS FINDER:** A panel below the search tree with dropdowns for 'Latest Analysis' and 'All Geographies', and a 'Go' button.
- 3 RANK COUNTRIES:** A panel with a dropdown for 'Alcoholic Drinks', radio buttons for 'Size', 'Growth', 'Per cap.', 'Forecast', and 'Historic', and a 'Go' button.
- 4 RANK CATEGORIES:** A panel with a dropdown for 'World', a radio button for 'Forecast', and a 'Go' button.
- 5 REVIEW TOP COMPANIES:** A panel with a dropdown for 'Cia Cervecerías Unidas' and a 'Go' button.
- 6 DASHBOARDS:** A panel on the right titled 'DASHBOARDS VISUALISE DATA' with a dropdown for 'Alcoholic Drinks' and a 'Go' button.

Below the panels, there are three main content sections:

- Alcoholic Drinks 2015: New Insights and System Refresher:** A global briefing dated 12 Jun 2015, featuring a 'Read more >' link and a 'GLOBAL BRIEFING' graphic.
- The Growth in Popularity of Craft Beer in New Zealand:** A podcast dated 11 Jun 2015, featuring a 'Load More >' link and a 'MARKETS OF THE FUTURE REPORTS' section.

The 'MARKETS OF THE FUTURE REPORTS' section includes a 'Select geography...' dropdown and a 'Go' button.

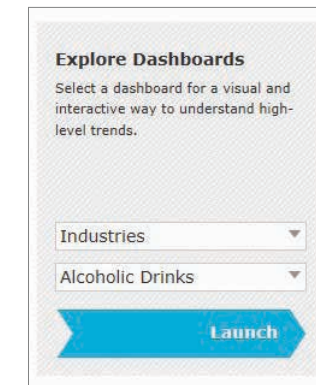
- 1 **SEARCH TREE**
 - » Quickly access relevant sections within the search tree
- 2 **ANALYSIS FINDER**
 - » Find all analysis related to your topic by type and geography
- 3 **RANK COUNTRIES**
 - » Jump to a high-level statistical view of top countries by topic
- 4 **RANK CATEGORIES**
 - » Examine the top categories of the industry by geography
- 5 **REVIEW TOP COMPANIES**
 - » Access geographic research and market shares for leading companies in the specified industry
- 6 **DASHBOARDS**
 - » Visually explore the industry and quickly understand large data sets

Visual Overviews

Passport's interactive Dashboards allow you to visually explore category, company and channel data for an industry or dive deeper into consumer trends using our economic, socioeconomic and demographic data.

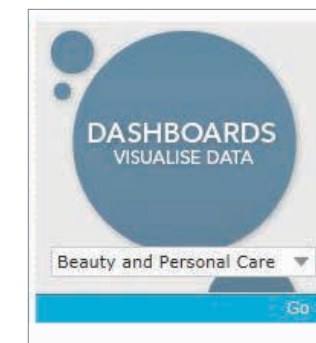


FROM THE HOME PAGE



Access Dashboards by selecting a group and, if necessary, an industry in the drop downs and then clicking "Launch"

FROM THE INDUSTRY PAGES



» Access Dashboards by selecting an industry in the drop down and then clicking "Go"

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CONNECT WITH US



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MORE INFORMATION

Log into Passport to reach your account manager or email

Passport@Euromonitor.com.

