

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 links: Search, Industries, Economies, Consumers, Companies, Euromonitor Solutions, and Help. A search bar is on the right. Below the navigation bar is the 'Home' section. It contains four main panels: 'Search Statistics' (with radio buttons for Industries and Economies and Consumers, and dropdowns for industry and category), 'Find Analysis' (with similar radio buttons and dropdowns for industry and geography), 'Explore Dashboards' (with a dropdown for group and a select dropdown), and 'Saved Research' (with a 'My Downloads' section). 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'. At the bottom right is a 'LATEST RESEARCH' section with a link to 'The Future of Food: Insights from Expo Milano 2015 - Part 1'.

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 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 the Passport logo and links for 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 'Search' section with the text 'Create new detailed custom queries, quickly jump to specific data, or access recent and/or saved searches.' There are two main sections: 'SEARCH ALL PASSPORT CONTENT' (callout 1) and 'SEE DATA NOW - QUICK MARKET STATISTICS' (callout 2). The 'SEARCH ALL PASSPORT CONTENT' section has a dropdown for 'CATEGORIES AND TOPICS' and a 'Start' button. The 'SEE DATA NOW - QUICK MARKET STATISTICS' section has a dropdown for 'Add Categories and/or Topics (maximum of 15)' with 'Alcoholic Drinks (Alcoholic Drinks)' selected, and another dropdown for 'Add Geographies (maximum of 15)' with 'China' selected. There is a 'See Data Now' button. To the right of these sections are two tabs: 'RECENT SEARCHES' (callout 3) and 'SAVED SEARCHES' (callout 4). The 'RECENT SEARCHES' tab shows a search for 'Alc Drinks, Fresh Food' dated '16 JUN 2015'.

- 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 replicate past searches
- 4 **SAVED SEARCHES**
 - » Refer to your saved searches in this tab

Searching for Data

Explore the category search hierarchy and select geographies.

Passport Search Industries Economies Consumers Companies Euromonitor Solutions Help SEARCH BY KEYWORD

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.

☒ CATEGORIES AND TOPICS (4) ☒ GEOGRAPHIES (4) Search >

☐ Alcoholic Drinks ☐ Beer ☐ Spirits ☐ RTDs/High-Strength Premixes Clear All

Type a specific category or topic to filter the available items

FIND A SPECIFIC CATEGORY OR TOPIC

You Are Here **Categories and Topics** ALCOHOLIC DRINKS

☐ Select All

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

Next >

- 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 CHANGE SUBCATEGORIES QUICKLY**
 - » Click the drop-downs in this bar to select any subcategory in your subscription
- 4 SELECT ALL SUBCATEGORIES**
 - » Click the hierarchy button to add all subcategories of the selected category to your search
- 5 NOW CHOOSE GEOGRAPHIES**
 - » Click the Geographies tab or blue "Next" button to select geographies for your search

Searching for Data

Passport Search Industries Economies Consumers Companies Euromonitor Solutions Help

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 (4)** **2** **GEOGRAPHIES (4)** **5** Search >

World Anguilla Dominican Republic Nicaragua Clear All

Type a specific geography to filter the available items **2** FIND A SPECIFIC GEOGRAPHY Select a Predefined Geography list **3** GEOGRAPHIES

4 You Are Here **4** Geographies LATIN AMERICA

1 Select All

<input checked="" type="checkbox"/> Anguilla	<input type="checkbox"/> Cuba	<input type="checkbox"/> Mexico
<input type="checkbox"/> Antigua	<input type="checkbox"/> Curacao	<input checked="" type="checkbox"/> Nicaragua
<input type="checkbox"/> Argentina	<input type="checkbox"/> Dominica	<input type="checkbox"/> Panama
<input type="checkbox"/> Aruba	<input checked="" type="checkbox"/> Dominican Republic	<input type="checkbox"/> Paraguay

- 1 GEOGRAPHY HIERARCHY**
 - » 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 CHANGE GEOGRAPHIES QUICKLY**
 - » Click the drop-downs in this bar to jump to a geography in your subscription
- 5 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 says 'SEARCH BY KEYWORDS'. Below the navigation bar, a grey box labeled 'You searched for:' (callout 1) displays 'CATEGORIES AND TOPICS (1): Alcoholic Drinks' and 'GEOGRAPHIES (2): World, China'. It includes 'Modify Search' and 'Save Search' buttons. The main content area is split into two columns. The left column, 'POPULAR STATISTICS' (callout 2), lists: Market Sizes, Company Shares, Brand Shares, Distribution, and Pricing. The right column, 'ANALYSIS' (callout 3), has a filter box 'FILTER ANALYSIS (0)' (callout 4) and a 'SORT RESULTS' dropdown. Below the filter, three analysis snippets are shown: 'Alcoholic Drinks in China' (Aug 2014), 'Alcoholic Drinks 2015: New Insights and System Refresher' (Jun 2015), and 'Cider and Perry: Outlook and Opportunities' (May 2015).

1 RESULTS

- » Review your selected Categories and Topics or Geographies
- » Click Modify Search to navigate back to the search hierarchy 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

Statistics

[Back To Results](#)

1

2 **Convert Data**

- ☐ Unit type
- ☐ Volume conversions
- ☐ Unit multiplier
- ☐ Growth
 - Year-on-year growth (%)
 - Period growth
 - Growth index

3 **Change Geographies**

- ☒ World
- ☐ Asia Pacific
- ☐ Australasia
- ☐ Eastern Europe
- ☐ Latin America
- ☐ Middle East and Africa
- ☐ North America
- ☐ Western Europe

4 **More Results**

- Market Sizes
- Company Shares

Distribution | Historic | Off-trade Volume | % breakdown

Key: Related Analysis View Chart

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 'Back To Results' button and a 'Table Of Contents' section. The 'Table Of Contents' section is expanded, showing a list of sections: 1. EXECUTIVE SUMMARY, 1.1 Demand Factors, 1.2 Consumer Market Trends, 1.3 Company Developments, 1.4 Retail Developments, Outlook, 2. INTRODUCTION AND OVERVIEW, 2.1 Definitions, 2.2 Historical Development of the EU, 2.3 EU Goals and Entry Criteria, 2.4 Entry to the Euro-Zone, 3. SOCIOECONOMIC, 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 subsection titled '1.1 Demand Factors'. The '1.1 Demand Factors' 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 Czech Republic and Hungary, the Baltic states, 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 links for 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 'Size', and radio buttons for 'Forecast', 'Growth', and 'Per cap.', and a 'Go >' button.
- 5 REVIEW TOP COMPANIES:** A panel with a dropdown for 'Cia Cervecerias 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 two main content sections:

- Alcoholic Drinks 2015: New Insights and System Refresher** (Global Briefing | 12 Jun 2015) with a 'Read more >' link and a 'GLOBAL BRIEFING' graphic.
- The Growth in Popularity of Craft Beer in New Zealand** (Podcast | 11 Jun 2015) with a podcast player showing 0:00 / 6:07 and a description of the podcast content.

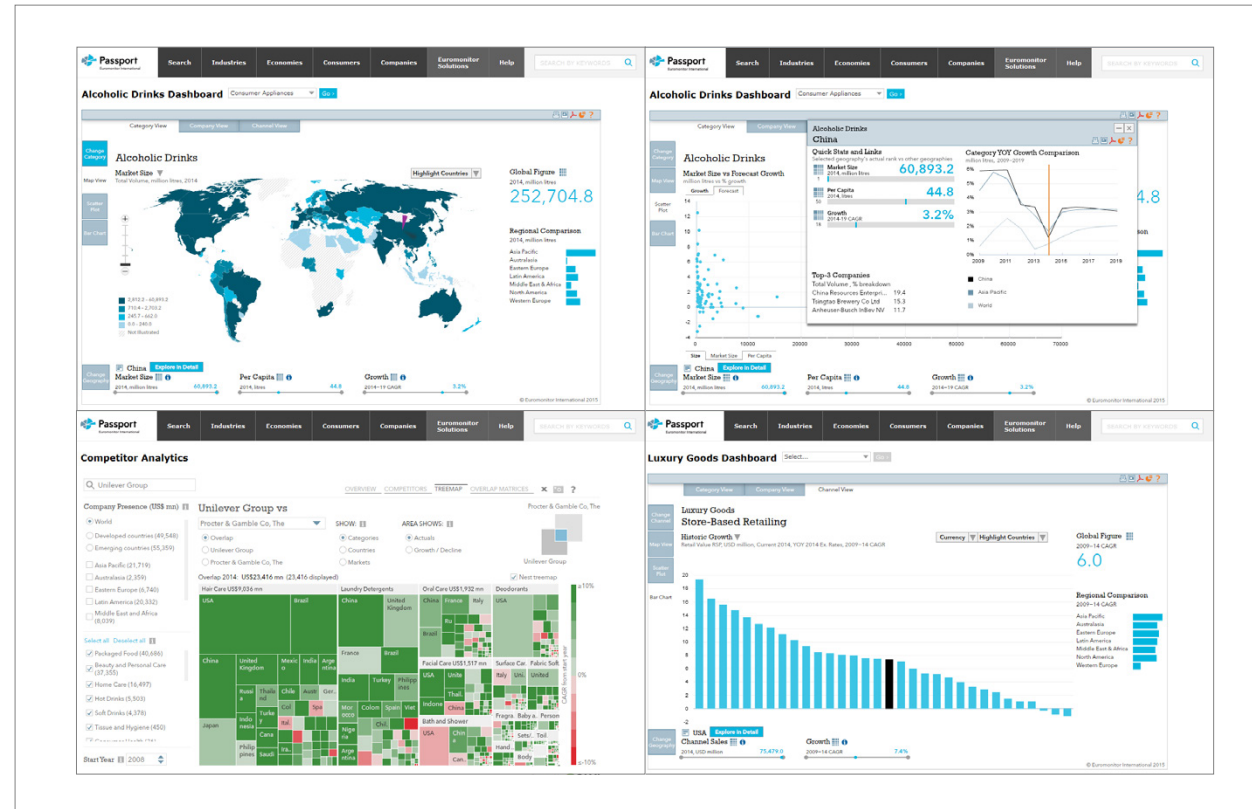
On the right side of the main content area, there are two additional sections:

- DID YOU KNOW?** with three bullet points: 'Less of the old, more of the new - changing global dynamics in cider/perry', 'Flavoured/mixed lager outperforming standard lager in Europe', and 'Martell suffers most with Chinese cognac decline'. A 'Load More >' link is at the bottom.
- MARKETS OF THE FUTURE REPORTS** with a description of new reports on the business environment and consumer markets of 20 next generation growth economies. A dropdown for 'Select geography...' and a 'Go >' button are at the bottom.

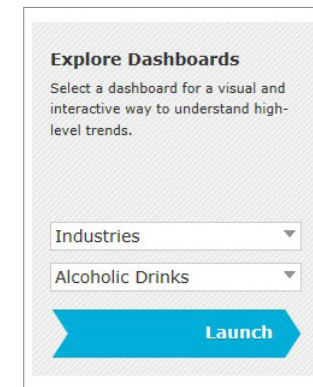
- 1 SEARCH STATISTICS**
» Quickly access relevant sections within the search hierarchy
- 2 ANALYSIS FINDER**
» Find all analysis related to your topic by type and geography
- 3 RANK COUNTRIES**
» Jump to a high-level statistical view of top countries by topic
- 4 RANK CATEGORIES**
» Examine the top categories 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.

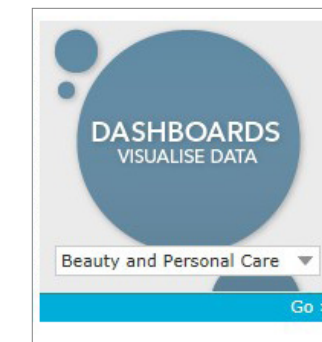


FROM THE HOME PAGE



- » 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"

Saved Content

Access your saved content, content shared with you by other users and recent downloads.

The screenshot shows the 'Passport' application 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 this is the 'Saved Content' section header. Underneath are three tabs: 'MY CONTENT', 'SHARED CONTENT' (marked with a black circle 4), and 'DOWNLOADS' (marked with a black circle 5). On the left side of the 'MY CONTENT' tab, there are two filter sections. The first, 'SORT RESULTS' (marked with a black circle 1), has options: A-Z, Z-A, and Date. The second, 'FILTER CONTENT' (marked with a black circle 2), has a 'By Type' section with radio buttons for Analysis, Definitions, Related Analysis, Related Statistics, Research Sources, Results List, Statistics, and World Rankings. Below that is a 'By Date' section with radio buttons for 'More Than 1 Year' and 'Last Year'. The main content area displays a list of saved items. Each item has a title, a subtitle, and a date. To the right of each item are 'Edit' and 'Delete' buttons (marked with a black circle 3). The items listed are: 'Travel Extensions' (RESULTS LIST | 21 AUG 2015), 'Hair Care Project 4' (RESULTS LIST | 21 AUG 2015, SHARED), 'Lager, World' (RESULTS LIST | 21 AUG 2015, All Lager, All World), 'Beer, All Regions' (RESULTS LIST | 21 AUG 2015, All Beer, All Regions Search Results, SHARED), and 'Home Garden Stats' (STATISTICS | 17 AUG 2015, SHARED).

- 1 **SORT RESULTS**
 - » Sort your results by titles alphabetically or by date saved
- 2 **FILTER CONTENT**
 - » Filter your results by content type and date published
- 3 **EDIT AND DELETE**
 - » Edit and delete content in the Saved Content section
- 4 **SHARED CONTENT**
 - » Access content shared with you by other users in your subscription
- 5 **DOWNLOADS**
 - » Access content you have previously downloaded

Connect with Euromonitor

CONNECT WITH US



Follow us to gain exclusive access to:

- » Videocasts
- » Podcasts
- » Webinars
- » Industry news and facts
- » Industry events
- » Customer service
- » Contests
- » Datagraphics

MORE INFORMATION

Log into Passport to reach your account manager or email

Passport@Euromonitor.com.

