

# 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 menu items: Search, Industries, Economies, Consumers, Companies, Euromonitor Solutions, and Help. A search bar is on the right. Below the navigation bar is the 'Home' section with five main panels: 1. Search Statistics (with a 'Go' button), 2. Find Analysis (with a 'Go' button), 3. Explore Dashboards (with a 'Launch' button), 4. Saved Research, and 5. My Downloads. 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 three items: 'Natural flea and tick medications are growing in popularity in the US', 'China to become fourth largest market in pet products by 2020', and 'India: best performing BRIC market in 2015'. At the bottom right 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 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, there is a navigation bar with the Passport logo and several menu items: Search, Industries, Economies, Consumers, Companies, Euromonitor Solutions, and Help. A search bar is located on the right side of the navigation bar, labeled 'SEARCH BY KEYWORDS' with a magnifying glass icon.

The main content area is divided into two sections. The first section is titled 'SEARCH ALL PASSPORT CONTENT' and is marked with a circled '1'. It includes a sub-header 'SEARCH ALL PASSPORT CONTENT' and a description: 'Browse all available content categories and create a query to find business statistics and analysis.' Below this is a dropdown menu labeled 'CATEGORIES AND TOPICS' and a blue 'Start' button with a right-pointing arrow.

The second section is titled 'SEE DATA NOW - QUICK MARKET STATISTICS' and is marked with a circled '2'. It includes a sub-header 'SEE DATA NOW - QUICK MARKET STATISTICS' and a description: 'Go directly to a data table by selecting specific categories or topics and geographies.' Below this are two input fields. The first is labeled 'Add Categories and/or Topics (maximum of 15)' and contains a tag 'Alcoholic Drinks (Alcoholic Drinks)'. The second is labeled 'Add Geographies (maximum of 15)' and contains a tag 'China'. At the bottom of this section is a blue 'See Data Now' button with a right-pointing arrow.

On the right side of the main content area, there are two tabs: 'RECENT SEARCHES' (marked with a circled '3') and 'SAVED SEARCHES' (marked with a circled '4'). The 'RECENT SEARCHES' tab is active and shows a search history entry: 'Alc Drinks, Fresh Food' with a date '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.

The screenshot shows the Passport search interface. At the top, there is a navigation bar with tabs for Search, Industries, Economies, Consumers, Companies, Euromonitor Solutions, and Help. A search box is located on the right. Below the navigation bar, the main content area is titled "Search: Categories and Topics". A sub-header reads: "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." The interface features two main tabs: "CATEGORIES AND TOPICS (4)" and "GEOGRAPHIES (4)". The "CATEGORIES AND TOPICS" tab is active, showing a list of selected categories: "Alcoholic Drinks", "Beer", "Spirits", and "RTDs/High-Strength Premixes". A "Clear All" button is next to the list. Below the list, there is a search box labeled "FIND A SPECIFIC CATEGORY OR TOPIC". A breadcrumb trail shows "You Are Here" > "Categories and Topics" > "ALCOHOLIC DRINKS". A "Select All" checkbox is visible. The category list includes "Beer", "RTDs/High-Strength Premixes", "Wine", "Cider/Perry", and "Spirits". Each category has an information icon, a hierarchy icon, and a right-pointing arrow. A "Next" button is at the bottom right.

- 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

The screenshot shows the Passport search interface. At the top, there is a navigation bar with the Passport logo and tabs for Search, Industries, Economies, Consumers, Companies, Euromonitor Solutions, and Help. Below this is a search section titled "Search: Categories and Topics" with a sub-header "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." The interface features two main tabs: "CATEGORIES AND TOPICS (4)" and "GEOGRAPHIES (4)". The "GEOGRAPHIES (4)" tab is active, showing a list of selected geographies: World, Anguilla, Dominican Republic, and Nicaragua, with a "Clear All" button. A "Search" button is located to the right of the list. Below the list, there are two input fields: "FIND A SPECIFIC GEOGRAPHY" (with a search icon) and "Select a Predefined Geography list" (with a dropdown arrow). The "You Are Here" breadcrumb shows "Geographies" and "LATIN AMERICA". A grid of checkboxes lists various countries, with "Anguilla" and "Nicaragua" selected. A "Select All" checkbox is also present.

**1** Select a single region or drill down to select countries

**2** Click the blue ">" to expand a region or country

**3** Erase a selection by clicking the corresponding "x" in the Geographies tab

**4** Filter by a specific geography by typing in the search box

**5** Click to see a drop-down list of predefined regions or countries

**6** Click the drop-downs in this bar to jump to a geography in your subscription

**7** Click to see a list of all statistics and analysis related to your search parameters

- 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 Passport search results page. At the top, there is a navigation bar with 'Passport' logo and menu items: Search, Industries, Economies, Consumers, Companies, Euromonitor Solutions, and Help. A search bar on the right contains 'SEARCH BY KEYWORDS' and a magnifying glass icon. Below the navigation bar, a grey box labeled 'You searched for:' contains 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 criteria, the page is divided into two main sections. On the left, under the heading 'POPULAR STATISTICS', there are five categories: 'Market Sizes', 'Company Shares', 'Brand Shares', 'Distribution', and 'Pricing'. On the right, under the heading 'ANALYSIS', there is a filter section with 'FILTER ANALYSIS (0)' and a plus sign, and 'SORT RESULTS' with a dropdown arrow. Below the filter section, there are three analysis articles: 'Alcoholic Drinks in China', 'Alcoholic Drinks 2015: New Insights and System Refresher', and 'Cider and Perry: Outlook and Opportunities'. Each article has a title, a date, and a short description. Numbered callouts 1 through 4 are placed on the page: 1 points to the search criteria box, 2 points to the 'POPULAR STATISTICS' heading, 3 points to the 'ANALYSIS' heading, and 4 points to the filter section.

- 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

**Passport** Euromonitor International

Search Industries Economies Consumers Companies Euromonitor Solutions Help

SEARCH BY KEYWORDS

## Statistics

Back To Results

1 [Download] [Share] [Print] [Link]

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	2009	2010	2011	2012	2013	2014
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

**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

# 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 analysis tool 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. Below the navigation bar, the main content area is titled 'Analysis' and features a 'Back To Results' button. The central focus is a report titled 'The New Europe: Marketing Opportunities in the Enlarged EU', dated 01 Mar 2007. The report is structured into sections: 1. EXECUTIVE SUMMARY, 1.1 Demand Factors, 2. INTRODUCTION AND OVERVIEW, and 3. SOCIOECONOMIC. A left-hand sidebar contains a 'Table Of Contents' with expandable sections, 'Related Statistics', 'Related Industry Reports', 'Related Articles', and 'More Related Items'. Four numbered callouts (1-4) are overlaid on the interface: 1 points to the download, print, and save icons; 2 points to the Table of Contents; 3 points to the 'Related Industry Reports' section; and 4 points to the 'More Related Items' section.



# Industry Pages

Access the latest research on a select industry.

The screenshot shows the Passport website interface for the 'Alcoholic Drinks' industry. At the top, there is a navigation bar with 'Search', 'Industries', 'Economies', 'Consumers', 'Companies', 'Euromonitor Solutions', and 'Help'. A search bar is located on the right. Below the navigation, the page title is 'Alcoholic Drinks'. The main content area is divided into several sections:

- 1 SEARCH TREE:** A dropdown menu for 'Alcoholic Drinks' with a 'Go >' button.
- 2 ANALYSIS FINDER:** A section with 'Latest Analysis' and 'All Geographies' dropdowns and a 'Go >' button.
- 3 RANK COUNTRIES:** A section with 'Alcoholic Drinks' dropdown, radio buttons for 'Size', 'Growth', 'Per cap.', 'Forecast', and 'Historic', and a 'Go >' button.
- 4 RANK CATEGORIES:** A section with 'World' and 'Asia Pacific' dropdowns, radio buttons for 'Size', 'Growth', 'Per cap.', 'Forecast', and 'Historic', and a 'Go >' button.
- 5 REVIEW TOP COMPANIES:** A section with 'Cía Cervecerías Unidas' and 'Alcoholic Drinks' dropdowns and a 'Go >' button.
- 6 DASHBOARDS:** A section titled 'DASHBOARDS VISUALISE DATA' with a 'Go >' button.

Below the navigation sections, there are two main content blocks:

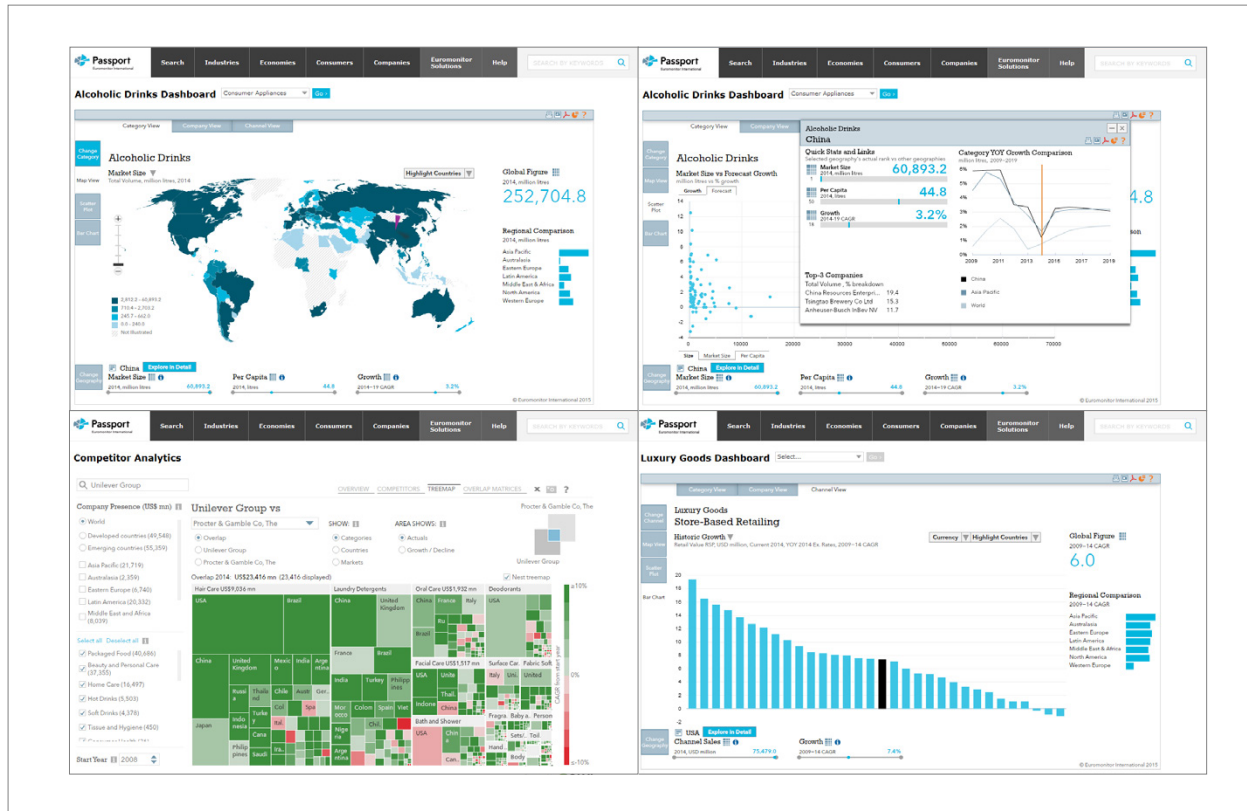
- Alcoholic Drinks 2015: New Insights and System Refresher:** A global briefing from 12 Jun 2015. It includes a 'Read more >' link and a 'GLOBAL BRIEFING' image.
- The Growth in Popularity of Craft Beer in New Zealand:** A podcast from 11 Jun 2015. It includes a video player showing 0:00 / 6:07 and a description: 'New Zealand consumers are turning away from regional and national mainstream beer brands in favor of craft and craft-positioned alternatives. Despite a flat beer market overall, craft brands both owned by major brewers and by microbreweries continue to see growth in the market. Listen to the podcast for complete insights from Erika Sirimanne.'

Additional sections include 'DID YOU KNOW?' with headlines like 'Less of the old, more of the new - changing global dynamics in cider/perry' and 'Martell suffers most with Chinese cognac decline', and 'MARKETS OF THE FUTURE REPORTS' with a 'Select geography...' dropdown and a 'Go >' button.

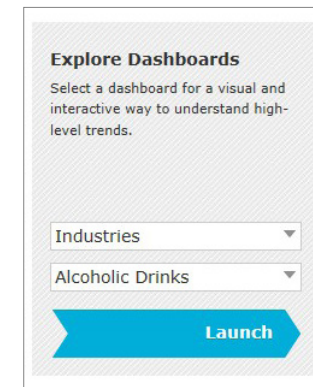
- 1 **SEARCH STATISTICS**
  - » Quickly access relevant sections within the search hierarchy
- 2 **ANALYSIS FINDER**
  - » Find all analysis related to your topic by type and geography
- 3 **RANK COUNTRIES**
  - » Jump to a high-level statistical view of top countries by topic
- 4 **RANK CATEGORIES**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

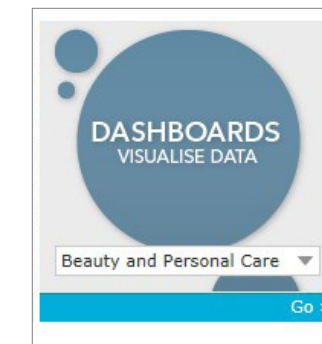


## FROM THE HOME PAGE



» 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.

**Passport** Search Industries Economies Consumers Companies Euromonitor Solutions Help SEARCH BY KEYWORDS

### Saved Content

**MY CONTENT** **SHARED CONTENT** **DOWNLOADS**

**1** SORT RESULTS  
A-Z  
Z-A  
Date

**2** FILTER CONTENT (0)  
By Type  
Analysis  
Definitions  
Related Analysis  
Related Statistics  
Research Sources  
Results List  
Statistics  
World Rankings  
By Date  
More Than 1 Year  
Last Year

**4** **5**

**3**

- Travel Extensions**  
RESULTS LIST | 21 AUG 2015  
Edit Delete
- Hair Care Project 4**  
RESULTS LIST | 21 AUG 2015  
SHARED  
Edit Delete
- Lager, World**  
RESULTS LIST | 21 AUG 2015  
All Lager, All World  
Edit Delete
- Beer, All Regions**  
RESULTS LIST | 21 AUG 2015  
All Beer, All Regions Search Results  
SHARED  
Edit Delete
- Home Garden Stats**  
STATISTICS | 17 AUG 2015  
SHARED  
Edit Delete

- 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
- » Industry events
- » Customer service
- » Contests
- » Datagraphics and facts

### MORE INFORMATION

Log into Passport to reach your account manager or email

[Passport@Euromonitor.com](mailto:Passport@Euromonitor.com).

