

# 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 with the following elements:

- 1 GLOBAL MENU:** A top navigation bar with links for 'Industries', 'Economies', 'Consumers', 'Companies', 'Euromonitor Solutions', and 'Help'. A search bar is also present.
- 2 SEARCH STATISTICS:** A section for selecting a category and jumping to country rankings. It includes radio buttons for 'Industries' and 'Economies and Consumers', dropdown menus for 'Choose industry' and 'Select category...', and a 'Go' button.
- 3 FIND ANALYSIS:** A section for quickly finding relevant analysis on a topic and country. It includes radio buttons for 'Industries' and 'Economies and Consumers', dropdown menus for 'Choose industry' and 'Select geography', and a 'Go' button.
- 4 EXPLORE DASHBOARDS:** A section for selecting a dashboard for a visual and interactive way to understand high-level trends. It includes a dropdown for 'Choose group' and a 'Select' dropdown, with a 'Launch' button.
- 5 DID YOU KNOW?:** A section for featured articles. The first article is 'Natural flea and tick medications are growing in popularity in the US' by Pinar Hosafci, Analyst - Food. Other articles include 'China to become fourth largest market in pet products by 2020' and 'India: best performing BRIC market in 2015'. There is a 'Load More' link and a 'LATEST RESEARCH' section with a 'Load More' link.

- 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, 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 labeled 'SEARCH BY KEYWORDS' is located on the right side of the navigation bar. Below the navigation bar, the main content area is divided into two sections. The first section is titled 'SEARCH ALL PASSPORT CONTENT' and includes a sub-header 'SEARCH' and a description: 'Create new detailed custom queries, quickly jump to specific data, or access recent and/or saved searches.' This section features a dropdown menu for 'CATEGORIES AND TOPICS' and a blue 'Start' button. The second section is titled 'SEE DATA NOW - QUICK MARKET STATISTICS' and includes a sub-header 'SEARCH' and a description: 'Go directly to a data table by selecting specific categories or topics and geographies.' This section features two input fields: 'Add Categories and/or Topics (maximum of 15)' with a selected item 'Alcoholic Drinks (Alcoholic Drinks)' and 'Add Geographies (maximum of 15)' with a selected item 'China'. A blue 'See Data Now' button is located at the bottom of this section. On the right side of the main content area, there are two tabs: 'RECENT SEARCHES' and 'SAVED SEARCHES'. The 'RECENT SEARCHES' tab is active and shows a search history entry: 'Alc Drinks, Fresh Food' dated '16 JUN 2015'. Four numbered callouts (1, 2, 3, 4) are overlaid on the screenshot to highlight specific features: 1 points to the 'SEARCH ALL PASSPORT CONTENT' section, 2 points to the 'SEE DATA NOW - QUICK MARKET STATISTICS' section, 3 points to the 'RECENT SEARCHES' tab, and 4 points to the 'SAVED SEARCHES' tab.

- 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.

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 labeled 'SEARCH BY KEYWORDS' is on the right. Below the navigation bar, the main heading is 'Search: Categories and Topics'. A sub-heading 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 is divided into two tabs: 'CATEGORIES AND TOPICS (3)' and 'GEOGRAPHIES (0)'. The 'CATEGORIES AND TOPICS' tab is active, showing a list of selected categories: 'Alcoholic Drinks', 'Beer', and 'Spirits'. Below this, there is a breadcrumb trail: 'CATEGORIES AND TOPICS > ALCOHOLIC DRINKS'. A search box with the placeholder 'Type a specific category or topic to filter the available items' is present, with a magnifying glass icon. Below the search box, there is a 'Select All' checkbox. A list of categories is displayed, each with a checkbox, an information icon, and a right arrow. The categories are: Beer (checked), RTDs/High-Strength Premixes, Wine, Cider/Perry, and Spirits (checked). At the bottom right, there is a 'Next >' button.

- 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

**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.

**CATEGORIES AND TOPICS (1)** **GEOGRAPHIES (2)** Search

World China

GEOGRAPHIES ASIA PACIFIC

Type a specific geography to filter the available items **2** Select a Predefined Geography list **3**

FIND A SPECIFIC GEOGRAPHY

Select All **1**

<input type="checkbox"/> Afghanistan	<input type="checkbox"/> Kazakhstan	<input type="checkbox"/> Philippines
<input type="checkbox"/> American Samoa	<input type="checkbox"/> Kiribati	<input type="checkbox"/> Samoa
<input type="checkbox"/> Armenia	<input type="checkbox"/> Kyrgyzstan	<input type="checkbox"/> Singapore
<input type="checkbox"/> Azerbaijan	<input type="checkbox"/> Laos	<input type="checkbox"/> Solomon Islands
<input type="checkbox"/> Bangladesh	<input type="checkbox"/> Macau	<input type="checkbox"/> South Korea
<input type="checkbox"/> Bhutan	<input type="checkbox"/> Malaysia	<input type="checkbox"/> 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 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. A callout '1' points to this search criteria box. Below the search criteria, the page is divided into two main sections. The left section is titled 'POPULAR STATISTICS' and contains five sub-sections: 'Market Sizes', 'Company Shares', 'Brand Shares', 'Distribution', and 'Pricing'. A callout '2' points to the 'POPULAR STATISTICS' header. The right section is titled 'ANALYSIS' and contains a filter bar with 'FILTER ANALYSIS (0)' and a plus sign, and a 'SORT RESULTS' dropdown menu. A callout '3' points to the 'ANALYSIS' header, and a callout '4' points to the filter bar. Below the filter bar, there are three article snippets: '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

The screenshot shows the Euromonitor International Statistics interface. The top navigation bar includes 'Search', 'Industries', 'Economies', 'Consumers', 'Companies', 'Euromonitor Solutions', and 'Help'. The main content area is titled 'Statistics' and features a 'Back To Results' button. On the left, there are four numbered callouts pointing to specific controls: 1. Download, print, and share icons; 2. 'Convert Data' dropdown menu with options like 'Unit type', 'Volume conversions', 'Unit multiplier', 'Growth', 'Year-on-year growth (%)', 'Period growth', and 'Growth index'; 3. 'Change Geographies' dropdown menu with options like 'World', 'Asia Pacific', 'Australasia', 'Eastern Europe', 'Latin America', 'Middle East and Africa', 'North America', and 'Western Europe'; 4. 'More Results' dropdown menu with options like 'Market Sizes' and 'Company Shares'. The main data table is titled 'Alcoholic Drinks' and shows a 'Change view' dropdown with years 2009-2014. The table lists various retail categories and their values over time.

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

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Search Industries Economies Consumers Companies Euromonitor Solutions Help

SEARCH BY KEYWORDS

## Analysis

[Back To Results](#)

- 1
- 2 **Table Of Contents**
  - 1. EXECUTIVE SUMMARY
    - 1.1 Demand Factors
    - 1.2 Consumer Market Trends
    - 1.3 Company Developments
    - 1.4 Retail Developments
  - 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
- 3 **Related Industry Reports**
- 4 **More Related Items**
  - Eastern Europe in 2030: The Future Demographic
  - Eastern Europe: Regional Profile
  - The World in 2030 : The

### The New Europe: Marketing Opportunities in the Enlarged EU

Strategy Briefing | 01 Mar 2007

#### 1. EXECUTIVE SUMMARY

##### 1.1 Demand Factors

- The so-called EU-8 (Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Slovakia and Slovenia), which joined the EU in May 2004, offer significant growth opportunities for companies faced with stagnating sales in Western Europe and North America.
- The newly acceded countries – Bulgaria and Romania – which joined on 1 January 2007, are less developed than the EU-8 but offer plenty of long-term growth potential.
- The main goals of the EU are to lower trade barriers, adopt a common currency, and move towards convergence of living standards. So far, however, among the EU-8 only Slovenia has adopted the euro.
- EU entry has had a positive effect on all the EU-8 countries' economies, boosting domestic demand by increasing market opportunities, and bringing about new and favourable borrowing conditions, as well as rising EU funding
- The new members are expected to contribute most to the future growth of the EU economy, since many of the older economies are sluggish. The new member states currently have below-average total GDP, but are experiencing strong growth.
- In US dollar terms, Poland has by far the highest total GDP of the EU-8 and newly acceded countries, at US\$302.6 billion in 2005, reflecting its large population. However, in per capita terms, Slovenia had the highest level of GDP, at US\$17,016.
- The Czech Republic and Hungary are also relatively well developed, and ranked second and third, respectively, both in terms of total GDP and per capita expenditure in 2005.
- The Baltic states achieved the strongest GDP growth over the 2000-2005 period, but their economies now risk overheating as growth is pushing up inflation.
- Average disposable incomes rose strongly throughout the region over the 2000-2005 period, and were highest in Slovenia. Average incomes more than doubled in Slovakia, Bulgaria, Hungary, Romania and the Czech Republic between 2000 and 2005.
- Declining populations are a problem throughout the New Europe, especially in Bulgaria and the Baltic states. This is the result of a combination of low birth rates, high death rates and economic migration.
- The EU-8 members have seen an exodus of workers looking for higher pay and better job opportunities in the western EU member states, which has caused something of a brain drain, especially



# 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 on the right contains the text 'SEARCH BY KEYWORDS'. Below the navigation bar, the page title is 'Alcoholic Drinks'. The main content area is divided into several sections, each with a numbered callout:

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

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

- Alcoholic Drinks 2015: New Insights and System Refresher**  
Global Briefing | 12 Jun 2015  
Read more >
- The Growth in Popularity of Craft Beer in New Zealand**  
Podcast | 11 Jun 2015  
0:00 / 6:07
- DID YOU KNOW?**  
Less of the old, more of the new - changing global dynamics in cider/perry  
Flavoured/mixed lager outperforming standard lager in Europe  
Martell suffers most with Chinese cognac decline  
Load More v
- MARKETS OF THE FUTURE REPORTS**  
New reports on the business environment and consumer markets of 20 next generation growth economies.  
Select geography... Go

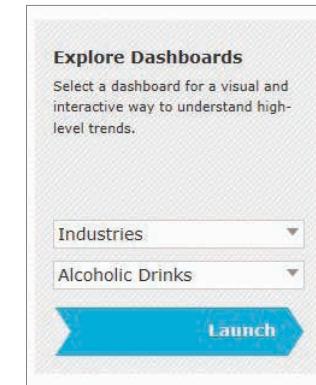
- 1 SEARCH TREE**  
» Quickly access relevant sections within the search tree
- 2 ANALYSIS FINDER**  
» Find all analysis related to your topic by type and geography
- 3 RANK COUNTRIES**  
» Jump to a high-level statistical view of top countries by topic
- 4 RANK CATEGORIES**  
» Examine the top categories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

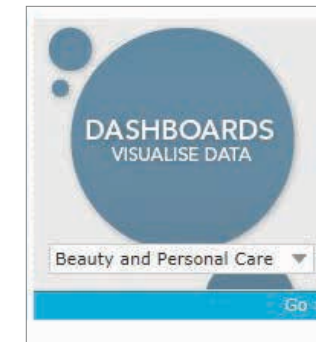


## FROM THE HOME PAGE



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"

## Connect with Euromonitor

### CONNECT WITH US



Follow us to gain exclusive access to:

- » Videocasts
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- » 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).

