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.

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.

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.

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

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.

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

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

Industry Pages

Access the latest research on a select industry.

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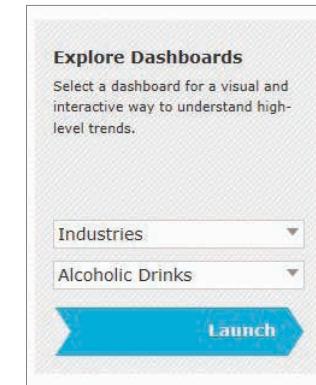
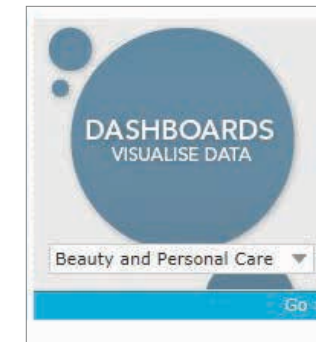Access Dashboards by selecting a group and, if necessary, an industry in the drop downs and then clicking "Launch"

FROM THE INDUSTRY PAGES

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

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MORE INFORMATION

Log into Passport to reach your account manager or email Passport@Euromonitor.com.