

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

2

3

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 TILES

- » Search Full Tree: Search for data and analysis using a vertical hierarchical tree
- » Browse Tree: Search for data and analysis using a horizontal tree
- » Search Statistics: Jump to a high-level statistical view of top countries by industry or topic
- » Search Analysis: Quickly find relevant analysis by industry or topic
- » Explore Dashboards: Visually explore an industry and quickly understand large data sets

3

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 'Search' header with the subtext 'Create new detailed custom queries, quickly jump to specific data, or access recent and/or saved searches.' Below this, there are three main sections: 'Search Full Tree' (highlighted with callout 1), 'Browse Tree' (highlighted with callout 1), and 'SEE DATA NOW Quick Market Statistics' (highlighted with callout 2). The 'Search Full Tree' and 'Browse Tree' sections each have a search input field labeled 'CATEGORIES AND TOPICS' and a search button. The 'SEE DATA NOW' section has two input fields: 'Add Categories and/or Topics (maximum of 15)' and 'Add Geographies (maximum of 15)', both with placeholder text 'TYPE A SPECIFIC CATEGORY OR TOPIC' and 'TYPE A SPECIFIC GEOGRAPHY' respectively, and a 'SEE DATA NOW' button. To the right of these sections are two tabs: 'RECENT SEARCHES' (highlighted with callout 3) and 'SAVED SEARCHES' (highlighted with callout 4). The 'RECENT SEARCHES' tab shows the message 'No recent searches are available.'

- 1 SEARCH ALL PASSPORT CONTENT
 - » Using Search Full Tree or Browse Tree, 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 Using Search Full Tree

Explore the category search hierarchy and select geographies.

1 CATEGORIES AND TOPICS (8) 2 GEOGRAPHIES (0) SEARCH

Alcoholic Drinks Digital Purchases Internet Possession of Digital Devices Possession of Smart Phone
Possession of Tablet Possession of Laptop Percentage of Households with Access to Internet Clear All

Type a specific category or topic to filter the available items

2 FIND A SPECIFIC CATEGORY OR TOPIC

+ INDUSTRIES

- ECONOMIES AND CONSUMERS

+ Business Dynamics

3 - Digital Consumer

+ Digital Purchases

+ Internet

+ Mobile Telecommunications

4 + Possession of Digital Devices

+ Economy, Finance and Trade

+ Households

+ Income and Expenditure

+ Industrial (Entire Economy)

+ Population

5 NEXT

- 1 CATEGORIES AND TOPICS TAB
 - » Erase a category by clicking the corresponding 'x' in the Categories and Topics tab
 - » Click "Geographies" to the right of the tab to quickly advance to the next step after selecting a category
- 2 SEARCH FOR A CATEGORY
 - » Filter by a specific category or topic by typing in the search box
- 3 SELECT CATEGORIES
 - » Drill down into an industry to select subcategories
 - » Click the (+) to expand the tree section and (-) to close the tree section
 - » Click the 'i' to view the category's definition
 - » Click the checkboxes to include the industry or category in your search
- 4 SELECT ALL SUBCATEGORIES
 - » Click to quickly add all subcategories of any category
- 5 NOW CHOOSE GEOGRAPHIES
 - » Click the blue "Next" button or "Geographies" next to the "Categories and Topics" tab to select geographies for your search

Searching for Data Using Search Full Tree

Search Full Tree: Categories and Topics
Select categories and/or topics, or drill down to select sub-categories. Add one or more geographies. Then start your search.

1 CATEGORIES AND TOPICS (9) **2** GEOGRAPHIES (15) **6** SEARCH

Australia China Canada USA Argentina Brazil Dominican Republic
 Ecuador North America Asia Pacific Latin America Aruba Bahamas Bolivia
 Belize

Type a specific geography to filter the available items Select a Predefined Geography list **4**

3 GEOGRAPHIES

- World
- Asia Pacific
- Australasia
- Eastern Europe
- Latin America
 - Anguilla
 - Antigua
 - Argentina **5**
 - Aruba
 - Bahamas
 - Barbados

- 1** GEOGRAPHIES TAB
 - » Erase a geography by clicking the corresponding 'x' in the Geographies tab
 - » Click "Categories and Topics" to the left of the tab to return to category selection
- 2** TYPE A SPECIFIC GEOGRAPHY
 - » Filter by a specific geography by typing in the search box
- 3** GEOGRAPHY HIERARCHY
 - » Select a single region or drill down to select countries
 - » Click the (+) to expand the tree section and (-) to close the tree section
- 4** SELECT A PREDEFINED LIST
 - » Click to see a drop-down list of predefined regions or countries
- 5** SELECT ALL CITIES
 - » Click to quickly add all cities in the selected country
- 6** RUN SEARCH
 - » Click to see a list of all statistics and analysis related to your search parameters

Searching for Data Using Browse Tree

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

Searching for Data Using Browse Tree

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.

CATEGORIES AND TOPICS (4) GEOGRAPHIES (4) Search

World Anguilla Dominican Republic Nicaragua Clear All

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

You Are Here LATIN AMERICA

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 BREADCRUMB**
 - » Click the drop-downs in this bar to quickly jump to any 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 a search results page with the following sections and callouts:

- 1** You searched for:
 - CATEGORIES AND TOPICS (9):** Cider/Perry, Alcoholic Drinks, Beer, RTDs, Malt-based RTDs, Spirit-based RTDs, Wine-based RTDs, Other RTDs, Wine
 - GEOGRAPHIES (21):** Australia, Canada, Czech Republic, Germany, Spain, France, United Kingdom, Italy, Japan, Netherlands, Mexico, Costa Rica, Uruguay, Peru, Singapore, Vietnam, Taiwan, South Korea, New Zealand, Philippines, India
 - Buttons: **MODIFY SEARCH** and **SAVE SEARCH** (with a star icon)
- POPULAR STATISTICS**
 - Market Sizes** (Callout 2): 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.
- ANALYSIS**
 - Callout 4: FILTER ANALYSIS (0) + Date
 - 3** **Alcoholic Drinks – March 2016 Overview of New Product Launches** (OPINION | APR 2016)
 - Emerging Markets Still Hold Potential for AB-InBev, but Not Overnight** (OPINION | APR 2016)
 - Key Takeaways from INDSPIRIT** (OPINION | APR 2016)
 - Should Grand Marnier Signal the Grand Ending of Campari's Acquisition Spree?** (OPINION | MAR 2016)
 - Cider Offers Good Growth for Glass in North America** (OPINION | MAR 2016)
 - Asia Provides the Perfect Cocktail for Vodka Growth** (OPINION | MAR 2016)
- STATISTICS**
 - Exports by Country - Value
 - Exports by Country - Volume
 - Imports by Country - Value

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

Statistics

Back to Results

1 [Download] [Print] [Share]

2 **Convert Data**

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

3 **Change Time Series**

Change Data Types

Change Categories

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
<input type="checkbox"/> [il]	Store-Based Retailing	99.2	99.2	99.0	98.9	98.8	98.6
<input type="checkbox"/> [il]	Grocery Retailers	97.0	96.9	96.7	96.7	96.7	96.6
<input type="checkbox"/> [il]	Discounters	3.7	3.7	3.8	3.9	3.9	4.0
<input type="checkbox"/> [il]	Food/drink/tobacco specialists	19.7	19.5	19.2	19.2	19.5	19.8
<input type="checkbox"/> [il]	Hypermarkets	11.2	11.5	11.7	11.9	12.3	12.5
<input type="checkbox"/> [il]	Small Grocery Retailers	30.6	30.2	29.6	29.3	30.0	29.6
<input type="checkbox"/> [il]	Convenience Stores	5.6	5.5	5.4	5.5	5.7	5.0
<input type="checkbox"/> [il]	Forecourt Retailers	2.5	2.4	2.3	2.3	2.2	2.2
<input type="checkbox"/> [il]	Independent Small Grocers	22.5	22.4	21.8	21.5	22.0	21.5
<input type="checkbox"/> [il]	Supermarkets	23.4	24.0	24.7	25.0	25.6	25.8
<input type="checkbox"/> [il]	Other Grocery Retailers	0.5	7.9	7.0	7.4	5.3	4.9
<input type="checkbox"/> [il]	Non-Grocery Retailers	2.2	2.3	2.3	2.3	2.1	2.0
<input type="checkbox"/> [il]	Parapharmacies/Drugstores	0.4	0.4	0.4	0.4	0.4	0.4
<input type="checkbox"/> [il]	Mixed Retailers	1.8	1.9	1.9	1.9	1.7	1.6
<input type="checkbox"/> [il]	Department Stores	0.2	0.2	0.2	0.2	0.2	0.2
<input type="checkbox"/> [il]	Mess Merchandisers	1.2	1.3	1.3	1.2	1.1	1.0
<input type="checkbox"/> [il]	Variety Stores	0.1	0.1	0.1	0.1	0.1	0.1
<input type="checkbox"/> [il]	Warehouse Clubs	0.2	0.3	0.3	0.3	0.3	0.3
<input type="checkbox"/> [il]	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, Economics, 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" and features a "Back To Results" button. The main report title is "The New Europe: Marketing Opportunities in the Enlarged EU", dated 01 Mar 2007. The report content is organized into sections, with "1. EXECUTIVE SUMMARY" and "1.1 Demand Factors" visible. On the left side, there is a "Table Of Contents" panel with a scrollable list of sections, including "1. EXECUTIVE SUMMARY", "2. INTRODUCTION AND OVERVIEW", and "3. SOCIOECONOMIC". Below the Table Of Contents, there are sections for "Related Statistics", "Related Industry Reports", "Related Articles", and "More Related Items". The "More Related Items" section lists several related reports, such as "Eastern Europe in 2030: The Future Demographic" and "The World in 2030: The".

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 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

3 **Related Statistics**

[View Statistics](#)

3 **Related Industry Reports**

3 **Related Articles**

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 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 divided into several sections:

- 1 SEARCH TREE:** A dropdown menu for 'Alcoholic Drinks' with a 'Go' button.
- 2 ANALYSIS FINDER:** A section with dropdowns 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 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 'Cia Cervecerías Unidas', a dropdown for 'Alcoholic Drinks', and a 'Go' button.
- 6 DASHBOARDS:** A section titled 'DASHBOARDS VISUALISE DATA' with a dropdown for 'Alcoholic Drinks' and a 'Go' button.

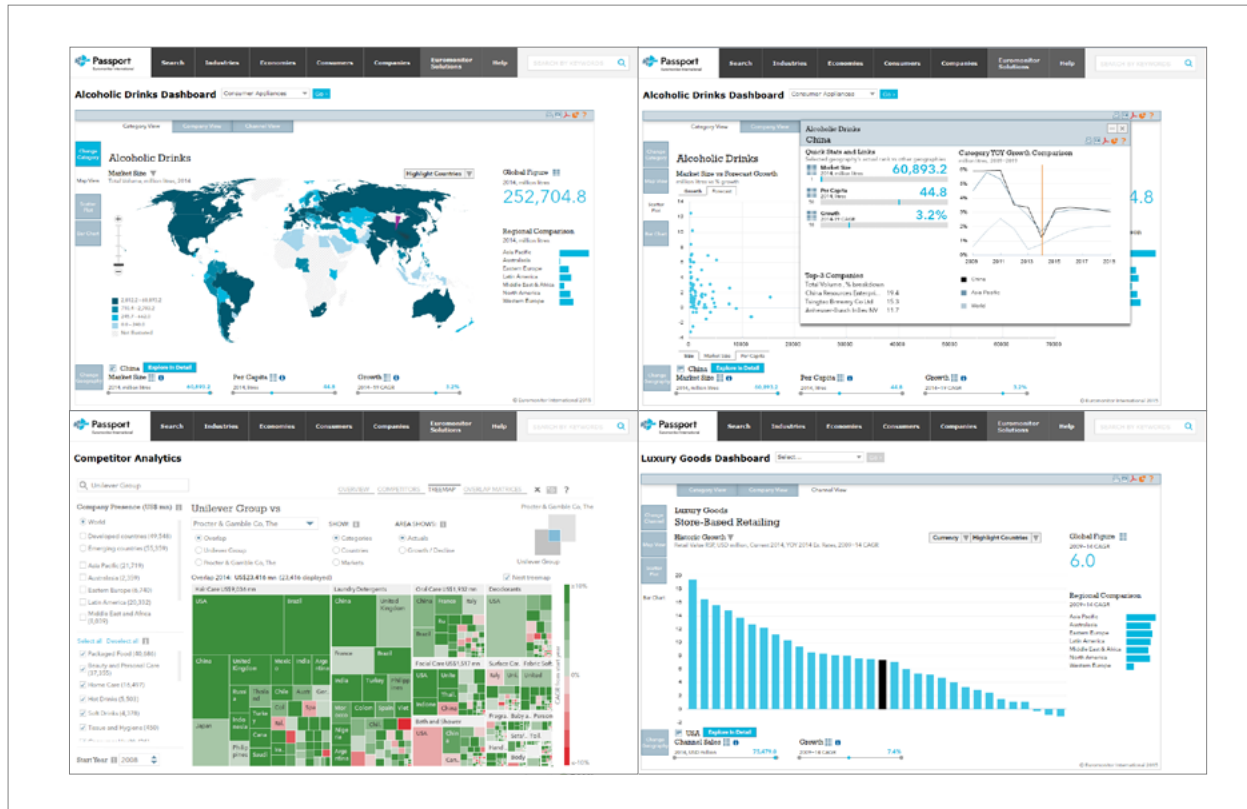
Below the navigation panels, there are three main content blocks:

- Alcoholic Drinks 2015: New Insights and System Refresher:** A global briefing dated 12 Jun 2015. It includes 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. It includes a video player showing 0:00 / 6:07 and a brief description of the content.
- DID YOU KNOW?:** A section with three short articles: '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'. It includes a 'Load More' link.
- MARKETS OF THE FUTURE REPORTS:** A section with a brief description and a 'Select geography...' dropdown menu.

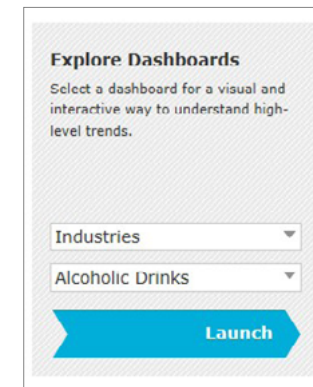
- 1 SEARCH STATISTICS
 - » Quickly access relevant sections within the search hierarchy
- 2 ANALYSIS FINDER
 - » Find all analysis related to your topic by type and geography
- 3 RANK COUNTRIES
 - » Jump to a high-level statistical view of top countries by topic
- 4 RANK CATEGORIES
 - » Examine the top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

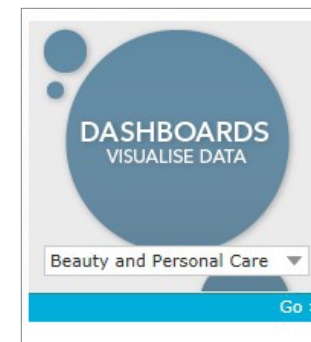


FROM THE HOME PAGE



- » 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 'Saved Content' page in the Passport application. The interface is divided into three main sections: 'MY CONTENT', 'SHARED CONTENT', and 'DOWNLOADS'. On the left, there are two filter panels: 'SORT RESULTS' (with options A-Z, Z-A, Date) and 'FILTER CONTENT (0)' (with 'By Type' and 'By Date' sections). The main content area displays a list of items, each with an 'Edit' button and a 'Delete' button. 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). Numbered callouts 1 through 5 point to the 'SORT RESULTS' panel, the 'SHARED CONTENT' tab, the 'SHARED' status icon, the 'DELETE' button, and the 'EDIT' button respectively.

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

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.

