



PASSPORT

GATEWAY TO GLOBAL STRATEGIC INTELLIGENCE

TRAINING OF GLOBAL MARKET INFORMATION DATABASE

ECATERINA BONDARENKO

2016

EUROMONITOR INTERNATIONAL

- A trusted global intelligence source
- Supporting academics for almost 40 years

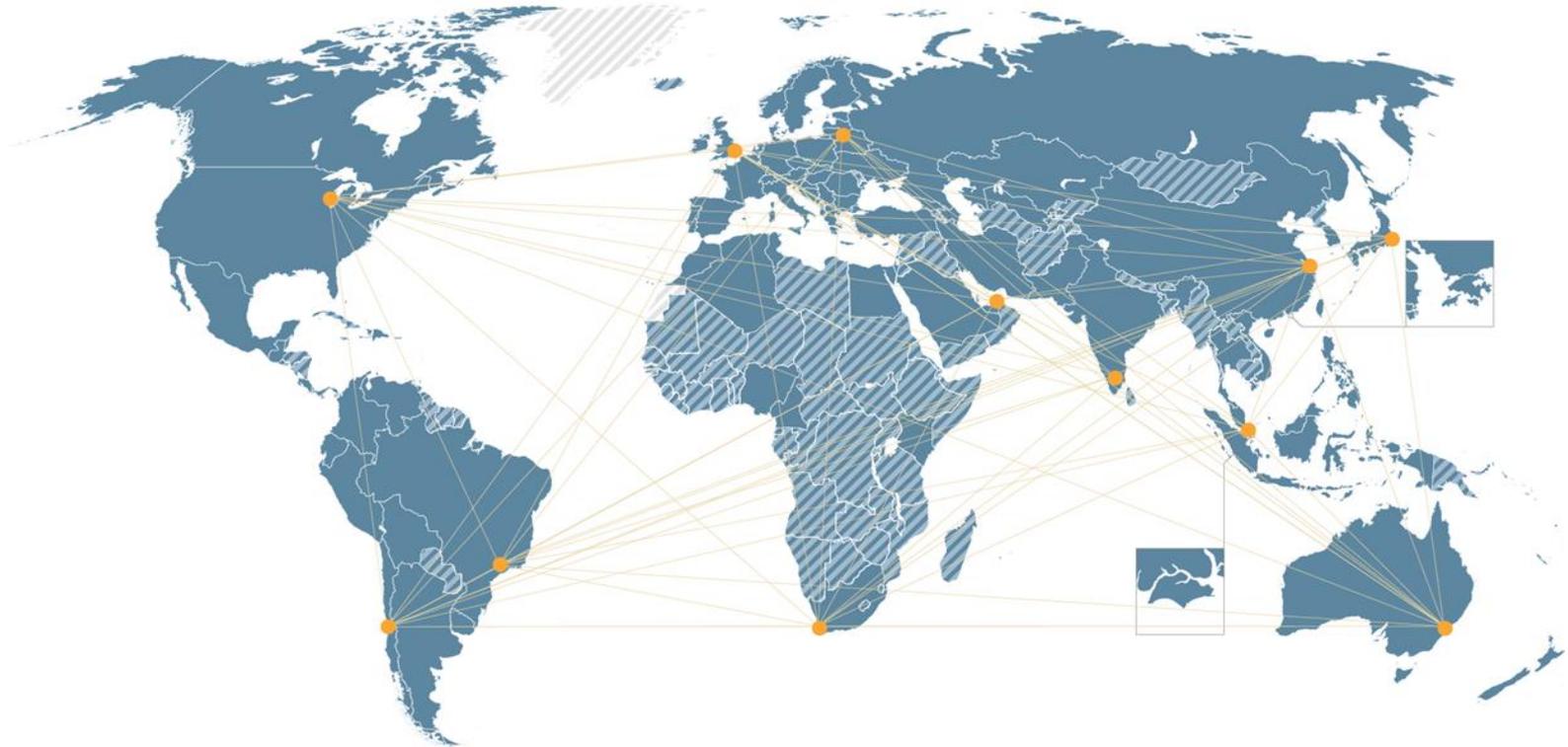
- Research focus: industries, countries, consumers
- Extracts, reports, online databases and custom research

- 1000 analysts in 80 countries
- Regional research hubs and industry specialist client support teams



London	
Chicago	
Singapore	
Shanghai	
Dubai	
Vilnius	
Cape Town	
Santiago	
Tokyo	
Sydney	
Bangalore	
Sao Paulo	

Research Coverage



12 OFFICE LOCATIONS
London, Chicago, Singapore, Shanghai,
Vilnius, Santiago, Dubai, Cape Town,
Tokyo, Sydney, Bangalore, and São Paulo

80 COUNTRIES
in-depth analysis on consumer
goods and service industries

+ 210 COUNTRIES
demographic, macro- and
socio-economic data on
consumers and economies

➤ **85% of world population**
➤ **98% of global consumer spending**

Research Methodology

TOP DOWN GLOBAL INSIGHT

INDUSTRY SPECIALISATION

Dialogue with key players,
global research inputs

COMPANY ANALYSIS

Global and local company
data and accounts

DESK RESEARCH

All public domain material
accessed and interpreted

STORE CHECKS

A first-hand view of place,
product, price and promotion

TRADE SURVEY

Discussion on data and
dynamics with local industry

MARKET ANALYSIS

Data substantiated,
market trends explained

DATA VALIDATION

Exhaustive audit and
cross-referencing of data

LOCAL KNOWLEDGE BOTTOM UP

Research Solutions

Syndicated solutions

Passport

HEADLINES

- Toilet care sees sales growth of 4% to reach C21.759 milli
- Demand for multi-functional toilet care products continues positive
- Kimberly-Clark respects
- With the current
- Henkel in
- Toilet ca in 2016

China, Japan, Absolute Growth

Absolute Growth (US\$ million)

Country	Absolute Growth (US\$ million)
China	35,000
Brazil	10,000
Mexico	5,000
Russia	2,000
India	1,000
Indonesia	1,000
Iran	1,000
Argentina	1,000
Venezuela	1,000
Thailand	1,000
Colombia	1,000

% CAGR 2011/2016

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Custom research projects

- Category evaluation**
 Sizes, shares, growth
 Segmentation
 Market entry strategy
- Forecasting**
 Launch, sales, demand, lifecycle
 Success / failure probabilities
 Determine risk exposure
- Competitive intelligence**
 Profiling
 Benchmarking
 Partner evaluation
- Scenario analysis**
 Market simulations
 Portfolio analysis
 Test business cases
- Innovation**
 NPD business case
 Consumer insights
 Product claims
- Consumer analytics**
 Customer profiling
 Income distribution models
 Purchasing behaviour
- Route to market**
 Production, imports, exports
 Supply and value chain
 B2B and B2C channels
- Marketing analytics**
 Marketing effectiveness
 Substitutes and complements
 Price and channel strategy
- Macro**
 Opportunity frameworks
 PEST
 Quarterly tracking
- Visualisation**
 Discovery, sharing, communication
 Market attractiveness planners
 Performance monitoring

HOW TO START?

- Access Passport via www.portal.euromonitor.com
or use your remote access through library (ask librarian)
- Video tutorial about Passport (click Help and Help Guides and Videos)
- Look over this PPT



HOME PAGE OF INFORMATION SYSTEM PASSPORT


Passport
Search
Industries
Economies
Consumers
Companies
Euromonitor Solutions
Help

Q



Search Full Tree

Get everything you need

v
GO >

Browse Tree

Explore a category or topic

v
GO >

Search Statistics

Industries
 Economies and Consumers

v

v

GO

Find Analysis

Industries
 Economies and Consumers

v

v

GO

Explore Dashboards

Select a dashboard for a visual and interactive way to understand high-level trends.

v

v

LAUNCH

Saved Research

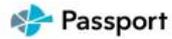
Access your saved searches and content.

My Downloads

Access any previously downloaded content.

Naturally Healthy Soft Drinks Offer Great Potential in Brazil
 Opinion | 11 Aug 2016

LEARN MORE ABOUT ECONOMIES IN 2016



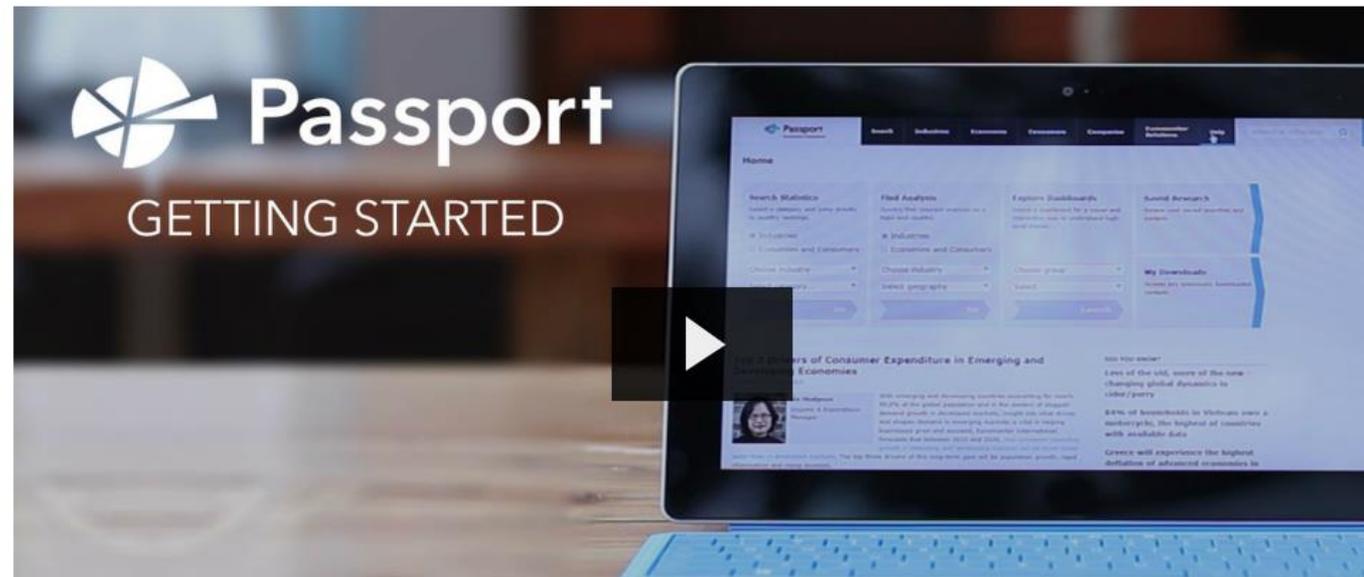
HELP GUIDES AND VIDEOS FAQ DEFINITIONS UPDATE SCHEDULE ABOUT PASSPORT METHODOLOGY CALCULATION VARIABLES BROWSER SUPPORT CONTACT US

Help Guides and Videos

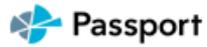
CHOOSE A VIDEO OR GUIDE

- [Passport: Getting Started](#)
- [The Search Page](#)
- [The Results List](#)
- [Industry, Economic and Consumer Home Pages](#)
- [Working with Statistics Dashboards](#)
- [Passport User Guide](#)

PASSPORT: GETTING STARTED



PASSPORT INTERFACE



[Search](#)
[Industries](#)
[Economies](#)
[Consumers](#)
[Companies](#)
[Help](#)

Home

Search Statistics

Select a category and jump directly to country rankings.

- Industries
- Economies and Consumers

Choose industry

Choose category

Go

Consumer Products		Services
Alcoholic Drinks	Home Care	Consumer Finance
Apparel and Footwear	Hot Drinks	Consumer Foodservice
Automotive	Luxury Goods	Retailing
Beauty and Personal Care	Packaged Food	Travel
Consumer Appliances		
Consumer Electronics		
Consumer Health		
Eyewear		
Fresh Food		
Health and Wellness		
Home and Garden		

[Search](#)
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[Consumers](#)

[Search](#)
[Industries](#)
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[Consumers](#)

Beauty Packaging in Western Europe: PET Meets Growing Demand for Greener Solutions

Opinion | 06 Apr 2016



Karine Dussimon
Senior Analyst - Packaging

Despite high market maturity levels and an increasingly knowledgeable consumer, beauty and personal care packaging has room to grow further in Western Europe and should see PET bottles benefit the most. While consumers are asking for

- Digital Consumer
- Households
- Income and Expenditure
- Lifestyles
- Population

STRUCTURED DATA BY INDUSTRIES,
TRACKING HUNDREDS OF CONSUMER TRENDS, PRODUCTS AND SERVICES

Passport Search **Industries** Economies Consumers Companies Euromonitor Solutions Help

ENTER KEYWORD 🔍 👤

Consumer Products **Services**

- Alcoholic Drinks
- Apparel and Footwear
- Automotive
- Beauty and Personal Care
- Consumer Appliances
- Consumer Electronics
- Consumer Health
- Eyewear
- Fresh Food
- Health and Wellness
- Home and Garden
- Home Care
- Hot Drinks**
- Luxury Goods
- Nutrition
- Packaged Food
- Personal Accessories
- Pet Care
- Soft Drinks
- Tissue and Hygiene
- Tobacco
- Toys and Games
- Consumer Finance
- Consumer Foodservice
- Retailing
- Travel

Supply

- Ingredients
- Packaging

Hot Drinks

SEARCH TREE
Choose category

ANALYSIS FINDER
All Analysis
Choose geography

Colombia Suggests Premiumisation a viable Emerging Market Strategy for Soft Coffee Pods

Opinion | 11 Apr 2016



Virginia Lee
Analyst

Fresh ground coffee pods have been the star performers in coffee, growing from US\$1.7 billion in 2006 to US\$13.5 billion in 2015. However, most of the growth has come from hard pods, rather than soft pods. Hard coffee pods have won out over soft coffee pods by offering a wider variety of beverage choices, "fresher" flavour and stylish machines. Falling demand for soft coffee pods led them to be discontinued in US and Canada, the

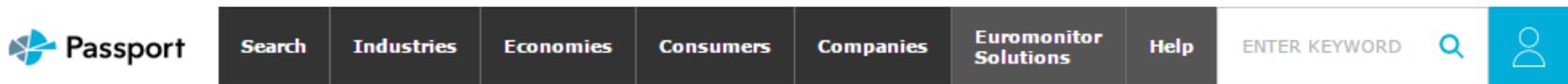
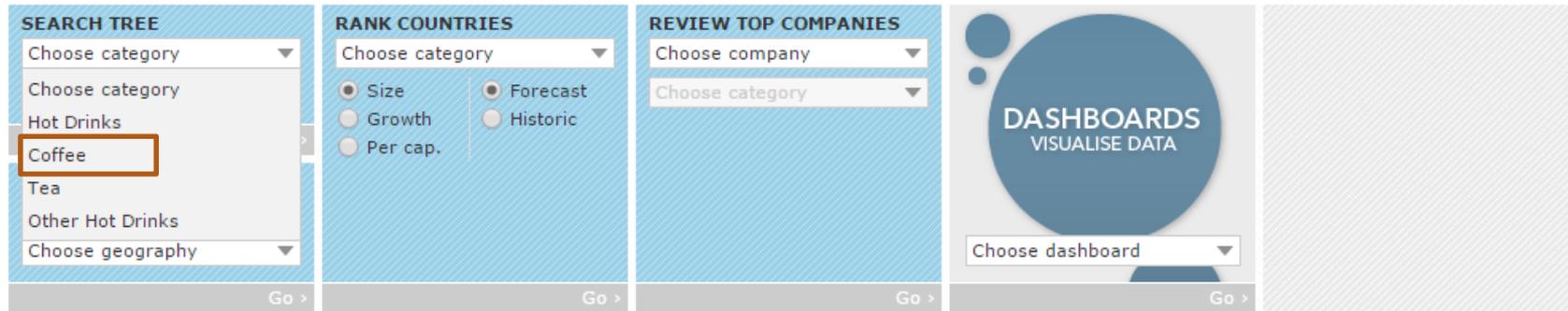
number one and four coffee pods markets. In Colombia, soft pods currently have a larger volume share of total coffee pods than hard pods. However, as upper income Colombians become more sophisticated coffee

HOT DRINKS FORECAST MODEL
Learn more about forecast updates, demand drivers, market potential, and impact of macro scenarios

DID YOU KNOW?

Pods accounted for close to 70% of coffee value sales in Portugal in 2015, the highest percentage of any market.

SELECT CERTAIN INDUSTRY, CATEGORY AND SUBCATEGORY


 **Hot Drinks**


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number one and four coffee pods markets. In Colombia, soft pods currently have a larger volume share of total coffee pods than hard pods. However, as upper income Colombians become more sophisticated coffee drinkers, and more familiar with the hard coffee pods format, they are expected to favour hard coffee pods.

HOT DRINKS FORECAST MODEL

Learn more about forecast updates, demand drivers, market potential, and impact of macro scenarios

DID YOU KNOW?

Pods accounted for close to 70% of coffee value sales in Portugal in 2015, the highest percentage of any market.

SELECT SUBCATEGORY

CATEGORIES AND TOPICS (3) 2 GEOGRAPHIES (0) Search >

Coffee Tea Other Hot Drinks [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](#) > HOT DRINKS

Select All

Coffee Other Hot Drinks

Tea

Next >

SELECT OR DISCLOSE CERTAIN REGION OR SELECT GEOGRAPHIES

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 (3) ② GEOGRAPHIES (0) Search >

No Geographies have been selected.

Type a specific geography to filter the available items

Select a Predefined Geography list

You Are Here: GEOGRAPHIES

Select All

<input type="checkbox"/> World	<input type="checkbox"/> Eastern Europe 	<input type="checkbox"/> North America 
<input type="checkbox"/> Asia Pacific 	<input type="checkbox"/> Latin America 	<input type="checkbox"/> Western Europe 
<input type="checkbox"/> Australasia 	<input type="checkbox"/> Middle East and Africa 	

CHOOSE COUNTRIES AND PRESS SEARCH

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 (3) ✓ GEOGRAPHIES (3) Search >

✕ Belarus ✕ Georgia ✕ Romania Clear All

Type a specific geography to filter the available items

Select a Predefined Geography list

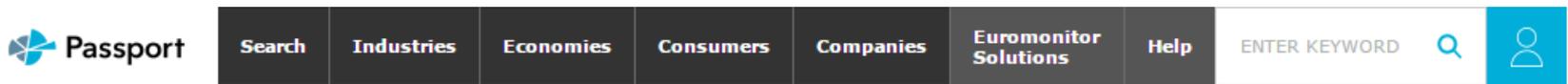
 

You Are Here: [Geographies](#) > EASTERN EUROPE

Select All

<input checked="" type="checkbox"/> Belarus	<input checked="" type="checkbox"/> Georgia	<input checked="" type="checkbox"/> Romania
<input type="checkbox"/> Bosnia-Herzegovina	<input type="checkbox"/> Hungary	<input type="checkbox"/> Russia
<input type="checkbox"/> Bulgaria	<input type="checkbox"/> Latvia	<input type="checkbox"/> Serbia
<input type="checkbox"/> Croatia	<input type="checkbox"/> Lithuania	<input type="checkbox"/> Slovakia

UNDERSTANDING THE RESULTS PAGE: STATISTICS/ANALYSIS RELATED TO SELECTED TOPICS



You searched for:

CATEGORIES AND TOPICS (3): Coffee, Tea, Other Hot Drinks

GEOGRAPHIES (3): Belarus, Georgia, Romania

[← Modify Search](#)[Save Search](#)

POPULAR STATISTICS

Market Sizes

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.

ANALYSIS

FILTER ANALYSIS (0)



SORT RESULTS

**Coffee in Romania**

CATEGORY BRIEFING | APR 2016

Coffee is by far the largest category in hot drinks in Romania and therefore trends in coffee also shape the hot drinks market as a whole. Coffee is popularly consumed when socialising and relaxing, therefore sales were stimulated by economic ...

Other Hot Drinks in Romania

CATEGORY BRIEFING | APR 2016

EXAMPLE: DEVELOPMENT OF THE COFFEE MARKET IN DIFFERENT COUNTRIES

- Possibility to work with data: use conversion functions, change time series (forecasts), data types, categories, geographies, transfer to the analysis, chart, companies, brands, definitions and sources

Statistics

[Back To Results](#)



Convert Data

- + Currency conversions
- + Unit multiplier
- [-] Growth
 - Year-on-year growth (%)
 - Period growth
 - Growth index
 - Return to actual
- + Per capita/household

Change Time Series

Change Data Types

Change Categories

Change Geographies

More Results

- Market Sizes
- Company Shares
- Brand Shares
- Distribution
- Off-trade vs On-trade

Data exportation

Market Sizes | Historic | Retail Value RSP | € mn | Current Prices | Year-on-Year Exchange Rates

Key: ■ Related Analysis ■ View Chart ■ Company Shares ■ Brand Shares ■ Distribution ■ Off-trade vs On-trade ■ Pricing ▼ Products by Ingredient ▲ Standard vs Pods

Related analysis

Change View		2010	2011	2012	2013	2014	2015	
Belarus								
<input type="checkbox"/>		Coffee	100.6	126.4	121.9	134.9	180.0	168.2
<input type="checkbox"/>		Tea	70.5	99.2	85.7	94.7	104.6	100.5
<input type="checkbox"/>		Other Hot Drinks	4.1	4.9	5.2	6.6	6.4	5.7
Georgia								
<input type="checkbox"/>		Coffee	100.9	122.0	147.9	160.1	147.2	145.3
<input type="checkbox"/>		Tea	13.3	14.4	17.0	16.0	15.5	14.8
<input type="checkbox"/>		Other Hot Drinks	0.3	0.4	0.4	0.5	0.5	0.5
Romania								
<input type="checkbox"/>		Coffee	401.0	385.2	387.6	415.8	424.1	428.9
<input type="checkbox"/>		Tea	21.8	25.0	27.9	31.5	35.0	37.6
<input type="checkbox"/>		Other Hot Drinks	1.7	1.7	2.1	2.4	2.8	2.9

Category Definitions | Region Definitions | Calculation Variables

Research Sources:

1. Hot Drinks: Euromonitor from trade sources/national statistics



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 Hot Drinks in Romania
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 View Statistics
 Related Industry Reports ▶
 Related Company Profiles ▶
 Related Articles ▶
 More Related Items ▼
 Business Dynamics: Romania
 Consumer Lifestyles in Romania
 Digital Consumer - Landscape: Romania
 Economy, Finance and Trade: Romania
 Income and Expenditure: Romania
 Romania in 2030: The Future Demographic

Coffee in Romania

Category Briefing | 07 Apr 2016

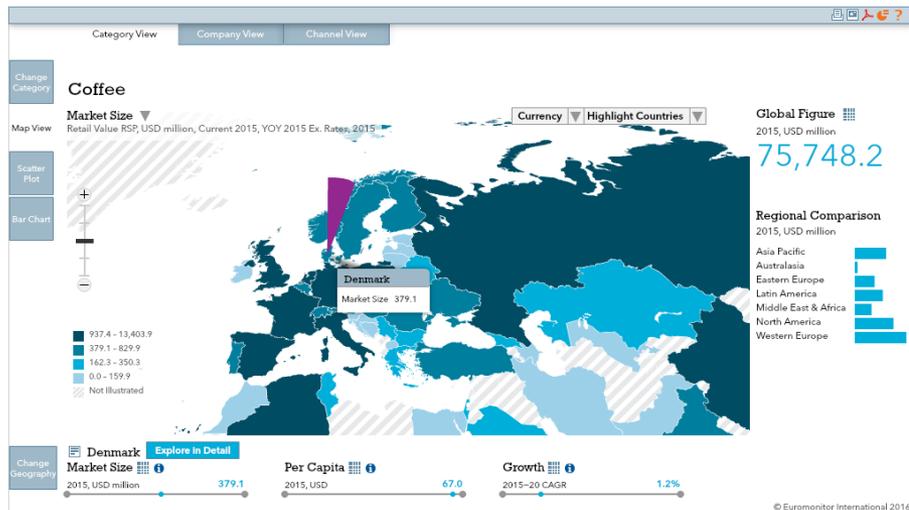
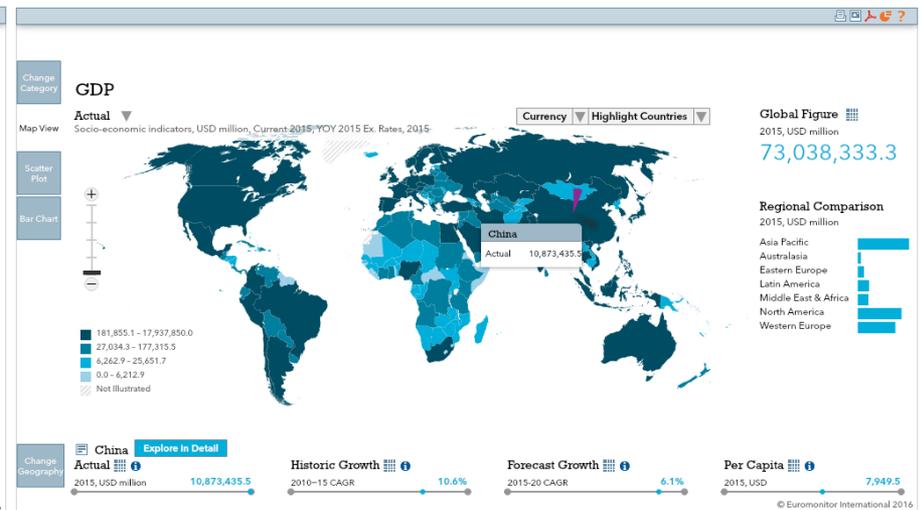
HEADLINES

- Retail sales of coffee register 3% growth to reach RON1.9 billion whilst retail volume sales rise by 2% to reach 30,700 tonnes in 2015
- Low but growing purchasing power continue to impact coffee sales in 2015
- Foodservice volume sales stagnate in 2015 compared to off-trade sales which grows by 2%
- Mondelez Romania retains the lead with a 35% value share in 2015
- Retail volume sales are expected to increase at a CAGR of 3% to reach 34,890 tonnes in 2020 whilst retail value sales at constant 2015 prices are projected to rise at a CAGR of 2% to reach RON2.1 billion in 2020

TRENDS

- Coffee is by far the largest category in hot drinks in Romania and therefore trends in coffee also shape the hot drinks market as a whole. Coffee is popularly consumed when socialising and relaxing, therefore sales were stimulated by economic recovery and the ensuing rise in consumer confidence, which led to volume and current value growth. However coffee consumption at 2kg per capita remained low compared to other EU countries, as the increase in purchasing power remained some distance behind economic growth. In addition to restricted consumption, this also led to a preference for cheaper brands and promotions.
- As a result of stagnating foodservice coffee sales in 2015, the vending channel continued to gain share, to reach 2% in volume terms. Rising urbanisation, busier lifestyles and restricted consumer spending power made coffee from vending machines more attractive than coffee purchased from on-trade outlets.
- With the exception of fresh ground coffee pods, all other coffee categories registered declines in unit prices during 2015. Players chose to engage in frequent price promotions in order to boost consumption, which dampened value growth, as any increases in unit prices were untenable for the majority of the population.
- In the past, coffee sales have tended not to infringe on sales of tea as the consumption occasions and reasons for purchase varied. For instance, historically tea has generally been consumed in the morning, although this is changing given its increasing associations as a healthy beverage. As such tea's share of the overall hot drinks market is increasing, and potentially at the expense of coffee going forward.

- Interactive tool to visualise data
- Review and understand large amounts of data
- Transition from dashboards to related statistics and analysis
- Export to PowerPoint and PDF functions
- Category, company and channel views
- Country, regional and global views
- Combination of data included in your subscription

Hot Drinks Dashboard Choose dashboard Go >Economy, Finance and Trade Dashboard Choose dashboard Go >

FIND DASHBOARDS ON EACH INDUSTRY, ECONOMIES OR CONSUMERS PAGE



Economy, Finance and Trade

 This screenshot displays the 'Economy, Finance and Trade' section of the Passport website. It features five main panels:

- SEARCH TREE:** A dropdown menu for 'Choose category' and a 'Go >' button.
- ANALYSIS FINDER:** A dropdown menu for 'All Analysis' and another for 'Choose geography', with a 'Go >' button below.
- RANK COUNTRIES:** A dropdown menu for 'Choose category', radio buttons for 'Forecast' and 'Historic', and a 'Go >' button.
- MONTHLY & QUARTERLY DATA:** A dropdown menu for 'Choose data', radio buttons for 'Monthly', 'Quarterly', 'Forecast', and 'Historic', and a 'Go >' button.
- DASHBOARDS VISUALISE DATA:** A large blue circle graphic with a dropdown menu for 'Choose dashboard' (highlighted with an orange border) and a 'Go >' button.
- VIS APPS:** A graphic with a line chart and a dropdown menu for 'Choose vis app' and a 'Go >' button.

The Best of Q1 2016 on Passport Economies

Opinion | 13 Apr 2016



Sarah Boumphrey
Head of Strategic,
Economic & Consumer
Insight

The year began with a host of bad economic news with emerging markets in particular in the firing line. The global economy faces mounting risks this year: the China slowdown, as well as those of other large emerging markets such as Russia and Brazil; and instability in the Middle East will continue to cloud the horizon. With this in mind, our clients were most interested in understanding the outlook for the year ahead.

Here are some of the quarter's most read content on Passport Economies:

[Global Economic Forecasts Q1 2016](#)

Hard landing or no hard landing – this question has been bothering the analysts in the last months, with experts taking opposing views, further blurring the future perspective and refreshing the still vivid memories of 2008.

MACRO MODEL

Explore latest macroeconomic forecasts and simulate a variety of alternative macro scenarios.

DID YOU KNOW?

Asia Pacific is home to nearly half of global remittance inflows

Venezuela will have the lowest economic growth globally in 2016

VISUALS: INTERACTIVE COUNTRY VIEW, REGIONAL COMPARISON, GLOBAL FIGURE

Data exportation

Economy, Finance and Trade Dashboard

Choose dashboard Go >



Change Category

GDP

Actual

Map View Socio-economic indicators, USD million, Current 2015, YOY 2015 Ex. Rates, 2015

Currency Highlight Countries

- Scatter Plot
- Bar Chart



Global Figure

2015, USD million

73,038,333.3

Regional Comparison

2015, USD million



Analyses & Statistics

Change Geography



Historic Growth



Forecast Growth



Per Capita



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CAMI HAS NEW NAME AND PLACE: MAKRO MODEL ON ECONOMY, FINANCE AND TRADE PAGE 21



Economy, Finance and Trade

SEARCH TREE

Choose category

Go >

ANALYSIS FINDER

All Analysis

Choose geography

Go >

RANK COUNTRIES

Choose category

Forecast
 Historic

Go >

MONTHLY & QUARTERLY DATA

Choose data

Monthly Quarterly
 Forecast Historic

Go >

DASHBOARDS
VISUALISE DATA

Choose dashboard

Go >

VIS APPS

Choose vis app

Go >

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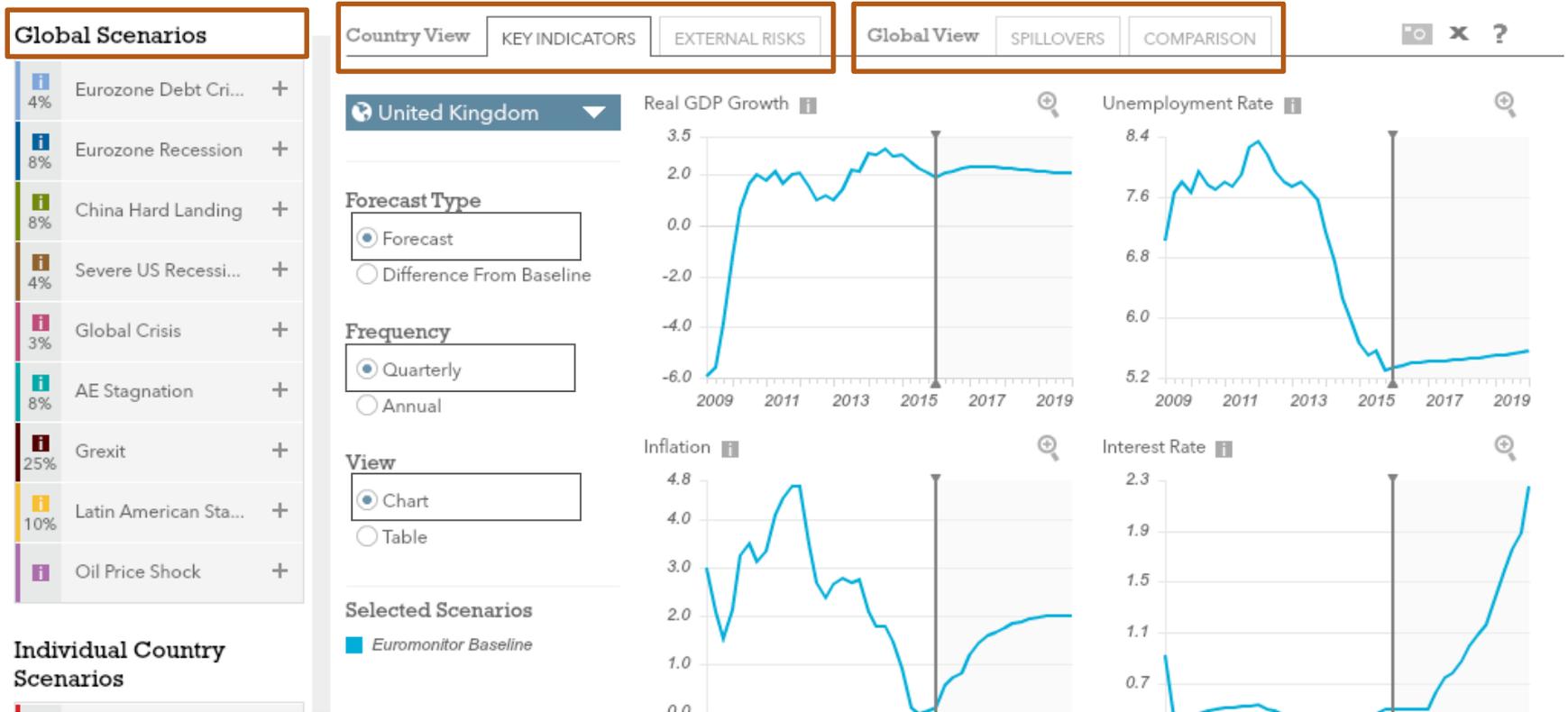
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Global Economic Forecasts quarterly/annual overview focuses on world's key economies and explains the latest macroeconomic changes in them, as well as the most up-to-date baseline, optimistic and pessimistic scenarios for these economies.

Macro Model



OTHER WAYS TO MAKE SEARCH:



Search

Industries

Economies

Consumers

Companies

Euromonitor
Solutions

Help

ENTER KEYWORD



Search

Create new detailed custom queries, quickly jump to specific data, or access recent and/or saved searches.

SEARCH ALL PASSPORT CONTENT

Browse all available content categories and create a query to find both statistics and analysis. [Which search type should I use?](#)

CATEGORIES AND TOPICS



Categories and Topics

Cities

Companies

Brands

Packaging

Add Categories and/or Topics (maximum of 15)

TYPE A SPECIFIC CATEGORY OR TOPIC

RECENT SEARCHES

SAVED SEARCHES

15 APR 2016

CATEGORIES AND TOPICS (3): Retailing, Store-based Retailing, Non-Store Retailing

GEOGRAPHIES (3): Germany, France, Denmark

15 APR 2016

CATEGORIES AND TOPICS (3): Coffee, Tea, Other Hot Drinks

GEOGRAPHIES (3): Belarus, Georgia, Romania

06 APR 2016

CATEGORIES AND TOPICS (4): Imports (cif) of Edible Vegetables and Certain Roots and Tubers, Imports (cif) of Vegetable, Fruit and Nut, Imports (cif) of Beverages, Spirits and Vinegar, Imports (cif) of Meat and Edible Meat Offal

GEOGRAPHIES (4): Romania, Lithuania, Germany, France

06 APR 2016

CATEGORIES AND TOPICS (3): Exports (fob) of Meat and Edible Meat Offal, Exports (fob) of Edible Vegetables and Certain Roots and Tubers,



THANK YOU FOR LISTENING

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<http://www.linkedin.com/groups?about=&gid=744327>