

Passport GMID – General Overview – Video Transcript

This video will provide you with a quick introduction to the database, Passport GMID. Passport GMID contains business intelligence and reports across key industries, companies, markets, and consumers in more than 200 categories for 80 countries, including Canada. Passport GMID focuses on consumer products such as health and beauty, electronics, and clothing. It has market size information broken down by sales, sales performance, and sales by category. It includes information on the competitive landscape and it allows you to compare an industry across multiple countries.

I'm going to switch my screen so I can take you in to the Passport GMID database and show you how it works.

There are a few different ways you can find information in Passport but I'm going to show you what I believe to be the easiest option. I personally avoid using the keyword search in Passport because I don't find it to be very good. Instead, I go to the industries tab here up at the top which gives me a high-level overview of all the industries covered in Passport.

Let's select the Packaged Food industry as an example. It will take you to a landing page, which will look the same for all industries. If you scroll down to the Country Reports box and click the drop-down box to select a category, it will further breakdown the Packaged Food industry. As you can see there are quite a few segments that make up the industry, so let's select Cheese and see if there's a report for Canada. Click the drop-down box to select a country. Now, I would look at this and assume the list is alphabetical and there is no report for Cheese in Canada, however, Passport lists out their countries by continent so you just have to keep scrolling down the list and you will eventually find Canada listed with the US. Confusing, I know. Let's click Go and see what we get.

Okay, so we've got a Cheese in Canada country report, as we can see here at the top. It was written in September 2019 so it is a year old, hopefully they'll be updating it soon. We can see a notice here that the report was written prior to COVID-19 so this report does not take that impact in to account.

You've got tabs here across the top that provide some more details on the industry. This first page provides some brief analysis of the industry along with market data visualized in these charts. You are able to click here to export the chart as an image.

The datagraphics tab has some additional market data.

The context tab provides a comparison of the Cheese industry in Canada to other countries, compares it against other industries, and then also provides socioeconomic data for Canada.

The download tab is where you can download the report. You just have to provide your name and @unb.ca email address for the download to start.

And lastly, the related tab provides a list of other Canada country reports related to the cheese industry.

There are many other search features available in Passport but this is probably the most straightforward way to find an industry report for a specific country. Please contact us at the library if you have any questions about using this database. We're more than happy to help.