

PASSPORT USER GUIDE

Passport is a global market research database providing insight on industries, economies and consumers worldwide, helping our clients analyse market context and identify future trends impacting businesses globally.

This guide provides a detailed overview of how to use Passport, allowing you to find the information you need more efficiently.



PASSPORT HOMEPAGE

The Homepage

Passport Home provides an overview of the latest information for industries, economies, consumers and more.

1 Search

2 Search Full Tree

3 China's Prime Positioning Outlook: General Wellbeing and Energy Boost Offer Great Potential

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

FIND 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

SEARCH

Searching for data

Passport's powerful search capabilities allow you to find information quickly.

Search

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

Search Full Tree

Get everything you need

CATEGORIES AND TOPICS

GO >

Browse Tree

Explore a category or topic

CATEGORIES AND TOPICS

GO >

3 RECENT SEARCHES

No recent searches are available.

4 SAVED SEARCHES

2 SEE DATA NOW Quick Market Statistics

Go directly to a data table by selecting specific categories or topics and geographies.

Add Categories and/or Topics (maximum of 15)

TYPE A SPECIFIC CATEGORY OR TOPIC

Add Geographies (maximum of 15)

TYPE A SPECIFIC GEOGRAPHY

1 SEARCH ALL PASSPORT CONTENT

Using Full Tree or Browse Tree, build a search based on the following:

- » Industry categories
- » City data
- » Companies
- » Brand names
- » Nutrition
- » Survey topics

2 SEE DATA NOW

Access statistics for your search parameters, including:

- » Market sizes
- » Brand shares
- » 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 the Full Tree: Categories and topics

Explore the category search hierarchy.

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**

3 **ECONOMIES AND CONSUMERS**

☒ Business Dynamics

☒ Digital Consumer

4 ☒ Digital Purchases ☒ Internet ☐ Mobile Telecommunications ☒ 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 the Full Tree: Geographies

Now select geographies to complete your search.

The screenshot shows a search interface with the following elements:

- 1 GEOGRAPHIES (15)**: A tab at the top with a '1' icon, indicating the current selection.
- 6 SEARCH**: A button at the top right with a '6' icon.
- 2 FIND A SPECIFIC GEOGRAPHY**: A search input field with a '2' icon.
- 4 Americas**: A dropdown menu showing 'Americas' with a '4' icon.
- 3 GEOGRAPHIES**: A section header with a '3' icon.
- 5**: A list of countries with a '5' icon next to the 'Argentina' entry.

The list of countries includes: World, Asia Pacific, Australasia, Eastern Europe, Latin America, Anguilla, Antigua, Argentina, Aruba, Bahamas, Barbados, Belize, and Bermuda.

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 the Browse Tree: Categories and topics

Explore the category search hierarchy.

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

2 FIND A SPECIFIC CATEGORY OR TOPIC

You Are Here: [Categories and Topics](#) **3** [ALCOHOLIC DRINKS](#)

☐ Select All

1

☒ Beer **4** ☐ RTDs/High-Strength Premixes ☐ Wine **4**

☐ Cider/Perry ☒ Spirits

5 **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 the Browse Tree: Geographies

Now select geographies to complete your search.

The screenshot displays the 'Geographies' tab in the search interface. At the top, there are two tabs: 'CATEGORIES AND TOPICS (4)' and 'GEOGRAPHIES (4)'. Below these, a row of selected geographies is shown: 'World', 'Anguilla', 'Dominican Republic', and 'Nicaragua', with a 'Clear All' button. A search bar is present with the text 'Type a specific geography to filter the available items'. To the right, a dropdown menu is open, showing 'GEOGRAPHIES'. Below the search bar, a breadcrumb trail reads 'You Are Here: Geographies > LATIN AMERICA'. A grid of checkboxes lists various countries and regions, including Anguilla, Antigua, Argentina, Aruba, Bahamas, Barbados, Cuba, Curacao, Dominica, Dominican Republic, Ecuador, El Salvador, Mexico, Nicaragua, Panama, Paraguay, Peru, and Puerto Rico. The 'Select All' checkbox is also visible.

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

RESULTS PAGE

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 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
 - » Distribution
 Access data by off-trade vs. on-trade or products by ingredient

- 3 VIEW ANALYSIS**
View insights in the following formats:
 - » Global briefings
 - » Strategy briefings
 - » Industry briefings
 - » Datagraphics
 - » Opinions
 - » Other relevant articles

- 4 FILTER RESULTS**
Filter analysis results by:
 - » Category
 - » Geography
 - » Content types
 - » Other information sources

1 You searched for:

CATEGORIES AND TOPICS (4): Consumer Electronics, Computers, Portable Computers, Tablets

GEOGRAPHIES (2): Canada, USA

[MODIFY SEARCH](#)

[SAVE SEARCH](#)

POPULAR STATISTICS

2 Market Sizes

New interface

Aggregated sales in a time series by standard data types, per capita and growth.

Company Shares

New interface

Share of sales and actual sales by company in a time series by standard data types.

Brand Shares

New interface

Share of sales and actual sales by brand in a time series by standard data types.

Distribution

Share of sales and actual sales in a time series by standard channel types.

ANALYSIS

[FILTER ANALYSIS \(0\)](#) **4** [SORT RESULTS](#)

3 Consumer Electronics in the US

INDUSTRY OVERVIEW | SEP 2016

Retail sales of consumer electronics failed to record volume growth for the fourth consecutive year in 2016, falling by 3%. A number of former growth categories such as tablets and smartphones reached, or were reaching, maturity in the later part of ...

Consumer Electronics in Canada

INDUSTRY OVERVIEW | SEP 2016

In 2016, consumer electronics in Canada experienced growth and new opportunities in key product categories as a result of the eagerness of Canadians to adopt new product innovations. Notable areas of growth include smartphones, convertible laptops, ...

Global Consumer Attitudes to Home Ownership: In Search of a Room of One's Own

STRATEGY BRIEFING | APR 2015

Using Statistics (new interface)

Search Industries Economies Consumers Companies Consulting Help ENTER KEYWORD											
1 Market Sizes BACK TO RESULTS 3 CHANGE STATS TYPE 4 MODIFY SEARCH +											
2 Historical 8 6 CONVERT DATA + 5 CHANGE DATA TYPES 2011 2016 9 APPLY											
7	Stats Type	Geography	Category	Data Type	Unit	2011	2012	2013	2014	2015	2016
		Canada	Consumer Electronics	Retail Volume	'000 units	36,701.92	36,521.81	35,303.42	33,720.32	32,793.54	33,010.60
		Canada	Computers and Peripherals	Retail Volume	'000 units	6,544.03	7,238.66	7,176.54	6,879.55	6,617.21	6,480.51
		Canada	Computers	Retail Volume	'000 units	4,391.93	5,311.37	5,409.41	5,295.78	5,160.26	5,130.84
		Canada	Portable Computers	Retail Volume	'000 units	3,428.04	4,449.65	4,589.05	4,502.08	4,398.31	4,397.84
		Canada	Tablets	Retail Volume	'000 units	1,550.00	2,635.00	2,898.50	2,941.98	2,903.73	2,868.89
		Canada	Portable Consumer Electronics	Retail Volume	'000 units	21,298.84	21,047.72	20,355.42	19,757.91	19,678.54	20,396.57
		Canada	Wearable Electronics	Retail Volume	'000 units	-	-	600.00	863.58	1,459.49	2,615.78
		USA	Consumer Electronics	Retail Volume	'000 units	472,833.29	477,907.10	475,032.12	459,110.72	451,890.20	439,253.54
		USA	Computers and Peripherals	Retail Volume	'000 units	93,171.40	114,275.64	127,892.55	127,492.27	116,347.97	108,178.33
		USA	Computers	Retail Volume	'000 units	66,185.80	89,352.44	104,289.25	105,033.97	94,994.77	87,875.10

1 PAGE TITLE

View the measure name chosen on the result list page

2 TABLE HEADER

View the header name relevant to the displayed data (e.g., "Historic", "Forecast", etc.)

3 CHANGE STATISTICS TYPE

Navigate to different statistics based on the selected categories and geographies

4 MODIFY CATEGORIES AND GEOGRAPHIES

Add or remove categories and geographies—this control also reflects the current categories and geographies

5 CHANGE DATA TYPES

View data for a particular data type

6 CONVERT DATA

Convert and manipulate the displayed data

7 FILTERS

Filter the displayed data

8 PAGE TOOLS

Print, save, download and share the displayed data

9 TIME SERIES

Choose the year range for the data to be displayed on the grid

Using Statistics (old interface)

Passport
Euromonitor International

Search Industries Economies Consumers Companies Euromonitor Solutions Help

SEARCH BY KEYWORDS

Statistics

[Back To Results](#)

1    

2 **Convert Data**

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

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

Apply

4 **More Results**

- Market Sizes

Distribution | Historic | Off-trade Volume | % breakdown

Key: ☐ Related Analysis ☒ View Chart

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

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 following:

- » Data type
- » Time period
- » Categories
- » Geographies

4 MORE RESULTS

Access related sets of statistics, such as:

- » Company shares
- » Brand shares
- » 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.

The screenshot displays the Euromonitor International Passport interface. At the top, there is a navigation bar with tabs for Search, Industries, Economies, Consumers, Companies, Euromonitor Solutions, and Help. A search bar is located on the right. Below the navigation bar, the main content area is titled 'Analysis'. On the left side, there is a sidebar with a 'Back To Results' button and a 'Table Of Contents' section. The 'Table Of Contents' lists the following sections: 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, Related Statistics, Related Industry Reports, Related Articles, and More Related Items. The main content area displays the title 'The New Europe: Marketing Opportunities in the Enlarged EU' and the subtitle 'Strategy Briefing | 01 Mar 2007'. Below the title, the '1. EXECUTIVE SUMMARY' section is shown, including '1.1 Demand Factors' and a list of bullet points discussing the EU-8 countries, the newly acceded countries (Bulgaria and Romania), the main goals of the EU, and the impact of EU entry on the economies of the EU-8 countries.

- 1 **OUTPUT OPTIONS**
Export the report as 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 insights, such as:
 - » Supporting statistics
 - » Industry reports
 - » Company profiles
 - » Articles
 - » Other analysis

INDUSTRY PAGES

Navigating an Industry Page

Access the latest research on a select industry.

Search Industries Economies Consumers Companies Euromonitor Solutions Help

Alcoholic Drinks

1 SEARCH TREE

Alcoholic Drinks

Go >

2 ANALYSIS FINDER

Latest Analysis

All Geographies

Go >

3 RANK COUNTRIES

Alcoholic Drinks

☒ Size
 ☐ Growth
 ☐ Per cap.

☒ Forecast
 ☐ Historic

Go >

4 RANK CATEGORIES

World

Asia Pacific

☒ Size
 ☐ Growth
 ☐ Per cap.

☒ Forecast
 ☐ Historic

Go >

5 REVIEW TOP COMPANIES

Cía Cervecerías Unidas

Alcoholic Drinks

Go >

6 DASHBOARDS

VISUALISE DATA

Alcoholic Dr

Go >

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

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 ▼](#)

MARKETS OF THE FUTURE REPORTS

New reports on the business environment and
consumer markets of 20 next generation growth
economies.

- 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

INTERACTIVE DASHBOARDS

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"

Explore Dashboards

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

CHOOSE GROUP

CHOOSE DASHBOA...

LAUNCH

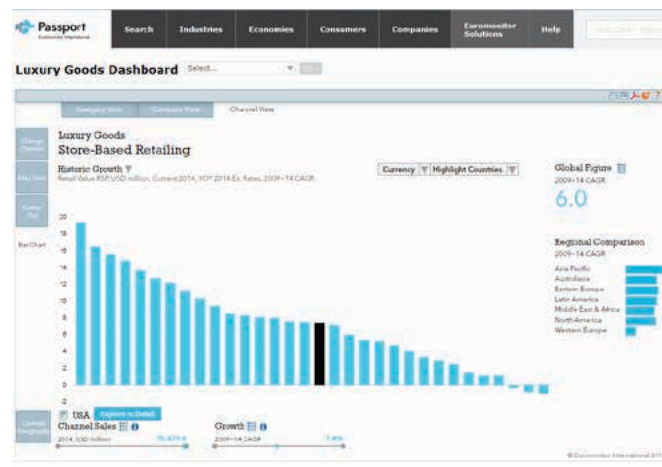
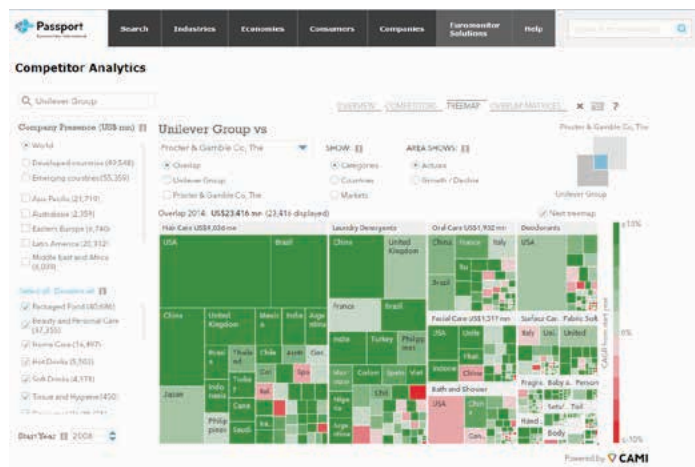
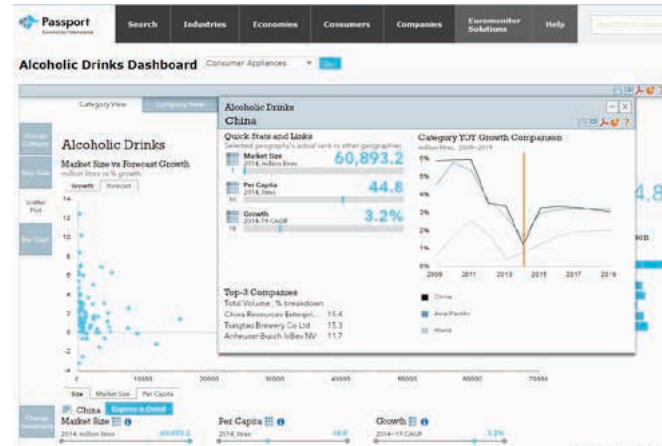
FROM THE INDUSTRY PAGES

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

DASHBOARDS
VISUALISE DATA

Alcoholic Drinks

Go



SAVED CONTENT

Accessing your content

Access content you saved, content shared with you by other users and recent downloads.

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 items in the "Saved Content" section

Saved Content

MY CONTENT

3 SHARED CONTENT

4 DOWNLOADS

1 SORT RESULTS

A-Z
Z-A
Date

2 FILTER CONTENT (0)

By Type

- Analysis
- Definitions
- Related Analysis
- Related Statistics
- Research Sources
- Results List
- Statistics
- World Rankings

By Date

Travel Extensions

RESULTS LIST | 21 AUG 2015

Edit

Delete

Hair Care Project 4

RESULTS LIST | 21 AUG 2015

SHARED

Edit

Delete

Lager, World

RESULTS LIST | 21 AUG 2015

All Lager, All World

Edit

Delete

Beer, All Regions

RESULTS LIST | 21 AUG 2015

All Beer, All Regions Search Results

SHARED

Edit

Delete

Home Garden Stats

STATISTICS | 17 AUG 2015

SHARED

Edit

Delete

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CONTACT US

CONTACT US

For questions and more information, log into Passport to reach your account manager or email passport@euromonitor.com

SOCIAL MEDIA

