Passport

PASSPORT

USER GUIDE

Euromonitor International's Passport is an integrated online information system providing business intelligence on industries, countries and consumers. Its simple to use interface makes it easy to find relevant research:

- Internationally comparable statistics
- Forward-looking analysis from global, regional, country and company perspectives
- Insightful comment from expert industry and country analysts

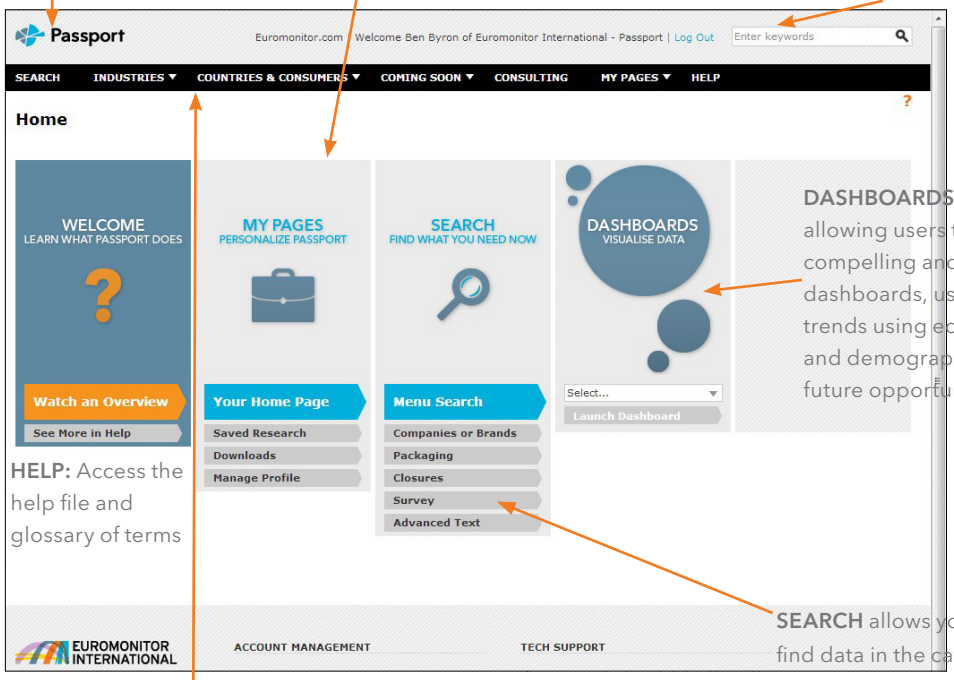
Understanding the homepage

The home page provides quick access to the functions and resources you need most.

HOME: Return to your homepage from anywhere on the site

MY PAGES: Allows you to see an aggregation of all your content at once, manage your profile, and access to saved research and downloads

Enter keywords for search suggestions



DASHBOARDS: new interactive tool allowing users to visualise data in a compelling and efficient way. With dashboards, users can access consumer trends using economic, socio economic and demographic data and discover future opportunities.

HELP: Access the help file and glossary of terms

SEARCH allows you to find data in the category tree

The **TOP NAVIGATION BAR** provides quick access to the latest research

Industries: access to articles, key trends and latest reports

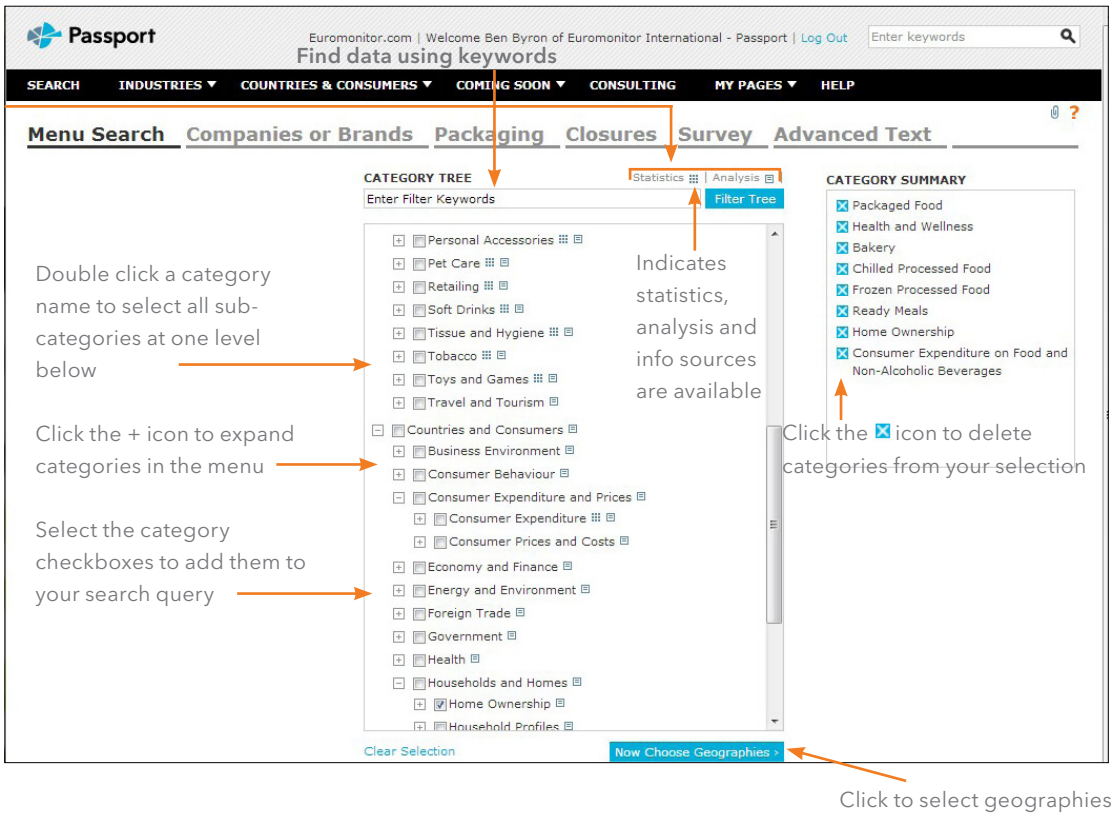
Countries and Consumers: access to economic, demographic and marketing statistics for 208 countries along with reports and comments on consumers.

Searching for data

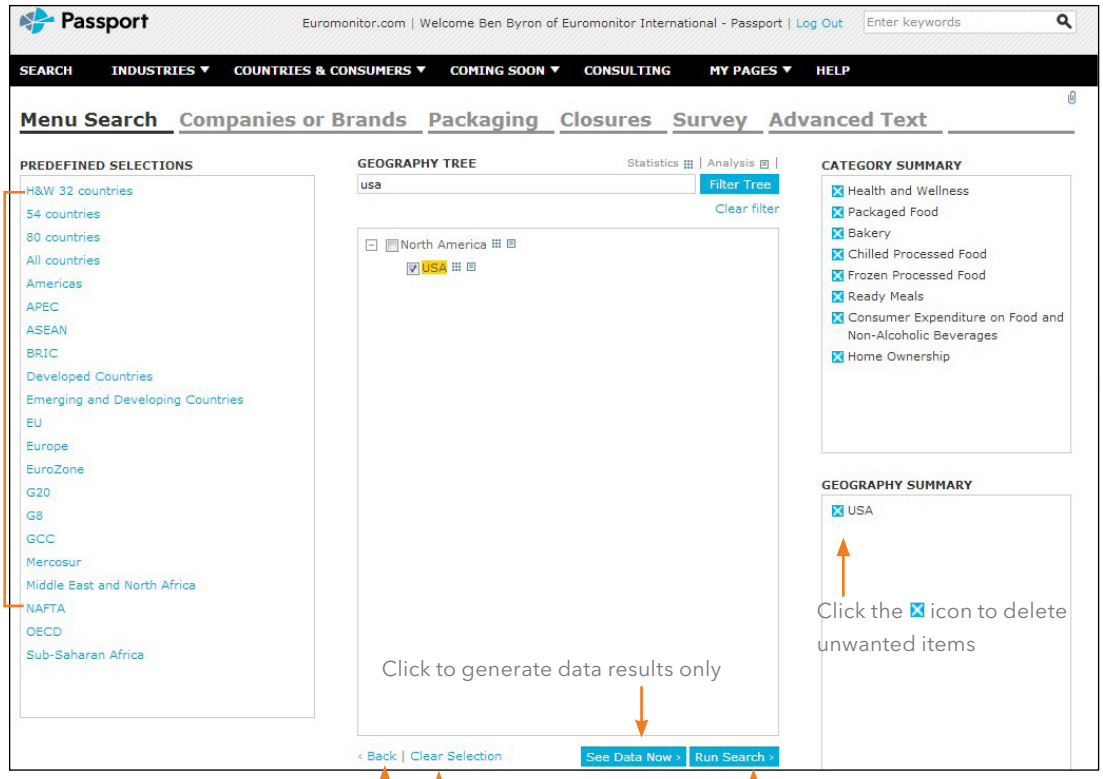
The Menu Search allows you to access all of our data by selecting categories or countries from the hierarchical menus. The number of menus to select from will depend on your subscription and type of search being carried out.

STEP ONE:
Select Categories

These symbols indicate the content available for different categories



STEP TWO:
Select Countries



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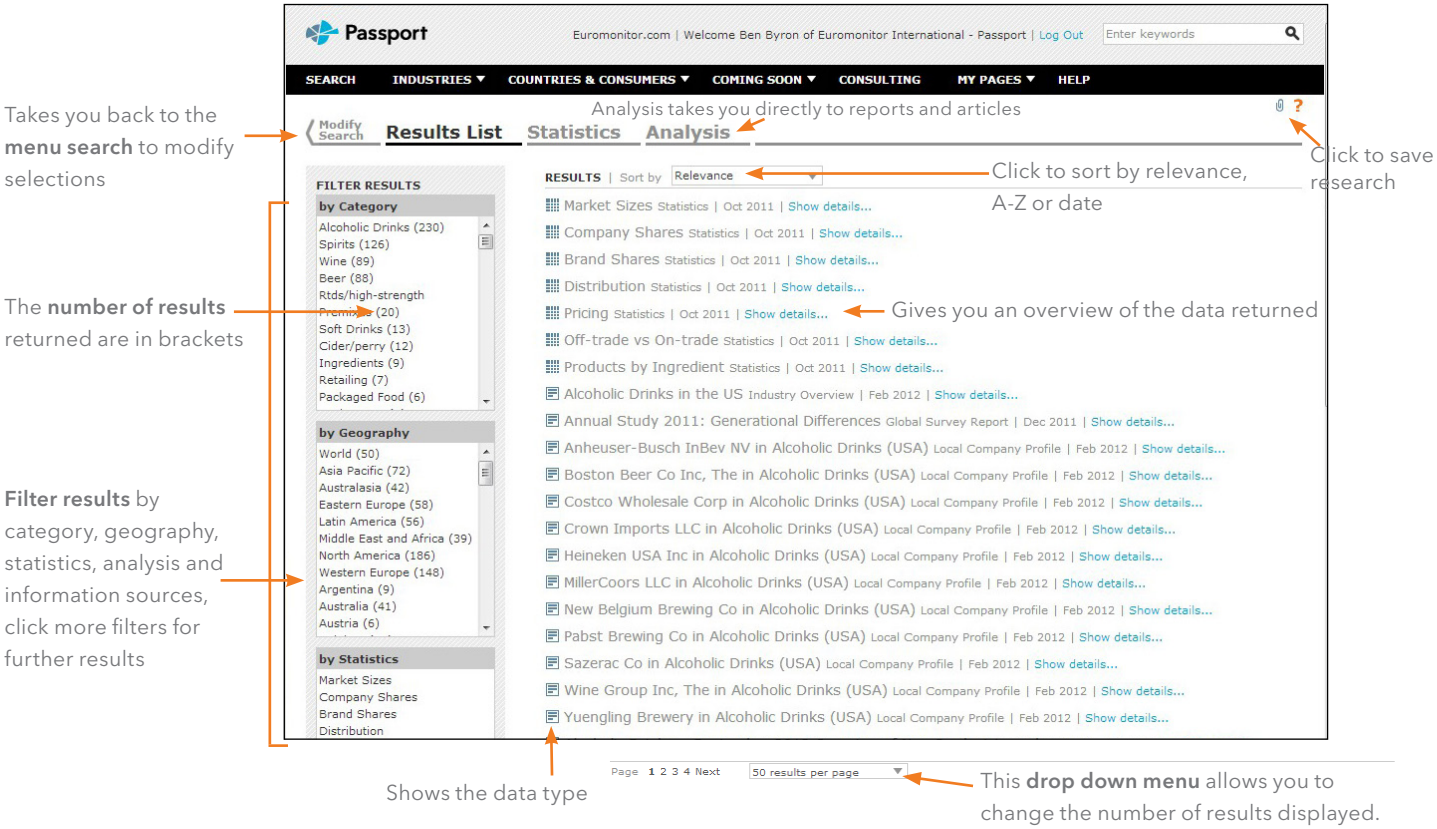
Understanding the results page

The results list contains all the data matching your search criteria. You can view: All Results, Statistics, Reports, Analysis and Sources and create a personalised results list.



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Analysing your results

Easily view and navigate through results by clicking on either Statistics, Analysis or Information Sources.

CONVERT DATA
Use the analysis tools to create customised data sets

CURRENCY CONVERSIONS
Local currency including $, €, £, Yen and Swiss Franc

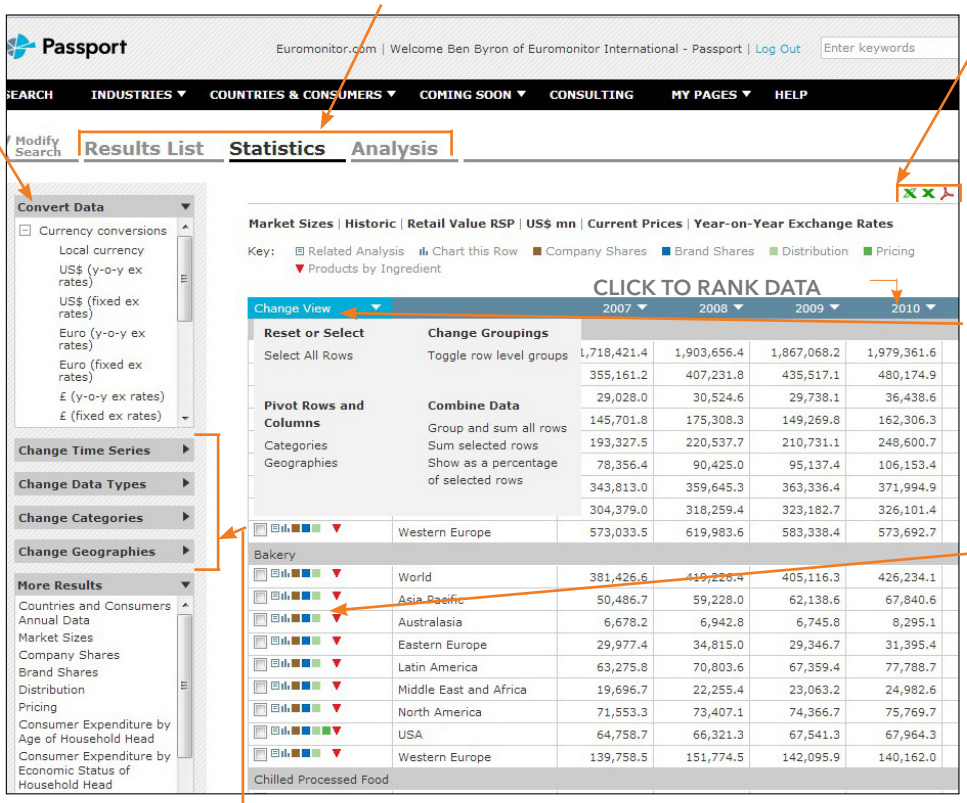
CURRENT/CONSTANT
Assess the impact of inflation by swapping the current (nominal) to constant (real) value data

UNIT MULTIPLIER
Thousands, millions, billions

VOLUME CONVERSIONS
Litres, Hecto-litres, UK/US barrels, Cases of different sizes

GROWTH
Year-on-Year growth, period growth, growth index

PER CAPITA/HOUSEHOLDS



OUTPUT OPTIONS
Export to Excel*
Export to PDF
Print
Move to Saved Research
*Includes export to my downloads

CHANGE VIEW
Reset or Select
Pivot Rows and Columns
Change Groupings
Combine Data

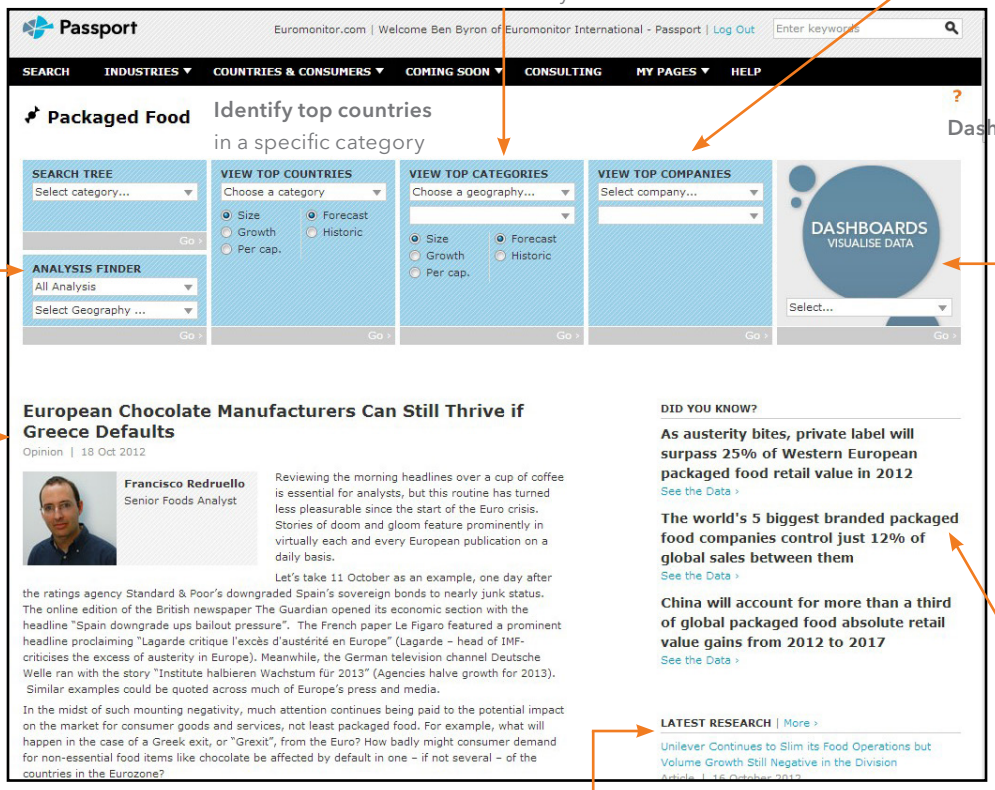
VIEW
Related Analysis
Chart this Row
Company Shares
Brand Shares
Distribution
Products by Ingredients

Use the **drop down boxes** to change the information displayed in a results table. For example, view forecasts, change categories and countries

Navigate to data easily

Displays the **top categories** within a specific geography for that industry

Geographic reach for **leading companies** in an industry and their market share



Analysis finder

Access articles of interest relating to your chosen industry

Dashboards and Visual Apps

Access Dashboards, an interactive tool that allows users to visualise data in a compelling and efficient way.

Access Vis Apps, snapshots of inter-esting information broken down by industry, company and brand and country.

Did You Know: See the detail behind this insight

Access the **latest research** on your chosen industry

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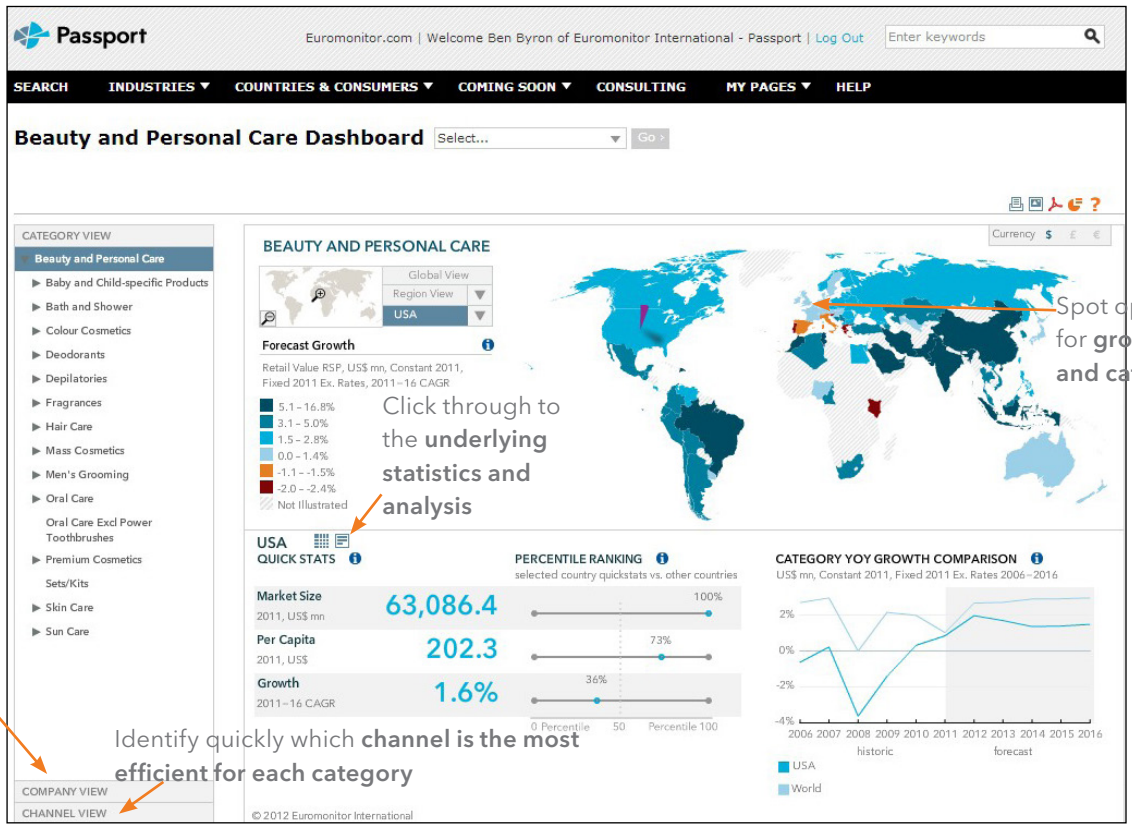
Visualise data

Use our Dashboards to explore category, company and channel data for your industries or dive deeper into consumer trends using our economic, socioeconomic and demographic data.



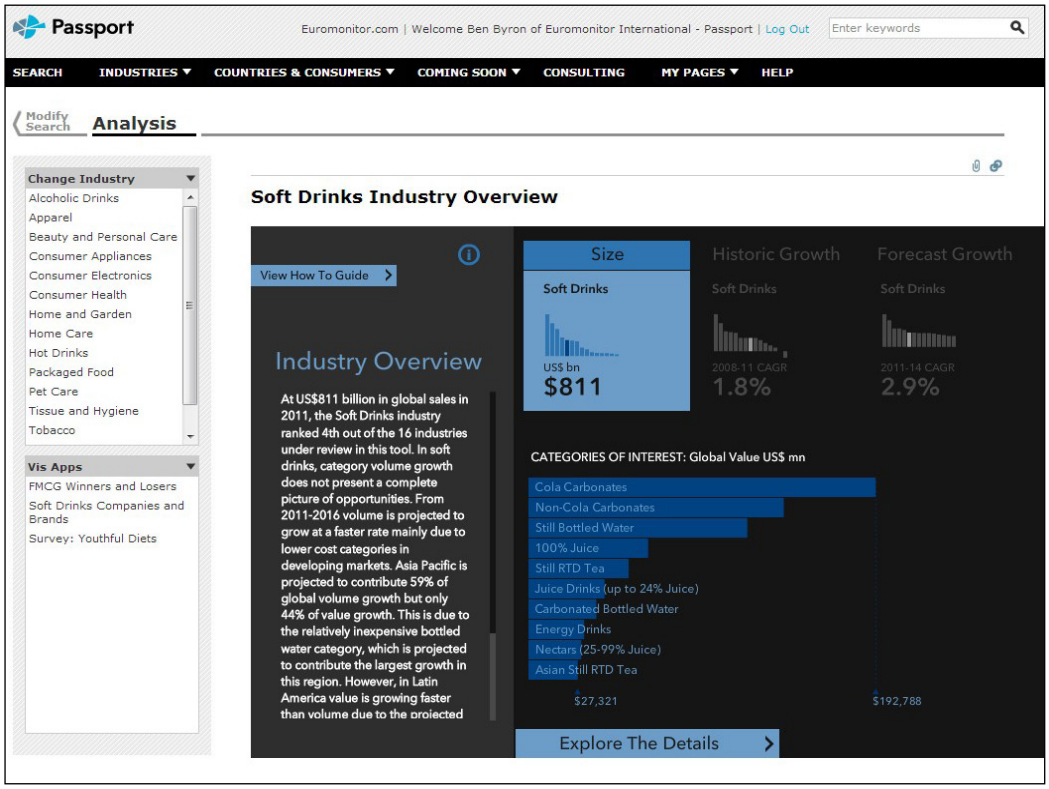
Spot opportunities for **growth markets and categories**

Click through to the **underlying statistics and analysis**

Focus on the **major players on the market** for each category

Identify quickly which **channel is the most efficient for each category**

Use Vis Apps to browse by industry to uncover categories, companies and countries of interest at the global level.



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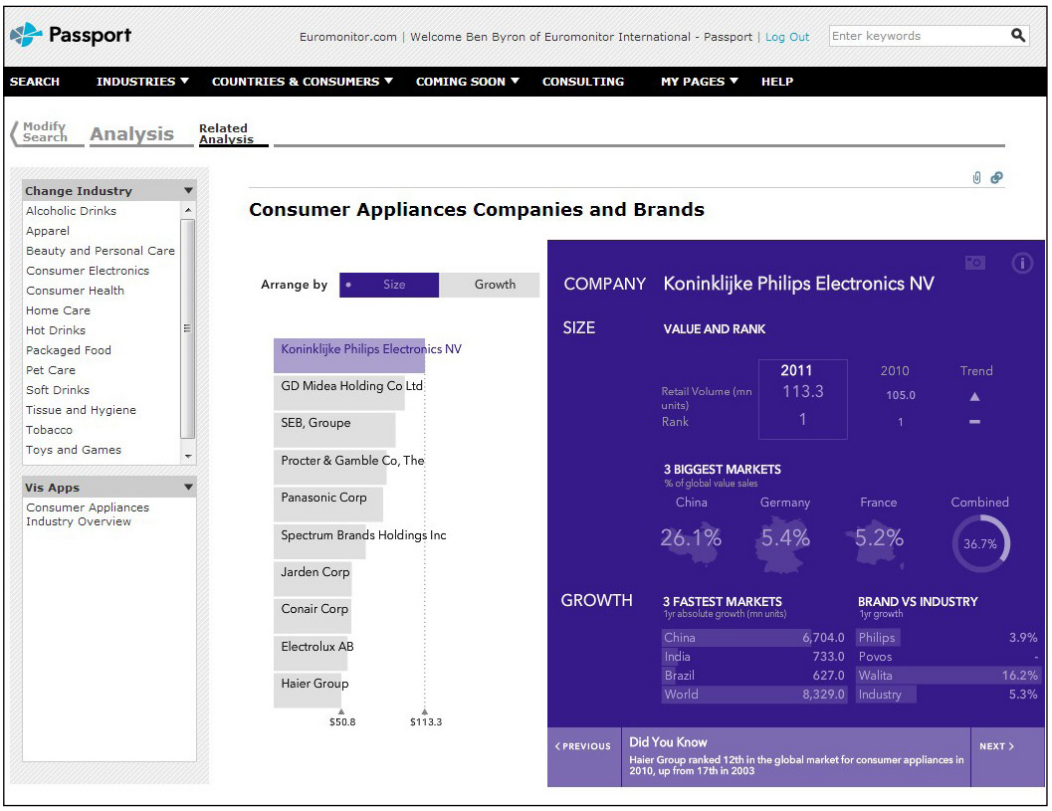
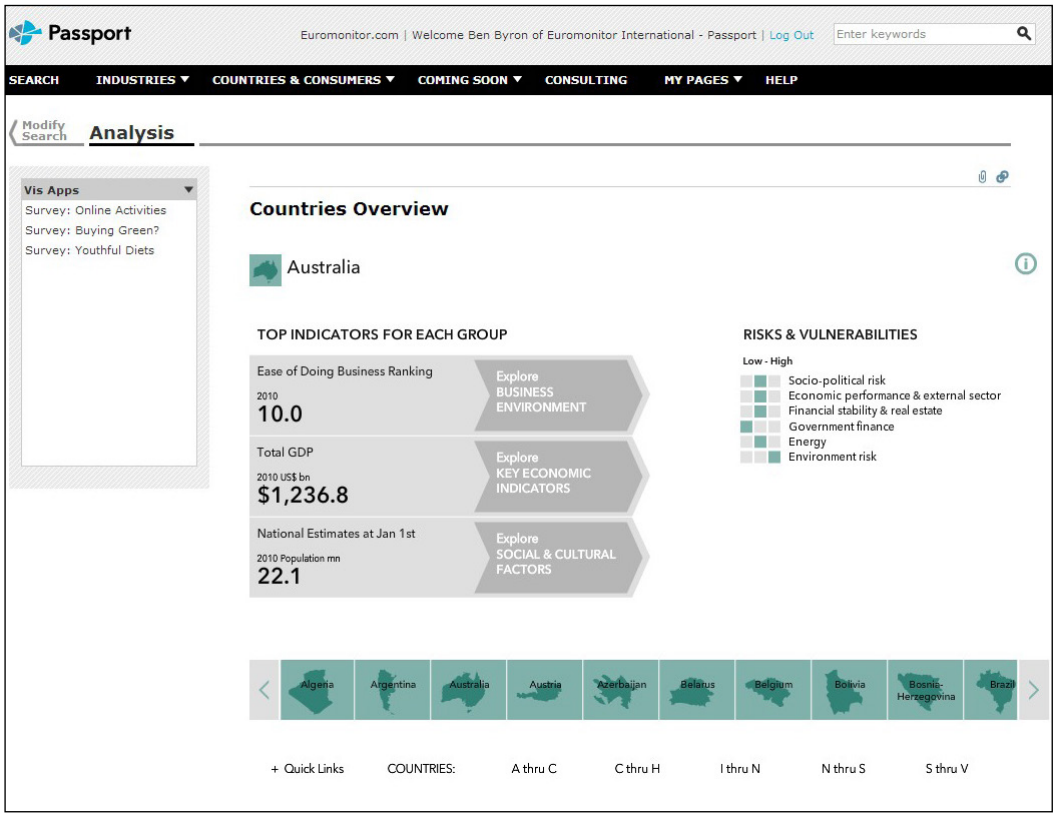
Access high level data fast

Analyse leading company and brand size, growth and top-line geographic portfolios across each FMCG industry



Compare business environmental factors, key economic indicators, social and cultural factors within and across countries with our **country overview.**



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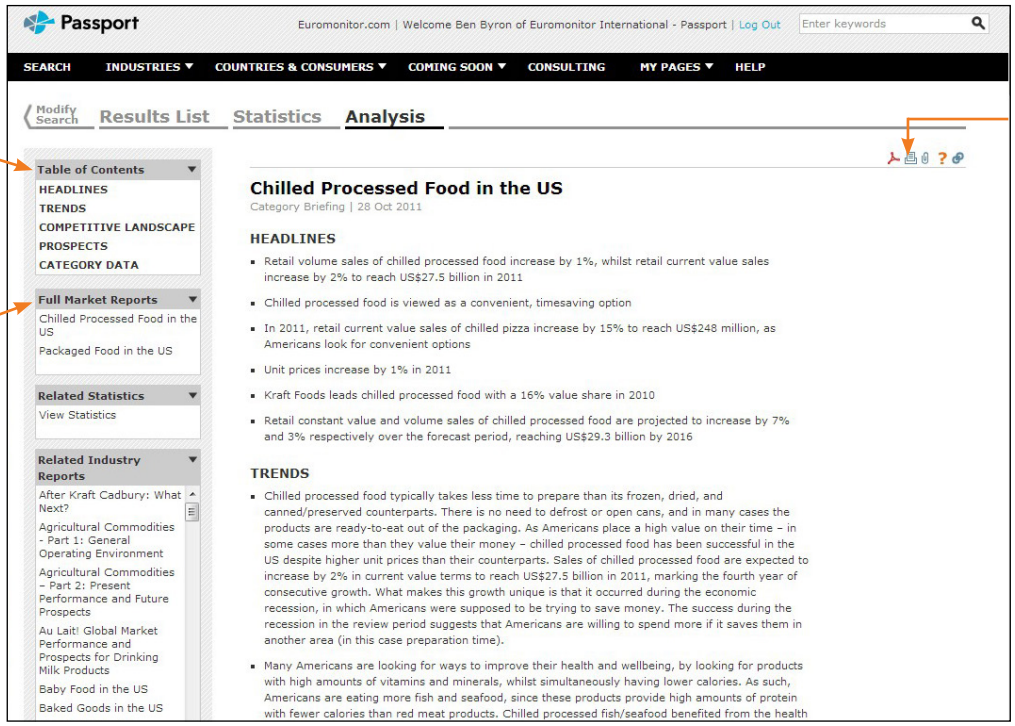
Navigation and output

Depending on the type of results you have selected, there are a number of ways in which you can navigate and output your analysis easily.

Navigate to the **sections of interest** within a report

Access to **other related reports**



OUTPUT OPTIONS
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- Customer service
- Contests
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