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

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

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Opinion | 22 Apr 2016

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

In health and wellness (HW), China has a highly fragmented and large prime positioning market, with retail value sales at around US$117 billion in 2015, compared to Western Europe’s US$154 billion, according to Euromonitor International’s preliminary
Passport’s powerful search capabilities allow you to find information quickly.

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 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.

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.

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.

**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

**TYPE A SPECIFIC GEOGRAPHY**
Filter by a specific geography by typing in the search box

**SELECT A PREDEFINED LIST**
Click to see a drop-down list of predefined regions or countries

**BREADCRUMB**
Click the drop-downs in this bar to quickly jump to any geography in your subscription

**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.

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. *EXPORT DATA
   *Available for select subscription types only.
   - Configure your selections and export data to Excel. Watch this video to learn more.

4. VIEW ANALYSIS
   - View insights in the following formats:
     - Global briefings
     - Strategy briefings
     - Industry briefings
     - Datagraphics
     - Opinions
     - Other relevant articles

5. FILTER RESULTS
   - Filter analysis results by:
     - Category
     - Geography
     - Content types
     - Other information sources
Using Statistics (old interface)

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.

**OUTPUT OPTIONS**
- Export the report as PDF, print it or save it to the Saved Research section.

**TABLE OF CONTENTS**
- Easily navigate to different areas of the report.

**RELATED REPORTS**
- Access complete versions of related reports with extra analysis.

**MORE RELATED ITEMS**
- Access insights, such as:
  - Supporting statistics
  - Industry reports
  - Company profiles
  - Articles
  - Other analysis

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**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 raising 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$322.6 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 eastern EU member states, which has caused something of a brain drain, especially
Navigating an Industry Page
Access the latest research on a select industry.

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

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**Alcoholic Drinks**

**SEARCH TREE**
Alcoholic Drinks
  - Size
  - Growth
  - Per cap.

**ANALYSIS FINDER**
- Latest Analysis
- All Geographies

**RANK COUNTRIES**
- World
- Asia Pacific
- USA
- Europe

**RANK CATEGORIES**
- Size
- Growth
- Historic

**REVIEW TOP COMPANIES**
- Cia Cervecerias Unidas
- Alcoholic Drinks

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**Alcoholic Drinks 2015: New Insights and System Refresher**
Global Briefing | 12 Jun 2015

Read more >

**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

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**The Growth in Popularity of Craft Beer in New Zealand**
Podcast | 11 Jun 2015

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MARKETS OF THE FUTURE REPORTS
New reports on the business environment and consumer markets of 20 next generation growth economies.
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.

FROM THE INDUSTRY PAGES
Access Dashboards by selecting an industry in the drop down and then clicking “Go”
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 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
CONTACT US
For questions and more information, log into Passport to reach your account manager or email passport@euromonitor.com

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