

## 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 homepage provides an overview of the latest industries, countries and consumers information.

**SEARCH** allows you to find data in the category tree

These links allow you to quickly search for data or analysis using the search tree and the quick analysis finder

**HOME:** Return to your homepage from anywhere on the site

**MY PAGES:** allows you to access saved research, my downloads and manage your profile

**Enter keywords** for search suggestions

**HELP:** Access the help file and glossary of terms



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

**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.

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

**Find data using keywords** Enter search term here

**Menu Search** | **Advanced Text** | **Companies or Brands** | **Packaging** | **Closures**

**CATEGORY TREE** Enter Filter Keywords **Filter Tree**

- Housewares and Home Furnishings
- Industrial (Entire Economy)
- Ingredients
- Luxury Goods
- Packaged Food
- Packaging
- Personal Goods
- Pet Care
- Retailing
- Soft Drinks
- Tissue and Hygiene
- Tobacco
- Toys and Games
- Travel and Tourism
- Countries and Consumers
- Business Environment
- Consumer Behaviour
- Consumer Expenditure and Prices
- Consumer Expenditure
- Consumer Prices and Costs
- Economy and Finance
- Energy and Environment
- Foreign Trade
- Government
- Health
- Households and Homes
- Home Ownership

**CATEGORY SUMMARY**

- ☒ Packaged Food
- ☒ Health
- ☒ Bakery
- ☒ Chilled Processed Food
- ☒ Frozen Processed Food
- ☒ Ready Meals
- ☒ Consumer Expenditure on Food and Non-Alcoholic Beverages
- ☒ Home Ownership

**Indicates statistics, analysis and info sources are available**

**Statistics** | **Analysis** | **Info Sources**

**Click the + icon to expand categories in the menu**

**Double click a category name to select all sub-categories at one level below**

**Select the category checkboxes to add them to your search query**

**Click the X icon to delete categories from your selection**

**Click to select geographies** **Now Choose Geographies**

## STEP TWO:

### Select Countries

**PREDEFINED SELECTIONS**

- H&W 32 countries
- 52 countries
- 80 countries
- All countries
- Americas
- APEC
- ASEAN
- BRIC
- Developed Countries
- Emerging and Developing Countries
- EU
- Europe
- EuroZone
- G20
- G8
- GCC
- Mercosur
- Middle East and North Africa
- NAFTA
- OECD
- Sub-Saharan Africa

**GEOGRAPHY TREE** **USA** **Filter Tree** **Clear filter**

- ☒ North America
- ☒ USA

**CATEGORY SUMMARY**

- ☒ Packaged Food
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- ☒ Frozen Processed Food
- ☒ Ready Meals
- ☒ Consumer Expenditure on Food and Non-Alcoholic Beverages
- ☒ Health
- ☒ Home Ownership

**GEOGRAPHY SUMMARY**

- ☒ USA

**Click to generate data results only**

**Click the X icon to delete unwanted items**

**Back** | **Clear Selection** | **See Data Now** | **Run Search**

Takes you back to the categories page

Clears the selected items

Once you have built your search query, click run search to generate your results

## 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.

Takes you back to the **menu search** to modify selections

The **number of results** returned are in brackets

**Filter results** by category, geography, statistics, analysis and information sources, click more filters for further results

The screenshot displays the Passport application interface. At the top, there's a navigation bar with links like SEARCH, INDUSTRIES, COUNTRIES & CONSUMERS, SURVEY, DASHBOARDS, CONSULTING, MY PAGES, and HELP. Below this is a search bar and a 'Log Out' link. The main content area is titled 'Results List' and includes tabs for 'Statistics' and 'Analysis'. On the left, there are filter sections: 'by Category' (listing items like Packaged Food, Organic Packaged Food, etc.), 'by Geography' (listing regions like World, Asia Pacific, etc.), and 'by Statistics' (listing topics like Countries and Consumers, Annual Data, etc.). The main results list on the right shows various data points with checkboxes, titles, and dates. Annotations with arrows point to specific features: 'Click to save research' points to a button in the top right; 'Click to sort by relevance, A-Z or date' points to a dropdown menu; 'Shows the data type' points to a small icon next to a result title; 'Gives you an overview of the data returned' points to a result title; and 'Check boxes to select areas of interest' points to a checkbox in the results list.

Check boxes to select areas of interest

This **drop down menu** allows you to change the number of results displayed.

## Analysing your results

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

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PASSPORT USER GUIDE

### 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

**Passport**

Home | Welcome Jamie Maynard of Euromonitor International - Passport | Log Out

Enter search term here

SEARCH INDUSTRIES COUNTRIES & CONSUMERS SURVEY DASHBOARDS CONSULTING MY PAGES HELP

Results List **Statistics** Analysis

Market Sizes | Historic | Retail Value RSP | US\$ mn | Current Prices | Year-on-Year Exchange Rates

Key: Related Analysis Chart this Row Company Shares Brand Shares Distribution Products by Ingredient

**CLICK TO RANK DATA**

Change View 2006 2007 2008 2009 2010 2011

Reset or Select Select All Rows

Change Groupings Toggle row level groups

Pivot Rows and Columns

Combine Data Group and sum all rows Sum selected rows Show as a percentage of selected rows

	2006	2007	2008	2009	2010	2011
World	6,950.0	168,519.9	162,921.7	172,774.9	185,477.4	
North America	1,118.6	25,984.9	27,277.8	29,839.5	31,864.5	
Western Europe	1,145.0	3,293.7	3,209.0	3,848.5	4,380.9	
Asia Pacific	889.1	21,240.7	17,849.4	19,374.7	21,590.4	
Australasia	329.6	18,594.5	18,163.0	21,993.1	24,914.4	
Latin America	561.7	6,299.9	6,593.3	7,394.1	8,012.9	
Middle East and Africa	30,909.4	32,076.9	33,125.7	33,950.7	35,277.0	
World	50,068.8	56,574.2	59,980.5	55,878.4	58,580.2	
Dairy	292,322.5	333,541.6	372,954.3	359,998.4	383,191.0	
World	51,739.6	57,583.5	64,160.7	68,862.5	76,086.1	
Asia Pacific	5,435.6	6,559.1	7,060.7	6,913.7	8,467.2	
Australasia	23,582.3	31,203.8	38,104.2	33,518.2	36,886.0	
Latin America	38,205.6	45,092.5	51,945.7	49,834.1	59,031.2	
Middle East and Africa	15,077.9	16,976.6	19,536.9	20,431.4	23,297.3	
North America	52,821.4	57,548.2	61,958.3	59,130.9	61,020.7	
Western Europe	105,260.1	118,578.0	130,187.8	121,307.6	117,802.5	
Dried Processed Food	94,880.3	103,040.0	117,093.2	119,540.1	129,217.7	
World	45,365.7	48,131.4	54,021.9	57,353.6	63,287.3	
Asia Pacific	742.1	851.8	881.7	865.9	1,057.4	
Australasia						

### 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 combine countries

## Navigate to data easily

**Passport**

Home | Welcome Jamie Maynard of Euromonitor International - Passport | Log Out

Enter search term here

SEARCH INDUSTRIES COUNTRIES & CONSUMERS SURVEY DASHBOARDS CONSULTING MY PAGES HELP

**Packaged Food**

SEARCH TREE

Select category... Go

**VIEW TOP COUNTRIES**

Choose a category Go

Size Growth Per cap. Forecast Historic

**VIEW TOP CATEGORIES**

Choose a geography... Go

Size Growth Per cap. Forecast Historic

**VIEW TOP COMPANIES**

Select company... Go

**QUICK ANALYSIS FINDER**

Select... Go

**SPOTLIGHT**

**United Biscuits Weighs up Options of Operational Restructuring and/or Sale**  
United Biscuits has been at the centre of M&A speculation in the snack food arena since 2010 when its private equity owners Blackstone and PAI Partners put it up for...  
Article | 28 Mar 2012 | Read >

**Flavours in Sweet and Savoury Snacks in the UK**  
Demand is still high for best-selling traditional flavours such as cheese & onion and salt & vinegar, but staple blends have been updated using premium ingredients to reflect demand for...  
Category Briefing | 12 Oct 2011 | Read >

**Kraft Foods Inc in Packaged Food (World)**  
The Cadbury acquisition has transformed Kraft Foods's operations, created more balanced market coverage between developed and developing regions and shifted the portfolio to higher margin categories, such as confectionery and...  
Global Company Profile | 22 Nov 2011 | Read >

**Kraft Foods Inc in Health and Wellness (World)**  
In the wake of the Cadbury acquisition, Kraft Foods nearly doubled its global health and wellness (HW) sales to US\$16.5 billion in absolute retail value terms. Despite this boost to...  
Global Company Profile | 12 Dec 2011 | Read >

**Biscuits in the United Kingdom**  
The biscuits category in the UK is expected to continue to register a flat performance in terms of volume sales, with marginal growth in 2011. However, a rise in commodity...  
Category Briefing | 04 Oct 2011 | Read >

**Other Dairy in Egypt**  
The dairy-based desserts category is expected to account for 51% of value sales in 2011. Chilled dairy-based desserts generally take a lot of time to prepare from scratch, thus, with...

**DASHBOARD**

Market Size 2009, US\$ mn **5,072.6**

Per Capita 2009, US\$ mn **177.5**

Growth 2009-14 CAGR **30.7%**

0 Percentile Launch

**VISUAL APPS**

select... Go

**REALTIME NEWS**

CANADA: Acquisition boosts Lassonde Industries profits

CANADA: Stevia supplier GLG Life Tech delays FY results filing

CHINA: Feihe International swings to FY profit

Disclaimer: RealTime News contains links to external sources. Euromonitor International cannot be held accountable for the information or presentation of these sources.

**LATEST RESEARCH** | More >

Access articles of interest relating to your chosen industry

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

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

Identify top countries in a specific category

Displays the top categories within a specific geography for that industry

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

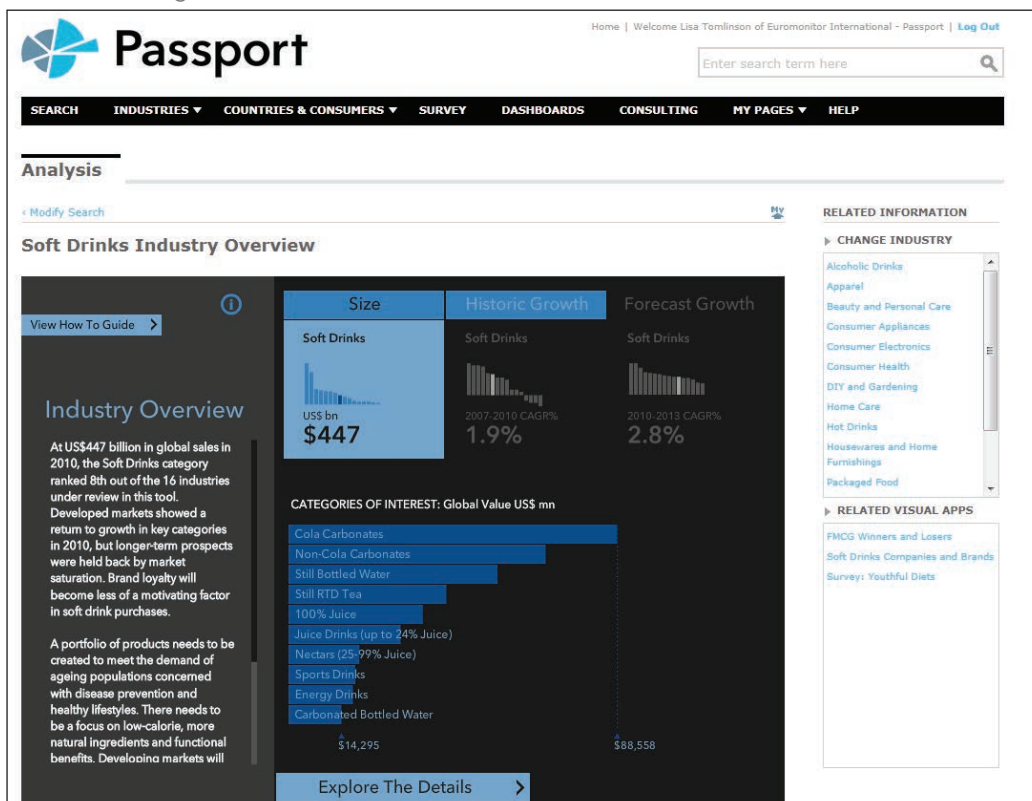
Quick analysis finder

Access the latest research on your chosen industry

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.



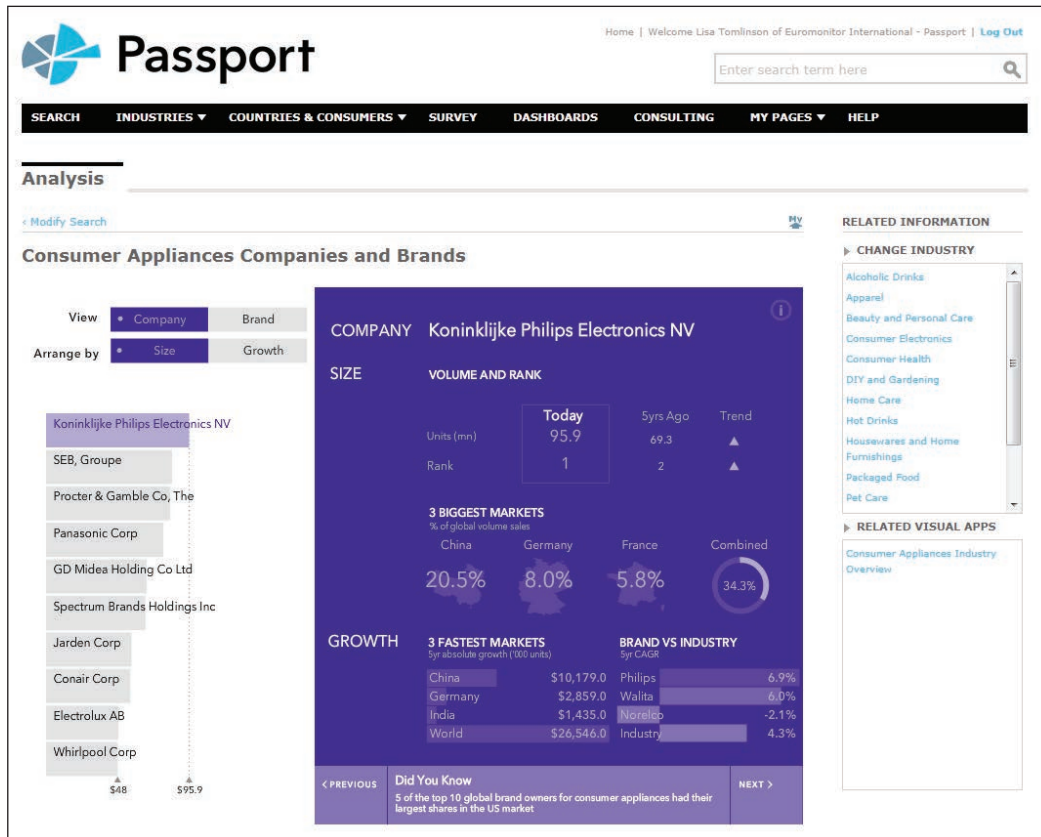
Use **Vis Apps** to browse by industry to uncover categories, companies and countries of interest at the global level.



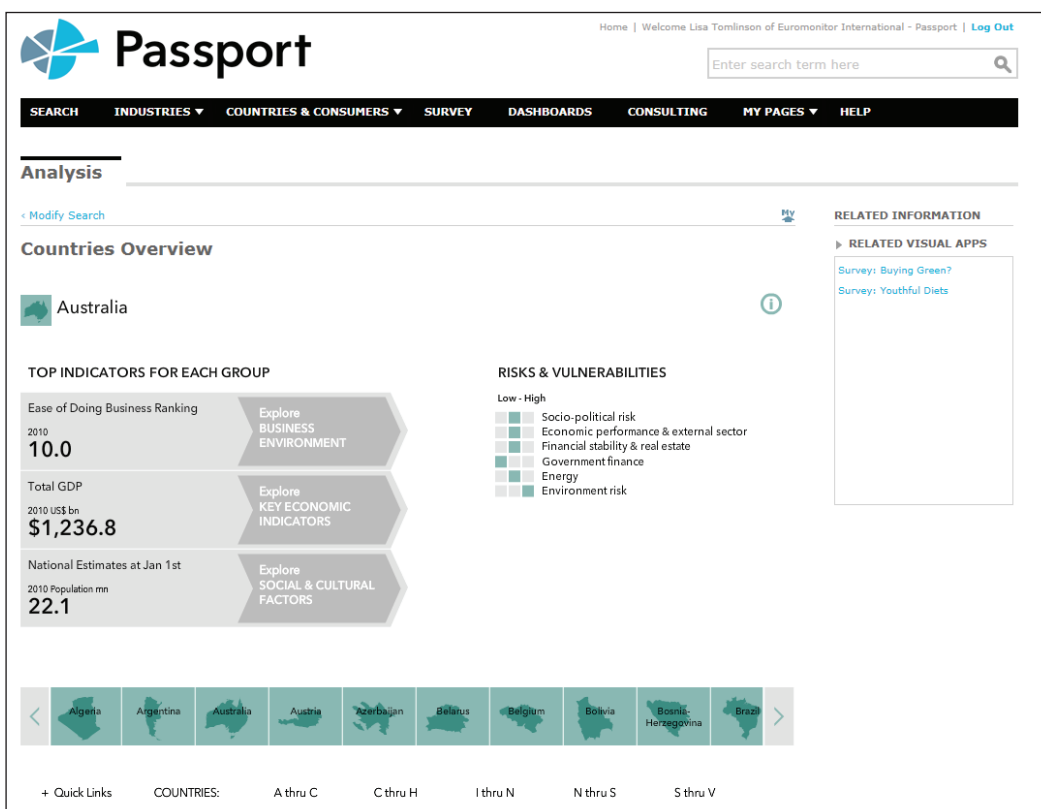


Access high level data fast

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**.



## 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

Export to PDF  
Print  
Move to Saved Research

Easily navigate to supporting statistics, industry reports, company profiles, articles and more selected analysis.

## Connect with Euromonitor

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- Contests
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