

## 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.

## 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

Find data using keywords

Enter search term here

SEARCH INDUSTRIES COUNTRIES & CONSUMERS SURVEY DASHBOARDS CONSULTING MY PAGES HELP

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

Statistics | Analysis | Info Sources

Enter Filter Keywords Filter Tree >

Indicates statistics, analysis and info sources are available

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

Click the + icon to expand categories in the menu

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 geographical selections are listed here. For example, click on BRIC to select Brazil, Russia, India, China

Home | Welcome Lisa Tomlinson of Euromonitor International - Passport | Log Out

Enter search term here

SEARCH INDUSTRIES COUNTRIES & CONSUMERS SURVEY DASHBOARDS CONSULTING MY PAGES HELP

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

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

Statistics | Analysis | Info Sources

Filter Tree >

Clear filter

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.

The screenshot shows the Passport search results page. At the top, there is a search bar and a navigation menu with options like SEARCH, INDUSTRIES, COUNTRIES & CONSUMERS, SURVEY, DASHBOARDS, CONSULTING, MY PAGES, and HELP. Below the navigation, there are tabs for Results List, Statistics, and Analysis. The main content area displays a list of search results, each with a checkbox, a title, and a data type icon. On the left side, there are filter sections for 'by Category', 'by Geography', and 'by Statistics'. At the bottom, there is a pagination and results per page section.

Annotations on the screenshot include:

- Click to save research (pointing to the 'My' button)
- Analysis takes you directly to reports and articles (pointing to the 'Analysis' tab)
- Click to sort by relevance, A-Z or date (pointing to the 'Sort by' dropdown menu)
- Shows the data type (pointing to the data type icons next to the results)
- Gives you an overview of the data returned (pointing to the result titles)
- Check boxes to select areas of interest (pointing to the checkboxes next to the results)
- This drop down menu allows you to change the number of results displayed. (pointing to the '50 results per page' dropdown)

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

Check boxes to select areas of interest

Analysing your results

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

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 Ingredient

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

Change View	2006	2007	2008	2009	2010	2011
Reset or Select	,695.0	168,519.9	162,921.7	172,774.9	185,477.4	
Combine Data	,118.6	25,984.9	27,277.8	29,839.5	31,864.5	
North America	,145.0	3,293.7	3,209.0	3,848.5	4,380.9	
Western Europe	,889.1	21,240.7	17,849.4	19,374.7	21,590.4	
World	,329.6	18,594.5	18,163.0	21,993.1	24,914.4	
Asia Pacific	,561.7	6,299.9	6,593.3	7,394.1	8,012.9	
Australasia	30,909.4	32,076.9	33,125.7	33,950.7	35,277.0	36,134.1
Eastern Europe	50,068.8	56,574.2	59,980.5	55,878.4	55,048.0	58,580.2
Middle East and Africa	292,322.5	333,541.6	372,954.3	359,998.4	383,191.0	414,977.4
Latin America	51,739.6	57,583.5	64,160.7	68,862.5	76,085.1	82,425.4
North America	5,435.6	6,559.1	7,060.7	6,913.7	8,467.2	9,567.8
Western Europe	23,582.3	31,203.8	38,104.2	33,518.2	36,886.0	41,885.7
World	38,205.6	45,092.5	51,945.7	49,834.1	59,031.2	67,555.1
Asia Pacific	15,077.9	16,976.6	19,536.9	20,431.4	23,297.3	25,286.5
Australasia	52,821.4	57,548.2	61,958.3	59,130.9	61,020.7	64,544.7
World	105,260.1	118,578.0	130,187.8	121,307.6	117,802.5	123,712.2
Asia Pacific	94,880.3	103,040.0	117,093.2	119,540.1	129,217.7	138,503.6
Australasia	45,365.7	48,131.4	54,021.9	57,353.6	63,287.3	68,394.9
World	742.1	851.8	881.7	865.9	1,057.4	1,192.8

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

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.

**Beauty and Personal Care Dashboard**

**CATEGORY VIEW**

- Beauty and Personal Care
  - Baby Care
  - Bath and Shower
  - Colour Cosmetics
  - Deodorants
  - Depilatories
  - Fragrances
  - Hair Care
  - Mass Cosmetics
  - Men's Grooming
  - Oral Care
    - Oral Care excl Power Toothbrushes
  - Premium Cosmetics
  - Sets/Kits
  - Skin Care
  - Sun Care

**COMPANY VIEW**

**CHANNEL VIEW**

**BEAUTY AND PERSONAL CARE**

Global View  
Region View: USA

**Forecast Growth**  
Retail Value RSP, US\$ mn, Constant 2010, Fixed 2010 Ex. Rates, 2010-15 CAGR

- 4.9 - 8.2%
- 3.1 - 4.8%
- 1.8 - 3.0%
- 0.0 - 1.6%
- 0.1%
- 0.2 - -2.0%
- Not Illustrated

**USA QUICK STATS**

Market Size 2010, US\$ mn: **59,706.6**

Per Capita 2010, US\$: **193.3**

Growth 2010-15 CAGR: **0.8%**

**PERCENTILE RANKING**  
selected country quickstats vs. other countries

100%  
75%  
15%

0 Percentile 50 Percentile 100

**CATEGORY YOY GROWTH COMPARISON**  
US\$ mn, Constant 2010, Fixed 2010 Ex. Rates 2005-2015

2%  
0%  
-2%  
-4%

2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015

Historic forecast

USA  
World

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Spot opportunities for growth markets and categories

Click through to the underlying statistics and analysis

Identify quickly which channel is the most efficient for each category

Focus on the major players on the market for each category

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

**Analysis**

**Soft Drinks Industry Overview**

View How To Guide

**Industry Overview**

At US\$447 billion in global sales in 2010, the Soft Drinks category ranked 8th out of the 16 industries under review in this tool. Developed markets showed a return to growth in key categories in 2010, but longer-term prospects were held back by market saturation. Brand loyalty will become less of a motivating factor in soft drink purchases.

A portfolio of products needs to be created to meet the demand of ageing populations concerned with disease prevention and healthy lifestyles. There needs to be a focus on low-calorie, more natural ingredients and functional benefits. Developing markets will

**Size**  
Soft Drinks  
US\$ bn  
**\$447**

**Historic Growth**  
Soft Drinks  
2007-2010 CAGR%  
**1.9%**

**Forecast Growth**  
Soft Drinks  
2010-2013 CAGR%  
**2.8%**

**CATEGORIES OF INTEREST: Global Value US\$ mn**

- Cola Carbonates
- Non-Cola Carbonates
- Still Bottled Water
- Still RTD Tea
- 100% Juice
- Juice Drinks (up to 24% Juice)
- Nectars (25-99% Juice)
- Sports Drinks
- Energy Drinks
- Carbonated Bottled Water

\$14,295 \$88,558

**RELATED INFORMATION**

**CHANGE INDUSTRY**

- Alcoholic Drinks
- Apparel
- Beauty and Personal Care
- Consumer Appliances
- Consumer Electronics
- Consumer Health
- DIY and Gardening
- Home Care
- Hot Drinks
- Housewares and Home Furnishings
- Packaged Food

**RELATED VISUAL APPS**

- FMCG Winners and Losers
- Soft Drinks Companies and Brands
- Survey: Youthful Diets

Explore The Details

Access high level data fast

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

The screenshot shows the Passport website interface. The main content area is titled 'Consumer Appliances Companies and Brands'. On the left, there is a 'View' section with 'Company' selected and 'Brand' as an option. Below it, 'Arrange by' is set to 'Size'. A horizontal bar chart lists the top companies, with Koninklijke Philips Electronics NV at the top. The main panel for Koninklijke Philips Electronics NV displays 'VOLUME AND RANK' with 'Today' units at 95.9 (rank 1) and '5yrs Ago' at 69.3 (rank 2). It also shows '3 BIGGEST MARKETS' as China (20.5%), Germany (8.0%), and France (5.8%), with a combined total of 34.3%. The 'GROWTH' section lists '3 FASTEST MARKETS' by absolute growth: China (\$10,179.0), Germany (\$2,859.0), and India (\$1,435.0). The 'BRAND VS INDUSTRY' section shows Philips at 6.9%, Walita at 6.0%, Norelco at -2.1%, and the Industry at 4.3%. A 'Did You Know' box states that 5 of the top 10 global brand owners for consumer appliances had their largest shares in the US market.

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

The screenshot shows the Passport website interface for the 'Countries Overview' section, specifically for Australia. The main content area is titled 'Countries Overview' and features a map of Australia. Below the map, there are three sections: 'TOP INDICATORS FOR EACH GROUP', 'RISKS & VULNERABILITIES', and 'RELATED VISUAL APPS'. The 'TOP INDICATORS' section includes: 'Ease of Doing Business Ranking 2010 10.0', 'Total GDP 2010 US\$ bn \$1,236.8', and 'National Estimates at Jan 1st 2010 Population mn 22.1'. The 'RISKS & VULNERABILITIES' section lists various risks such as Socio-political risk, Economic performance & external sector, Financial stability & real estate, Government finance, Energy, and Environment risk. The 'RELATED VISUAL APPS' section includes 'Survey: Buying Green?' and 'Survey: Youthful Diets'. At the bottom, there is a navigation bar with 'Quick Links' and 'COUNTRIES: A thru C, C thru H, I thru N, N thru S, S thru V'.

## 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.

**Passport**

Home | Welcome Lisa Tomlinson of Euromonitor International - Passport | [Log Out](#)

Enter search term here

SEARCH INDUSTRIES COUNTRIES & CONSUMERS SURVEY DASHBOARDS CONSULTING MY PAGES HELP

Results List Statistics **Analysis**

Modify Search

**TABLE OF CONTENTS**

- HEADLINES
- TRENDS
- COMPETITIVE LANDSCAPE
- PROSPECTS
- CATEGORY DATA

**MORE RESULTS**

Relevance

- Chilled Processed Food in the US
- Frozen Processed Food in the US
- Ready Meals in the US
- Packaged Food in the US
- Consumer Buying Behaviour in the Recession: Global Online Survey
- Consumer Buying Behaviour in the Recession: Global Online Survey - Executive Briefing
- Annual Study 2011: Generational Differences
- Annual Study 2011: Healthy Living
- Age Blurring: How the

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**Chilled Processed Food in the US**

Category Briefing | 28 Oct 2011

**HEADLINES**

- Retail volume sales of chilled processed food increase by 1%, whilst retail current value sales increase by 2% to reach US\$27.5 billion in 2011
- Chilled processed food is viewed as a convenient, timesaving option
- In 2011, retail current value sales of chilled pizza increase by 15% to reach US\$248 million, as Americans look for convenient options
- Unit prices increase by 1% in 2011
- Kraft Foods leads chilled processed food with a 16% value share in 2010
- Retail constant value and volume sales of chilled processed food are projected to increase by 7% and 3% respectively over the forecast period, reaching US\$29.3 billion by 2016

**TRENDS**

- Chilled processed food typically takes less time to prepare than its frozen, dried, and canned/preserved counterparts. There is no need to defrost or open cans, and in many cases the products are ready-to-eat out of the packaging. As Americans place a high value on their time – in some cases more than they value their money – chilled processed food has been successful in the US despite higher unit prices than their counterparts. Sales of chilled processed food are expected to increase by 2% in current value terms to reach US\$27.5 billion in 2011, marking the fourth year of consecutive growth. What makes this growth unique is that it occurred during the economic recession, in which Americans were supposed to be trying to save money. The success during the recession in the review period suggests that Americans are willing to spend more if it saves them in another area (in this case preparation time).
- Many Americans are looking for ways to improve their health and wellbeing, by looking for products with high amounts of vitamins and minerals, whilst simultaneously having lower calories. As such, Americans are eating more fish and seafood, since these products provide high amounts of protein with fewer calories than red meat products. Chilled processed fish/seafood benefited from the health trend, as sales are expected to increase by 7% in retail volume terms and 5% in retail current value terms to reach US\$429 million in 2011. Although chilled processed fish/seafood typically costs more than its frozen counterpart, it is popular because it requires less preparation time.
- Americans are beginning to explore chilled pizza due to its "fresh" appeal and shorter preparation time in comparison with frozen pizza. In 2011 sales of chilled pizza are expected to increase by 15% in current value terms and 13% in retail volume terms to reach US\$248 million and 24,000 tonnes.

**RELATED INFORMATION**

- STATISTICS
  - View Related Statistics
- INDUSTRY REPORTS
  - After Kraft Cadbury: What Next?
  - Agricultural Commodities - Part 1: General Operating Environment
  - Agricultural Commodities - Part 2: Present Performance and Future Prospects
  - Baby Food in the US
  - Baked Goods in the US
  - Biscuits in the US
  - Breakfast Cereals in the US
  - Canned/Preserved Food in the US
- COMPANY PROFILES
- ARTICLES
- MORE RELATED ITEMS

### 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

Follow us to gain exclusive access to:

- Videocasts
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- Industry news and facts

- Industry events
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- Contests
- Datagraphics



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