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

HOME: Return to your homepage from anywhere on the site

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

SEARCH allows you to find data in the category tree

Enter keywords for search suggestions

HELP: Access the help file and glossary of terms

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

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 **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

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

Find data using keywords

Indicates statistics, analysis and info sources are available

Click the ⊠ icon to delete categories from your selection

Click to select geographies

STEP TWO:
Select Countries

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

Click to generate data results only

Click the ⊠ icon to delete unwanted items

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

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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

Check boxes to select areas of interest

Analysis takes you directly to reports and articles

Click to save research

Click to sort by relevance, A-Z or date

Shows the data type

Gives you an overview of the data returned

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.

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

Passport screenshot (Statistics view)

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

SEARCH | INDUSTRIES ▼ | COUNTRIES & CONSUMERS ▼ | SURVEY | DASHBOARDS | CONSULTING | MY PAGES ▼ | HELP

Results List | **Statistics** | Analysis

CONVERT DATA
- Currency conversions
  - Local currency
  - US$ (y-o-y rates)
  - US$ (fixed ex rates)
  - Euro (y-o-y rates)
  - Euro (fixed ex rates)
  - £ (y-o-y rates)
  - £ (fixed ex rates)
  - JPY (y-o-y rates)
  - JPY (fixed ex rates)
  - CHF (y-o-y rates)
  - CHF (fixed ex rates)
- Current/constant
- CHANGE TIME SERIES
- CHANGE DATA TYPES
- CHANGE CATEGORIES
- CHANGE GEOGRAPHIES
- MORE RESULTS
  - Market Sizes
  - Company Shares
  - Brand Shares
  - Distribution
  - Products by Ingredient

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
Reset or Select — Select All Rows
Change Groupings — Toggle row level groups
Pivot Rows and Columns — Categories, Geographies
Combine Data — Group and sum all rows, Sum selected rows, Show as a percentage of selected rows

		2006 ▼	2007 ▼	2008 ▼	2009 ▼	2010 ▼	2011 ▼
		,695.0	168,519.9	162,921.7	172,774.9	185,477.4
		,118.6	25,984.9	27,277.8	29,839.5	31,864.5
		,145.0	3,293.7	3,209.0	3,848.5	4,380.9
		,889.1	21,240.7	17,849.4	19,374.7	21,590.4
		,329.6	18,594.5	18,163.0	21,993.1	24,914.4
		,561.7	6,299.9	6,593.1	7,394.1	8,012.9
	North America	30,909.4	32,076.9	33,125.7	33,950.7	35,277.0	36,134.1
	Western Europe	50,068.8	56,574.2	59,980.5	55,878.4	55,048.0	58,580.2
Dairy							
	World	292,322.5	333,541.6	372,954.3	359,998.4	383,191.0	414,977.4
	Asia Pacific	51,739.6	57,583.5	64,160.7	68,862.5	76,686.1	82,425.4
	Australasia	5,635.6	6,559.1	7,060.7	6,913.7	8,467.2	9,567.8
	Eastern Europe	23,582.3	31,203.8	38,104.2	33,518.2	36,886.0	41,885.7
	Latin America	38,205.6	45,092.5	51,945.7	49,834.1	59,031.2	67,555.1
	Middle East and Africa	15,077.9	16,976.6	19,536.9	20,431.4	23,297.3	25,286.5
	North America	52,821.4	57,548.2	61,958.3	59,130.9	61,020.7	64,544.7
	Western Europe	105,260.1	118,578.0	130,187.8	121,307.6	117,802.5	123,712.2
Dried Processed Food							
	World	94,880.3	103,040.0	117,093.2	119,540.1	129,217.7	138,503.6
	Asia Pacific	45,365.7	48,131.4	54,021.9	57,353.6	63,287.3	68,394.9
	Australasia	742.1	851.8	881.7	865.9	1,057.4	1,192.8

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

Passport screenshot (Packaged Food home)

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

SEARCH | INDUSTRIES ▼ | COUNTRIES & CONSUMERS ▼ | SURVEY | DASHBOARDS | CONSULTING | MY PAGES ▼ | HELP

Packaged Food

SEARCH TREE
Select category...
Go >

VIEW TOP COUNTRIES
Choose a category...
○ Size ○ Forecast
○ Growth ○ Historic
○ Per cap.

VIEW TOP CATEGORIES
Choose a geography...
○ Size ○ Forecast
○ Growth ○ Historic
○ Per cap.

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 >

LATEST RESEARCH | More >

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

VISUAL APPLICATIONS
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.

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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.

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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