

# 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.



# PASSPORT HOMEPAGE

## The Home page: Search menu and featured content

Passport Home provides a global search menu and the latest featured content as a starting point.

The screenshot shows the Passport Home page layout. At the top is a navigation bar with the Passport logo and menu items: Search, Industries, Economies, Consumers, Companies, Analytics, Consulting, and Help. A search bar is located on the right of the navigation bar. Below the navigation bar is a large blue banner with the text 'SEARCH BY INDUSTRIES, CATEGORIES AND TOPICS' and a search input field. To the right of the banner is a 'New to Passport? Start Here.' section with three cards: 'PASSPORT VIDEO 3 minutes WATCH VIDEO', 'PASSPORT GUIDE', and 'PASSPORT 10 minutes DOWNLOAD PDF'. Below the banner is a 'FEATURED CONTENT' section with a large blue card titled '“Free From” Food Movement: Driving Growth in Health and Wellness Space' and a 'Briefing | 16 Jun 2018'. To the right of the featured content is a 'YOUR ANALYST TEAM' section with four analyst portraits and a 'YOUR ACCOUNT TEAM' section with two account team members. Below these sections are four columns of content: 'COUNTRY REPORTS: DATAGRAPHS', 'SEARCH STATISTICS', 'SEARCH ANALYSIS', and 'SEARCH DASHBOARDS'. At the bottom are three sections: 'ANALYTICS', 'BREXIT SCENARIOS TOOL', and 'MEGATRENDS'. Numbered callouts 1 through 4 are placed over the page to highlight specific features: 1 points to the navigation bar, 2 points to the featured content card, 3 points to the analyst team section, and 4 points to the account team section.

### 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
- ANALYTICS**  
Connect the dots between economic, demographic and industry data
- CONSULTING**  
Find answers for your custom research needs
- HELP**  
Access help videos, FAQ, definitions, methodology information and more

### 2 FEATURED CONTENT

View featured content for your relevant subscription(s)

### 3 YOUR ANALYST TEAM

Information about the Euromonitor International analysts

### 4 YOUR ACCOUNT TEAM

Contact your account team directly

## The Home page: Search tiles

Quickly access statistics, analysis, interactive visualization tools and more from the home page using search tiles.

## 5 SEARCH TILES

### COUNTRY REPORTS: DATAGRAPHS

See interactive visualisations of industry, category and geographical data

### SEARCH STATISTICS

Jump to a high-level statistical view of top countries by industry or topic

### SEARCH ANALYSIS

Quickly find relevant analysis by industry or topic

### SEARCH DASHBOARDS

Visually explore an industry and quickly understand large data sets

### ANALYTICS

Identify growth drivers, plan for economic scenarios and assess competitive landscapes

### BREXIT SCENARIOS TOOL

Explore the impact of Brexit on economies, industries and consumers

### MEGATRENDS

Get insights on major global shifts impacting the way we live and do business

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# SEARCH

## Searching for data

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

The screenshot shows the 'Search' interface with the following elements:

- 1 Search Full Tree:** A blue header with the text 'Get everything you need' and a search input field labeled 'CATEGORIES AND TOPICS' with a 'GO' button.
- 2 Browse Tree:** A grey header with the text 'Explore a category or topic' and a search input field labeled 'CATEGORIES AND TOPICS' with a 'GO' button.
- 3 RECENT SEARCHES:** A section titled 'RECENT SEARCHES' with the message 'No recent searches are available.'
- 4 SAVED SEARCHES:** A section titled 'SAVED SEARCHES'.
- 2 SEE DATA NOW Quick Market Statistics:** A section with the text 'Go directly to a data table by selecting specific categories or topics and geographies.' It includes two input fields: 'Add Categories and/or Topics (maximum of 15)' and 'Add Geographies (maximum of 15)', both with placeholder text 'TYPE A SPECIFIC CATEGORY OR TOPIC' and 'TYPE A SPECIFIC GEOGRAPHY' respectively.

## Searching for data using the Full Tree: Categories and topics

Explore the category search hierarchy.

**1**  CATEGORIES AND TOPICS (8)  GEOGRAPHIES (0)

Alcoholic Drinks  Digital Purchases  Internet  Possession of Digital Devices  Possession of Smart Phone

Possession of Tablet  Possession of Laptop  Percentage of Households with Access to Internet

Type a specific category or topic to filter the available items

**2** FIND A SPECIFIC CATEGORY OR TOPIC

INDUSTRIES

**3**  ECONOMIES AND CONSUMERS

Business Dynamics

Digital Consumer

Digital Purchases **4**

Internet

Mobile Telecommunications

Possession of Digital Devices

Economy, Finance and Trade

Households

Income and Expenditure

Industrial (Entire Economy)

Population

**5**

### **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.

The screenshot shows the search interface with the following elements:

- 1 GEOGRAPHIES (15)**: The selected tab at the top, with a 'SEARCH' button to its right.
- 2 FIND A SPECIFIC GEOGRAPHY**: A search input field containing 'Americas'.
- 3 GEOGRAPHIES**: A section with a minus sign icon and a list of regions: World, Asia Pacific, Australasia, Eastern Europe, and Latin America.
- 4 Americas**: A dropdown menu showing the selected predefined list.
- 5**: A button with a grid icon next to 'Argentina' in the list.
- 6 SEARCH**: A button at the top right of the interface.

- 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.

The screenshot displays the 'Browse Tree' search interface. At the top, there are two tabs: 'CATEGORIES AND TOPICS (4)' (selected) and 'GEOGRAPHIES (4)'. A 'Search' button is located to the right. Below the tabs, there is a filter bar with four selected categories: 'Alcoholic Drinks', 'Beer', 'Spirits', and 'RTDs/High-Strength Premixes', along with a 'Clear All' button. A search input field contains the text 'FIND A SPECIFIC CATEGORY OR TOPIC' and a magnifying glass icon. Below the search field, a breadcrumb trail shows 'You Are Here: Categories and Topics > ALCOHOLIC DRINKS'. A 'Select All' checkbox is present. The main area displays a list of categories with checkboxes and navigation icons: 'Beer' (checked), 'RTDs/High-Strength Premixes' (checked), 'Wine' (unchecked), 'Cider/Perry' (unchecked), and 'Spirits' (checked). A 'Next' button is located at the bottom right.

- 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.

The screenshot shows the 'GEOGRAPHIES (4)' tab selected. The search bar contains 'World', 'Anguilla', 'Dominican Republic', and 'Nicaragua'. The predefined geography list is set to 'GEOGRAPHIES'. The breadcrumb trail shows 'Geographies' and 'LATIN AMERICA'. The grid of geography selection buttons includes: Anguilla (selected), Cuba, Mexico, Antigua, Curacao, Nicaragua (selected), Argentina, Dominica, Panama, Aruba, Dominican Republic (selected), Paraguay, Bahamas, Ecuador, Peru, Barbados, El Salvador, and Puerto Rico.

### 1 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

### 2 TYPE A SPECIFIC GEOGRAPHY

Filter by a specific geography by typing in the search box

### 3 SELECT A PREDEFINED LIST

Click to see a drop-down list of predefined regions or countries

### 4 BREADCRUMB

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

### 5 RUN SEARCH

Click to see a list of all statistics and analysis related to your search parameters



# RESULTS PAGE

## 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
  - » DistributionAccess 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

**1 You searched for:**

**CATEGORIES AND TOPICS (4):** Consumer Electronics, Computers, Portable Computers, Tablets  
**GEOGRAPHIES (2):** Canada, USA

[← MODIFY SEARCH](#)

[SAVE SEARCH ☆](#)

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**POPULAR STATISTICS**

**Market Sizes**  
Aggregated sales in a time series by standard data types, per capita growth.

**2** [VIEW YOUR DATA ONLINE](#) **3** [CONFIGURE AND EXPORT YOUR DATA](#)

**Company Shares**  
Share of sales and actual sales by company in a time series by standard data types.

[VIEW YOUR DATA ONLINE](#) [CONFIGURE AND EXPORT YOUR DATA](#)

**Brand Shares**  
Share of sales and actual sales by brand in a time series by standard data types.

[VIEW YOUR DATA ONLINE](#) [CONFIGURE AND EXPORT YOUR DATA](#)

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**ANALYSIS**

[FILTER ANALYSIS \(0\)](#) **+** **5** [SORT RESULTS](#) [v](#)

**4** **Consumer Electronics in the US**  
[INDUSTRY OVERVIEW | SEP 2016](#)  
Retail sales of consumer electronics failed to record volume growth for the fourth consecutive year in 2016, falling by 3%. A number of former growth categories such as tablets and smartphones reached, or were reaching, maturity in the later part of ...

**Consumer Electronics in Canada**  
[INDUSTRY OVERVIEW | SEP 2016](#)  
In 2016, consumer electronics in Canada experienced growth and new opportunities in key product categories as a result of the eagerness of Canadians to adopt new product innovations. Notable areas of growth include smartphones, convertible laptops, ...

**Global Consumer Attitudes to Home Ownership: In Search of a Room of One's Own**

## Using Statistics (new interface)

**1** Market Sizes  
[Back to Results](#)

**2** Historical

**3** CHANGE STATS TYPE **4** MODIFY SEARCH +

**6** CONVERT DATA + **5** CHANGE DATA TYPES 2012 2017 **8** APPLY >

Stats type	Geography	Category	Data Type	Unit	2012	2013	2014	2015	2016	2017
	North America	Consumer Electronics	Retail Volume	'000 units	510,352.1	502,080.5	485,623.5	482,864.0	475,576.9	472,775.8
	North America	Computers and Peripherals	Retail Volume	'000 units	121,514.3	135,069.1	134,371.8	122,965.2	114,795.8	107,871.6
	North America	Computers	Retail Volume	'000 units	94,663.8	109,698.7	110,329.7	100,155.0	93,614.5	88,189.6
	North America	Desktops	Retail Volume	'000 units	10,715.4	10,057.9	9,479.7	8,378.0	7,652.0	7,185.4
	North America	Laptops	Retail Volume	'000 units	26,473.1	25,273.2	25,849.6	25,966.3	25,953.0	25,554.9
	North America	Tablets	Retail Volume	'000 units	57,475.3	74,367.7	75,000.4	65,810.8	60,009.4	55,449.2
	Canada	Consumer Electronics	Retail Volume	'000 units	36,521.8	34,523.3	32,862.7	32,065.2	31,673.2	31,798.2
	Canada	Computers and Peripherals	Retail Volume	'000 units	7,238.7	7,176.5	6,879.6	6,617.2	6,525.6	6,424.6
	Canada	Computers	Retail Volume	'000 units	5,311.4	5,409.4	5,295.8	5,160.3	5,101.8	5,019.3
	Canada	Desktops	Retail Volume	'000 units	861.7	820.4	793.7	762.0	714.5	695.3
	Canada	Laptops	Retail Volume	'000 units	1,814.7	1,690.6	1,560.1	1,494.6	1,529.0	1,555.9
	Canada	Tablets	Retail Volume	'000 units	2,635.0	2,898.5	2,942.0	2,903.7	2,858.4	2,768.1
	USA	Consumer Electronics	Retail Volume	'000 units	473,830.3	467,557.1	452,760.8	450,798.8	443,903.7	440,977.7
	USA	Computers and Peripherals	Retail Volume	'000 units	114,275.6	127,892.6	127,492.3	116,348.0	108,270.2	101,447.0
	USA	Computers	Retail Volume	'000 units	89,352.4	104,289.3	105,034.0	94,994.8	88,512.7	83,170.3
	USA	Desktops	Retail Volume	'000 units	9,853.7	9,237.5	8,686.0	7,616.1	6,937.6	6,490.1
	USA	Laptops	Retail Volume	'000 units	24,658.4	23,582.6	24,289.5	24,471.7	24,424.1	23,999.1
	USA	Tablets	Retail Volume	'000 units	54,840.3	71,469.2	72,058.5	62,907.0	57,151.1	52,681.1

[Category Definitions](#) | [Region Definitions](#) | [Calculation Variables](#)

Research Sources:  
 1. Consumer Electronics: Euromonitor from trade sources/national statistics

- PAGE TITLE**  
View the measure name chosen on the result list page
- TABLE HEADER**  
View the header name relevant to the displayed data (e.g., "Historic", "Forecast", etc.)
- CHANGE STATISTICS TYPE**  
Navigate to different statistics based on the selected categories and geographies
- MODIFY CATEGORIES AND GEOGRAPHIES**  
Add or remove categories and geographies—this control also reflects the current categories and geographies
- CHANGE DATA TYPES**  
View data for a particular data type
- CONVERT DATA**  
Convert and manipulate the displayed data
- FILTERS**  
Filter the displayed data
- PAGE TOOLS**  
Print, save, download and share the displayed data
- TIME SERIES**  
Choose the year range for the data to be displayed on the grid

## Using Statistics (old interface)

**Statistics**

[Back To Results](#)

1

2 **Convert Data**

- Unit type
- Volume conversions
- Unit multiplier
- Growth
  - Year-on-year growth (%)
  - Period growth
  - Growth index
  - Return to actual

**Change Time Series**

**Change Categories**

**Change Geographies**

- World
- Asia Pacific
- Australasia
- Eastern Europe
- Latin America
- Middle East and Afric
- North America
- Western Europe

[Apply](#)

3 **More Results**

4 Market Sizes

**Distribution | Historical | Off-trade Volume | % breakdown**

Key: Related Analysis View Chart

Change View	2011	2012	2013	2014	2015	2016
World						
Alcoholic Drinks						
<input type="checkbox"/> Store-Based Retailing	99.1	99.0	98.8	98.5	98.1	97.7
<input type="checkbox"/> Grocery Retailers	97.3	97.1	96.9	96.5	96.1	95.7
<input type="checkbox"/> Discounters	3.7	3.8	3.9	4.0	4.1	4.2
<input type="checkbox"/> Food/drink/tobacco specialists	21.4	21.4	21.8	22.1	22.4	22.5
<input type="checkbox"/> Hypermarkets	10.9	11.1	11.6	11.8	11.8	11.9
<input type="checkbox"/> Small Grocery Retailers	29.9	29.5	28.8	28.4	27.7	27.2
<input type="checkbox"/> Convenience Stores	4.5	4.5	4.5	4.6	4.8	4.9
<input type="checkbox"/> Forecourt Retailers	4.4	4.4	4.3	4.4	4.5	4.5
<input type="checkbox"/> Independent Small Grocers	21.0	20.6	20.0	19.3	18.5	17.8
<input type="checkbox"/> Supermarkets	24.9	25.1	25.2	25.2	25.3	25.3
<input type="checkbox"/> Other Grocery Retailers	6.5	6.1	5.6	5.1	4.7	4.7
<input type="checkbox"/> Non-Grocery Specialists	0.5	0.5	0.5	0.5	0.5	0.5
<input type="checkbox"/> Drugstores/parapharmacies	0.4	0.5	0.4	0.4	0.4	0.4
<input type="checkbox"/> Mixed Retailers	1.3	1.4	1.4	1.5	1.5	1.6
<input type="checkbox"/> Department Stores	0.2	0.2	0.2	0.2	0.2	0.2
<input type="checkbox"/> Mass Merchandisers	0.3	0.3	0.3	0.3	0.3	0.3
<input type="checkbox"/> Variety Stores	0.1	0.1	0.1	0.1	0.1	0.1

**INTERFACE OPTIONS**

### 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.

The screenshot displays the Passport Analytics interface. At the top, there is a navigation bar with 'Passport' and several menu items: Search, Industries, Economies, Consumers, Companies, Analytics, Consulting, and Help. Below this, the 'Analysis' section is visible, featuring a 'Back To Results' button and a 'View full screen as PDF' button. The main content area is titled 'Global Economic Forecasts: Q3 2017' and includes a 'Table Of Contents' sidebar on the left. The sidebar lists various sections such as 'Overview', 'Global Economy', 'Executive Summary', 'GDP Forecasts - Revisions Over Last Quarter', 'Inflation Forecasts - Revisions Over Last Quarter', 'Interest Rate Forecast', 'Major Forecast Revisions', 'The US', 'General Outlook', 'Pessimistic and Optimistic Scenarios', 'Consumer Spending and Labour Markets', 'Private Sector Sentiment and Business Investment', 'Related Statistics', 'Related Industry Reports', 'Related Articles', and 'More Related Items'. The main content area shows the 'Overview' section, which includes a 'Decomposition of Global Real GDP Growth' chart and several bullet points discussing global economic trends and risks. The chart shows growth rates for Emerging Markets and Advanced Economies from 2015 to 2020. The text discusses the global economy's performance in 2017, the forecast for 2018-2020, and the impact of geopolitical tensions and Brexit.

- 1 **OUTPUT OPTIONS**  
Export the report as PDF, print it or save it to the Saved Research section
- 2 **TABLE OF CONTENTS**  
Easily navigate to different areas of the report
- 3 **RELATED REPORTS**  
Access complete versions of related reports with extra analysis
- 4 **MORE RELATED ITEMS**  
Access insights, such as:
  - » Supporting statistics
  - » Industry reports
  - » Company profiles
  - » Articles
  - » Other analysis

# INDUSTRY PAGES

## Navigating an Industry Page

Access statistics and analysis on a select industry.

- 1 **SEARCH STATISTICS**  
Quickly access relevant statistics by category
- 2 **RANK DATA**  
Quickly access the top statistics ranking for certain categories or countries.
- 3 **COUNTRY REPORTS**  
Analyse key trends across categories, competitors and channels for all researched markets and use interactive datagraphics to visualise the market landscape
- 4 **ANALYSIS**  
Access the latest briefings or quickly search analysis by category using analysis quick links

**1 SEARCH STATISTICS**  
Find the data you need. Quickly identify statistics by category impacting your organisation.

**2 RANK DATA**  
Rank Countries Rank Categories

**3 COUNTRY REPORTS**  
Analyse key trends and developments across categories, competitors and channels for all researched markets

**4 ANALYSIS QUICK LINKS**  
Start your search by selecting a category of interest.

**ANALYSIS BRIEFINGS**

Beer Global Overview: The Story Beyond Stagnation 16 Jun 2018	Craft Spirits: Distilling the Facts Behind the Buzz 13 Jun 2018
The Evolution of Craft: A New Era for Beer? 06 Jun 2018	Alcoholic Drinks: Key Trends for 2018 23 Apr 2018

## Navigating an Industry Page

Use the tiles to quickly explore an industry through interactive dashboards, reports, analytics tools and more.

**4 DASHBOARDS - VISUALISE DATA**

Select a dashboard for a visual and interactive way to understand high-level trends.

[EXPLORE](#)

**5 COMPANY PROFILES**

Evaluate the competitive positioning and strategies of leading national and international players.

[VIEW ALL PROFILES](#)

**6 CITY REPORTS**

Investigate and assess major urban areas, local trends and the future outlook across categories.

[GO](#)

**7 MEDIA**

Watch our analysts in action and hear the latest industry insights.

[VIEW ALL MEDIA](#)

**8 LATEST RESEARCH**

**Alcoholic Drinks in Algeria**  
Country Report  
08 Jun 2018

**Alcoholic Drinks in Tunisia**  
Country Report  
08 Jun 2018

**Beer in Algeria**  
Country Report  
08 Jun 2018

**Cider/Perry in Algeria**  
Country Report  
08 Jun 2018

[VIEW ALL RESEARCH](#)

**9 ANALYTICS**

**ALCOHOLIC DRINKS FORECAST MODEL**

Explore latest category forecasts, demand drivers, market potential, and impact of macro scenarios.

[EXPLORE](#)

**COMPETITOR ANALYTICS**

17	11	11	17	14	36	10	20
33	25	9.5	54	27			2.4
0.5	9.7		36	60	11	32	45
24	6.5	6.3	22	6.9	21		0.8
4.5	0.4	0.7	7.3	6.4	4.6	3.8	10
0.2	6.1			33	15	1.7	18
0.9	79		40	58		24	41
7.7				56	69	25	78
0.3	0.3	1.6	12	18			15

Understand your competitors' product portfolio and performance, and see the world through their eyes.

[EXPLORE](#)

**PASSPORT CONNECTOR**

Explore data relationships across Passport Industries, Economies and Consumers.

[EXPLORE](#)

- 4
**DASHBOARDS**  
 Visually explore the industry and quickly understand large data sets
- 5
**COMPANY PROFILES**  
 Evaluate the competitive positioning and strategies of the leading national and international players
- 6
**CITY REPORTS**  
 Investigate major urban areas and local trends across categories
- 7
**MEDIA**  
 Watch our analysts in action and hear the latest industry trends
- 8
**LATEST RESEARCH**  
 Access the most recently updated research and analysis for the industry
- 9
**ANALYTICS**  
 Quickly access the analytics tools included in your subscription. Identify growth drivers, plan for economic scenarios and assess competitive landscapes

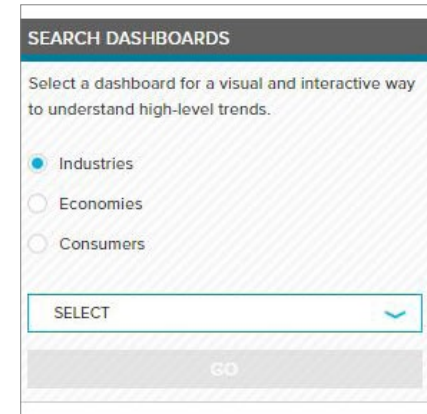
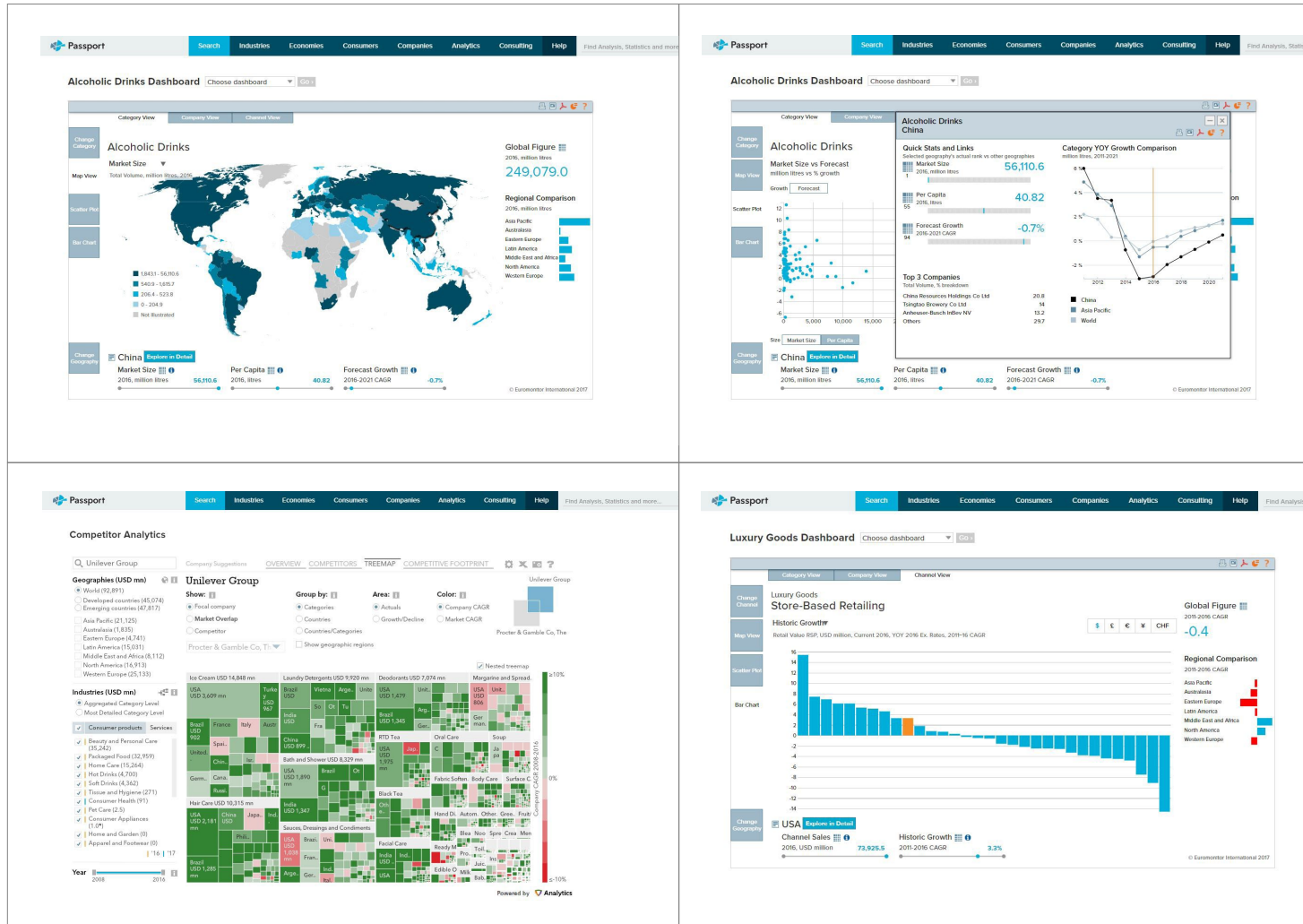
# INTERACTIVE DASHBOARDS

## 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.

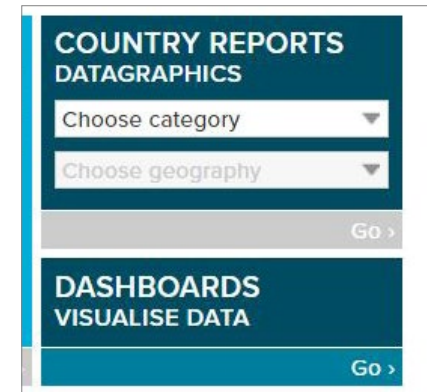
## FROM THE HOME PAGE

Access Dashboards by choosing industries, economies or consumers, selecting the vertical in the drop down and then clicking "Go"



## FROM THE INDUSTRY PAGES

Access Dashboards by selecting an industry in the drop down and then clicking "Go"



# SAVED CONTENT

## 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 other 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

The screenshot displays the 'Saved Content' interface. At the top, there are three tabs: 'MY CONTENT', 'SHARED CONTENT', and 'DOWNLOADS'. The 'MY CONTENT' tab is active. On the left side, there are two filter panels. The first panel, labeled '1 SORT RESULTS', has options for 'A-Z', 'Z-A', and 'Date'. The second panel, labeled '2 FILTER CONTENT (0)', has a 'By Type' section with radio buttons for 'Analysis', 'Definitions', 'Related Analysis', 'Related Statistics', 'Research Sources', 'Results List', 'Statistics', and 'World Rankings'. Below this is a 'By Date' section. The main content area shows a list of saved items. Each item has a title, a subtitle, and two buttons: 'Edit' and 'Delete'. The items are: 'Travel Extensions' (RESULTS LIST | 21 AUG 2015), 'Hair Care Project 4' (RESULTS LIST | 21 AUG 2015, SHARED), 'Lager, World' (RESULTS LIST | 21 AUG 2015, All Lager, All World), 'Beer, All Regions' (RESULTS LIST | 21 AUG 2015, All Beer, All Regions Search Results, SHARED), and 'Home Garden Stats' (STATISTICS | 17 AUG 2015, SHARED). A circled '5' is placed over the 'Edit' and 'Delete' buttons for the first item.



# CONTACT US

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## SOCIAL MEDIA

