

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 home page provides quick access to the functions and resources you need most.

HOME: Return to your homepage from anywhere on the site

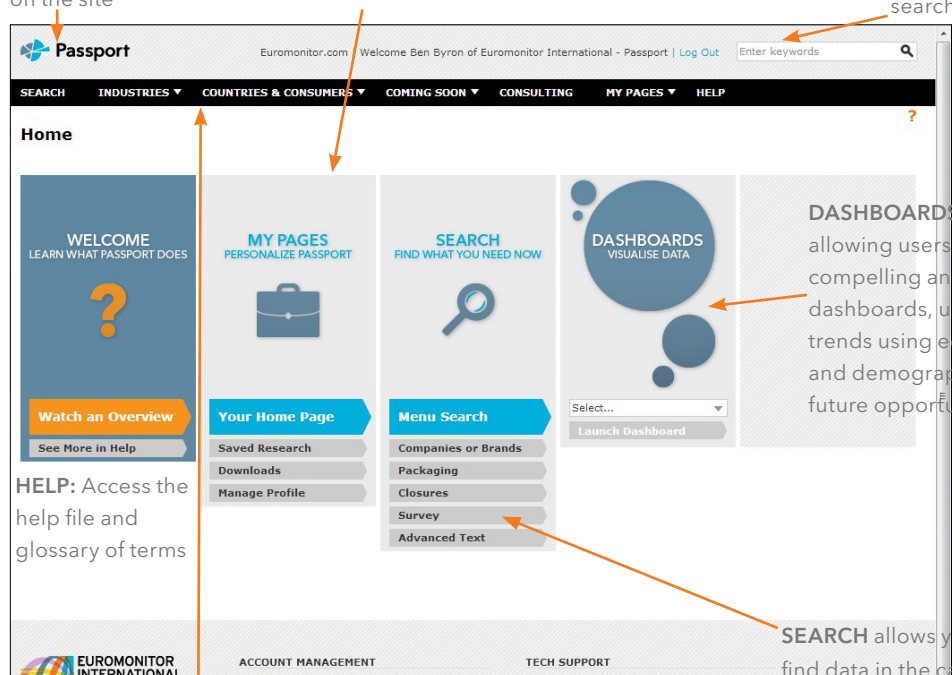
MY PAGES: Allows you to see an aggregation of all your content at once, manage your profile, and access to saved research and downloads

SEARCH: Enter keywords for search suggestions

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.

HELP: Access the help file and glossary of terms

SEARCH allows you to find data in the category tree



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

The screenshot shows the Passport menu search interface. At the top, there's a search bar and navigation tabs: SEARCH, INDUSTRIES, COUNTRIES & CONSUMERS, COMING SOON, CONSULTING, MY PAGES, and HELP. Below this is a sub-navigation bar with tabs: Menu Search, Companies or Brands, Packaging, Closures, Survey, and Advanced Text. The main area is divided into three sections:

- CATEGORY TREE:** A list of categories with expand/collapse icons. A text box explains: "Double click a category name to select all sub-categories at one level below" (pointing to a category), "Click the + icon to expand categories in the menu" (pointing to a plus icon), and "Select the category checkboxes to add them to your search query" (pointing to a checkbox).
- Indicates statistics, analysis and info sources are available:** A text box with arrows pointing to "Statistics" and "Analysis" icons in the top right of the Category Tree.
- CATEGORY SUMMARY:** A list of selected categories with checkboxes. A text box explains: "Click the X icon to delete categories from your selection" (pointing to an X icon).
- Buttons:** "Clear Selection" and "Now Choose Geographies" are at the bottom.

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

The screenshot shows the Passport menu search interface after selecting a category. The main area is divided into three sections:

- PREDEFINED SELECTIONS:** A list of predefined geographical selections. A text box explains: "Predefined geographical selections are listed here. For example, click on BRIC to select Brazil, Russia, India, China" (pointing to the BRIC selection).
- GEOGRAPHY TREE:** A list of geographies with expand/collapse icons. "USA" is selected. A text box explains: "Click to generate data results only" (pointing to the USA selection).
- CATEGORY SUMMARY:** A list of selected categories with checkboxes. A text box explains: "Click the X icon to delete unwanted items" (pointing to an X icon).
- GEOGRAPHY SUMMARY:** A list of selected geographies with checkboxes. "USA" is selected.
- Buttons:** "< Back | Clear Selection", "See Data Now", and "Run Search" are at the bottom.

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 displays the Passport web application interface. At the top, there is a navigation bar with 'SEARCH', 'INDUSTRIES', 'COUNTRIES & CONSUMERS', 'COMING SOON', 'CONSULTING', 'MY PAGES', and 'HELP'. Below this is a search bar with the text 'Enter keywords' and a search icon. The main content area is titled 'Results List' and features a 'FILTER RESULTS' sidebar on the left. The sidebar has three sections: 'by Category' (listing items like Alcoholic Drinks (230), Spirits (126), Wine (89), Beer (88), Rtds/high-strength (20), Soft Drinks (13), Cider/perry (12), Ingredients (9), Retailing (7), Packaged Food (6)), 'by Geography' (listing regions like World (50), Asia Pacific (72), Australasia (42), Eastern Europe (58), Latin America (56), Middle East and Africa (39), North America (186), Western Europe (148), Argentina (9), Australia (41), Austria (5)), and 'by Statistics' (listing Market Sizes, Company Shares, Brand Shares, Distribution). The main results area shows a list of items, each with a 'Show details...' link. A 'Sort by' dropdown menu is set to 'Relevance'. At the bottom, there is a pagination control showing 'Page 1 2 3 4 Next' and a '50 results per page' dropdown menu.

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

Analysis takes you directly to reports and articles

Click to sort by relevance, A-Z or date

Click to save research

Gives you an overview of the data returned

Shows the data type

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

The screenshot shows the Passport software interface. At the top, there's a navigation bar with 'SEARCH', 'INDUSTRIES', 'COUNTRIES & CONSUMERS', 'COMING SOON', 'CONSULTING', 'MY PAGES', and 'HELP'. Below this is a search bar and tabs for 'Results List', 'Statistics', and 'Analysis'. A left-hand sidebar contains several filter categories: 'Convert Data' (with sub-options like 'Local currency', 'US\$ (y-o-y ex rates)', 'Euro (y-o-y ex rates)', etc.), 'Change Time Series', 'Change Data Types', 'Change Categories', 'Change Geographies', and 'More Results'. The main area displays a table titled 'Market Sizes | Historic | Retail Value RSP | US\$ mn | Current Prices | Year-on-Year Exchange Rates'. The table has columns for years 2007, 2008, 2009, and 2010. The rows are categorized by 'Bakery' and 'Chilled Processed Food', with sub-rows for various regions like 'Western Europe', 'Asia Pacific', 'Australasia', etc. A 'CLICK TO RANK DATA' button is visible above the table. A 'Change View' dropdown is also present.

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

Navigate to data easily

Displays the top categories within a specific geography for that industry

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

The screenshot shows a dashboard for 'Packaged Food'. It features several interactive panels: 'SEARCH TREE' with a category dropdown, 'ANALYSIS FINDER' with a geography dropdown, 'VIEW TOP CATEGORIES' with a geography dropdown and radio buttons for 'Size', 'Growth', and 'Per cap.', and 'VIEW TOP COMPANIES' with a company dropdown. A 'DASHBOARDS VISUALISE DATA' button is also present. Below these panels is a news article titled 'European Chocolate Manufacturers Can Still Thrive if Greece Defaults' by Francisco Redruello, Senior Foods Analyst. The article discusses the impact of the Euro crisis on the chocolate industry. To the right of the article is a 'DID YOU KNOW?' section with three key insights: 'As austerity bites, private label will surpass 25% of Western European packaged food retail value in 2012', 'The world's 5 biggest branded packaged food companies control just 12% of global sales between them', and 'China will account for more than a third of global packaged food absolute retail value gains from 2012 to 2017'. At the bottom, there's a 'LATEST RESEARCH' section with a link to 'Unilever Continues to Slim its Food Operations but Volume Growth Still Negative in the Division'.

Dashboards and Visual Apps

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.

Did You Know: See the detail behind this insight

Analysis finder

Access articles of interest relating to your chosen industry

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 and Child-specific Products
 - 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

BEAUTY AND PERSONAL CARE

Global View
Region View: USA

Forecast Growth

Retail Value RSP, US\$ mn, Constant 2011, Fixed 2011 Ex. Rates, 2011-16 CAGR

- 5.1 - 16.8%
- 3.1 - 5.0%
- 1.5 - 2.8%
- 0.0 - 1.4%
- 1.1 - -1.5%
- 2.0 - -2.4%
- Not Illustrated

Click through to the underlying statistics and analysis

USA QUICK STATS

Market Size 2011, US\$ mn: **63,086.4**

Per Capita 2011, US\$: **202.3**

Growth 2011-16 CAGR: **1.6%**

PERCENTILE RANKING

selected country quickstats vs. other countries

100%
73%
36%

CATEGORY YOY GROWTH COMPARISON

US\$ mn, Constant 2011, Fixed 2011 Ex. Rates 2006-2016

2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016

historic forecast

USA World

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

Soft Drinks Industry Overview

Size

Soft Drinks

US\$ bn: **\$811**

Historic Growth

Soft Drinks

2008-11 CAGR: **1.8%**

Forecast Growth

Soft Drinks

2011-14 CAGR: **2.9%**

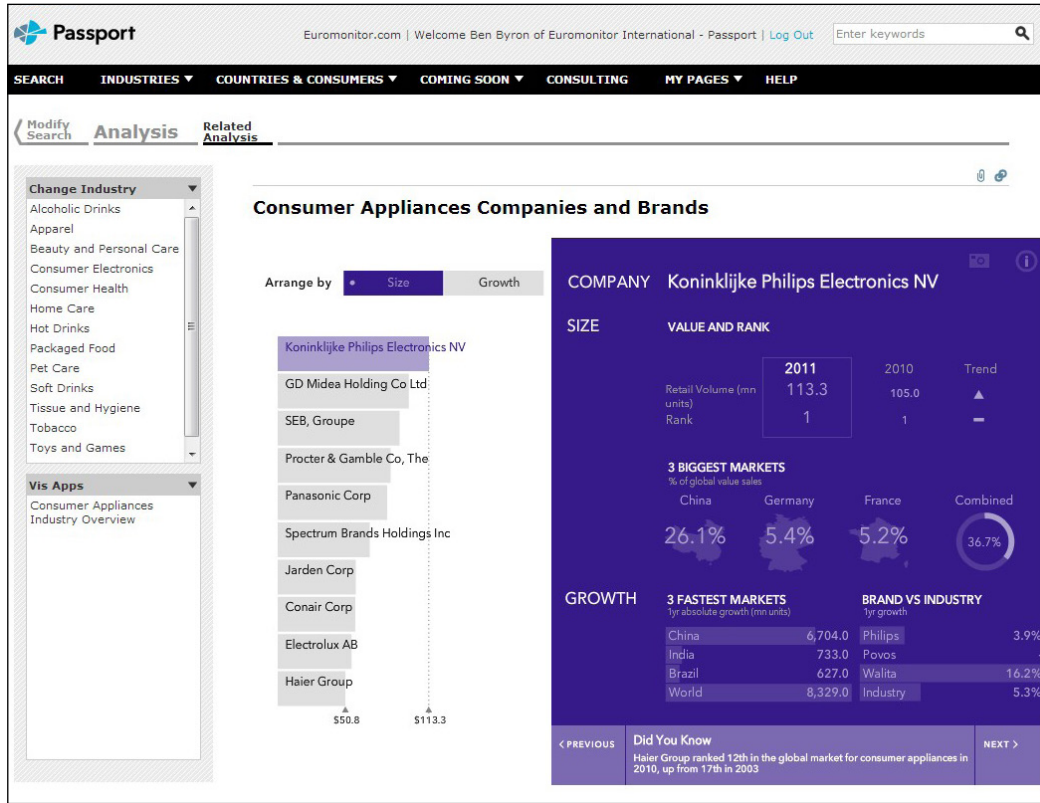
CATEGORIES OF INTEREST: Global Value US\$ mn

- Cola Carbonates: \$27,321
- Non-Cola Carbonates: \$192,788
- Still Bottled Water
- 100% Juice
- Still RTD Tea
- Juice Drinks (up to 24% Juice)
- Carbonated Bottled Water
- Energy Drinks
- Nectars (25-99% Juice)
- Asian Still RTD Tea

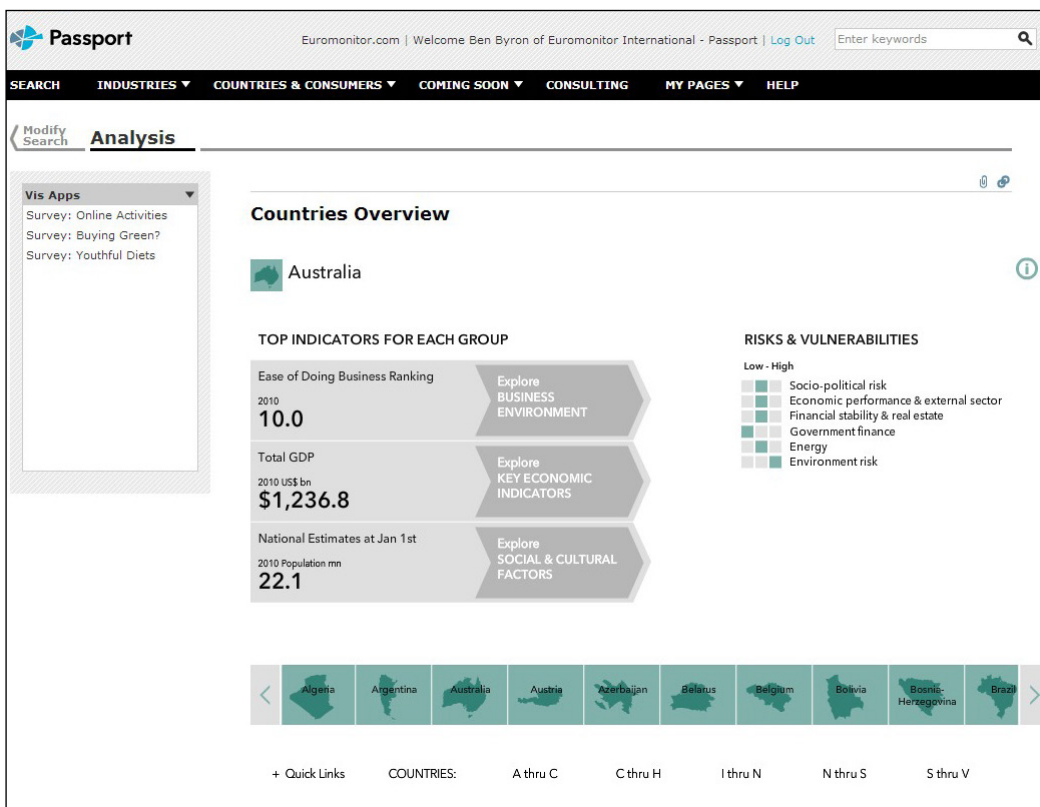
Explore The Details

Access high level data fast

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

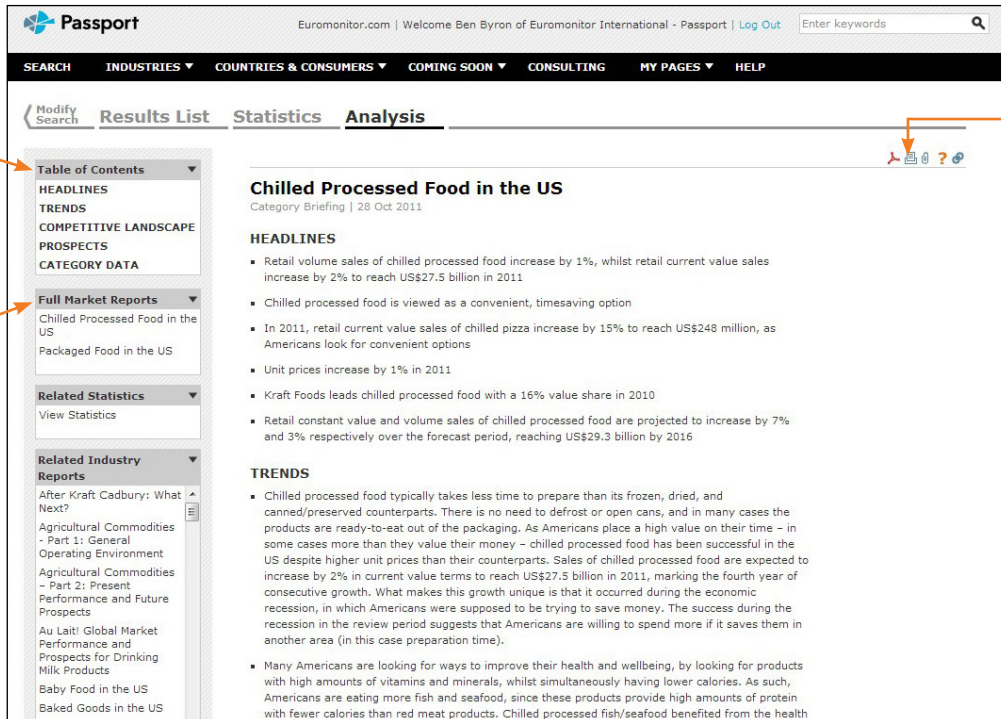


Compare business environmental factors, key economic indicators, social and cultural factors within and across countries with our **country overview**.



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

Connect with Euromonitor

Follow us to gain exclusive access to:

- Videocasts
- Podcasts
- Webinars
- Industry news and facts

- Industry events
- Customer service
- Contests
- Datagraphics



For further information, email Passport@euromonitor.com