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Your gateway to global strategic intelligence

Passport from Euromonitor International sets the standard for global market analysis. It offers a single gateway to business intelligence on industries, countries and consumers.

Passport is the information solution that world-leading companies rely on. National and international manufacturers, retailers, suppliers, investment banks, management consultancies, advertising agencies and trade promotion organisations all use our analysis on a daily basis to make better-informed decisions.

› Understand industry market performance trends and drivers
› Identify factors influencing the business environment
› Understand customers through effective profiling
› Anticipate opportunities by monitoring changing trends

Passport’s simple to use interface makes it easy to find relevant research. It offers an unrivalled level of detail across all categories, enabling you to get to the heart of the issues that really matter. Navigate from millions of statistical data points to supporting written analysis.

› 115 million internationally comparable statistics on industries, countries and consumers
› Forward looking analysis from global, regional, country and company perspectives
› Insightful comment from expert analysts
› Updated daily with our latest research for 205 countries

Passport supports a wide range of business functions across an organisation. We are fully transparent about the research process, sources and data definitions to ensure you understand our research and use it with confidence.

When you subscribe to Passport you are subscribing to a service. Every client has dedicated account management support to make sure you get the most from the system.

Identify and exploit emerging trends globally and locally

Benchmark company, brand and channel performance

Understand your competitive landscape and future drivers

Passport

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Strong market intelligence should inform business decisions at every level of an organisation. Passport is your central reference on the big strategic issues. It supports a wide range of business functions, delivering a strong return on your investment.

Corporate strategy planning
- Board-level annual reviews and strategic outlook
- Executive management’s annual and multi-year planning
- Goals and targets for regions and country markets
- Merger and acquisition possibilities
- Opportunity assessment and market entry studies
- Market risks and competitive threats

Product and brand management
- Marketing, sales and promotions operations
- Price, position and channel brand strategies
- Marketing and advertising claims
- New product development and product launches
- Brand performance, image and risk measurement
- Market and consumer trend frameworks

Consumer insights
- Marketing, brand, insight and knowledge management
- Defining and understanding consumer segments
- Tracking consumer lifestyle changes
- Social trends impact analysis
- Economic and demographic outlook

Competition strategies
- Competitive intelligence, research and analysis
- Understanding and benchmarking peer companies
- Anticipating and countering competitor initiatives
- Tracking changes in competitor positions and priorities

Channel and customer management
- Business development, sales and partner management
- Setting relevant market share metrics
- Exploiting the dynamics of old and new channels
- Informed communications with channel partners
- Benefits-led targeting of new customers
- B2B sales support and trade presentations

Supplier relationships
- Procurement, sourcing, logistics and operations
- Understanding supply partners’ needs and challenges
- Securing and maintaining competitive supply terms
- Value chain strategy across ingredients, packaging, services, manufacturing, distribution and retailing

Knowledge-based decision making

Inform market entry and product launch strategies

Understand customers through effective profiling

Track economic situations and outlook
Global intelligence, in detail

Passport is a truly global intelligence system. It provides integrated access to internationally comparable statistics, full-text market reports and real-time news analysis from industry and country experts. It delivers this vast breadth of content without sacrificing depth of detail in each industry and country.

Global, regional and national statistics
Measure market performance, recognise category growth potential, assess new country markets and identify new consumer segments:

→ 115 million internationally comparable data points
→ 4,000 product and service categories
→ Market volume and value sizes
→ Company, brand and distribution channel shares
→ Pricing, packaging and ingredients
→ Population, economy, households, lifestyles, business environment

Forward-looking strategic analysis
Understand your competitive landscape, evaluate competitor strategies, review issues driving change and consider future outlook scenarios:

→ 17,000 full text reports
→ Product sector briefings
→ Industry performance analysis
→ Company profiles
→ Operating environments and economic outlook
→ Consumer lifestyles and demographics
→ Global, regional and national perspectives

Insightful comment from expert analysts
Recognise the impact and implications of events making the news:

→ New product launches, marketing strategies and industry trends
→ Acquisitions, disposals and strategic partnerships
→ Changing country and business environments
→ Emerging consumer trends and attitudes
→ New consumer segments

Same depth of content for every country
Passport provides uniquely standardised research for all countries, based on consistent definitions of coverage and consistent market measurements. When you examine one country or category against another you can do so with confidence in the like-for-like comparability of the information. The granularity of category breakdowns is unmatched.

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Simple to use interface

- Intuitive online navigation: easy to find relevant research
- Integrated information system: related content intelligently linked to provide full context
- Updated daily with our latest research
- Powerful data analysis functions: customise data for specific needs
- Save, export and charting functions: create your own reports, presentations and business models to share with colleagues

Research you can trust

Euromonitor International’s research is based on robust, proven research methodologies. We have a network of 600 in-country analysts who carry out national level research. Local research is supported by regional and global analysts. They interpret trends across international markets and ensure the cross-border consistency of our data.

Our databases get 19 million page views annually and more than 90% of our clients renew their subscriptions every year.

Tailor-made solution

Passport is tailored to your specific needs. We will work with you to deliver a personalised solution that matches your industry and country information requirements.

Consumer markets
- Alcoholic drinks
- Clothing and footwear
- Consumer electronics
- Cosmetics and toiletries
- Disposable paper products
- DIY and gardening
- Domestic electrical appliances
- Eyewear
- Fresh food
- Health and wellness
- Hot drinks
- Household care
- Housewares and home furnishings
- OTC healthcare
- Packaged food
- Personal and leisure goods
- Pet food and pet care products
- Soft drinks
- Tobacco
- Toys and games

B2B supply
- Ingredients
- Packaging

Service markets
- Consumer foodservice
- Financial cards
- Impulse food and drink channels
- Retailing
- Travel and tourism

Industrial markets
- Agricultural machinery to semi-conductors

Country environment
- Business environment
- Country infrastructure
- Economy
- Households and homes
- Income distribution
- Population structures

Consumers
- Attitudes and opinions
- Lifestyle analysis
- Social trends

Want to know more?

For more information about Passport and how it can support business planning in your organisation, please contact your local Euromonitor International office.

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