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.
The Home page: Search menu and featured content

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

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.

SEARCH TILES

COUNTRY REPORTS: DATAGRAPHICS
See interactive visualizations 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
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
Searching for data using the Full Tree: Categories and topics

Explore the category search hierarchy.

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.

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.

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.

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
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
     » Distribution
   - Access 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
### Results: Statistics

**Using Statistics (new interface)**

<table>
<thead>
<tr>
<th>Category</th>
<th>Subcategory</th>
<th>Type</th>
<th>Year</th>
<th>Unit</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>Consumer Electronics</td>
<td>Retail Volume</td>
<td>2012</td>
<td>1000 units</td>
<td>510,352.1</td>
</tr>
<tr>
<td>North America</td>
<td>Computers and Peripherals</td>
<td>Retail Volume</td>
<td>2012</td>
<td>1000 units</td>
<td>112,514.3</td>
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<td>North America</td>
<td>Computers</td>
<td>Retail Volume</td>
<td>2012</td>
<td>1000 units</td>
<td>94,663.8</td>
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<tr>
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<td>Desktops</td>
<td>Retail Volume</td>
<td>2012</td>
<td>1000 units</td>
<td>10,715.4</td>
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<td>Laptops</td>
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<td>2012</td>
<td>1000 units</td>
<td>26,473.1</td>
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<td>North America</td>
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<td>1000 units</td>
<td>57,475.2</td>
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<tr>
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<td>1000 units</td>
<td>7,228.7</td>
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<td>Computers</td>
<td>Retail Volume</td>
<td>2012</td>
<td>1000 units</td>
<td>5,111.4</td>
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<tr>
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<td>2012</td>
<td>1000 units</td>
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<td>2012</td>
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<td>2012</td>
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<td>Tablets</td>
<td>Retail Volume</td>
<td>2012</td>
<td>1000 units</td>
<td>34,840.2</td>
</tr>
</tbody>
</table>

**Category Definitions**: 
- Consumer Electronics: Euromonitor from trade sources/national statistics.

**Filters**
- Processor: 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 (new interface)**

1. **Page Title**: View the measure name chosen on the result list page
2. **Table Header**: View the header name relevant to the displayed data (e.g., "Historic", "Forecast", etc.)
3. **Change Statistics Type**: Navigate to different statistics based on the selected categories and geographies
4. **Modify Categories and Geographies**: Add or remove categories and geographies—this control also reflects the current categories and geographies
5. **Change Data Types**: View data for a particular data type
6. **Convert Data**: Convert and manipulate the displayed data
7. **Filters**: Filter the displayed data
8. **Page Tools**: Print, save, download and share the displayed data
9. **Time Series**: Choose the year range for the data to be displayed on the grid
Using Statistics (old interface)

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.

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
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
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.

5 COMPANY PROFILES
Evaluate the competitive positioning and strategies of 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.
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.
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
CONTACT US
For questions and more information, log into Passport to reach your account manager or email passport@euromonitor.com

SOCIAL MEDIA