Euromonitor International’s Passport is an integrated online database, providing business intelligence on industries, economies and consumers. Its simple-to-use interface makes it easy to find relevant research.

This guide provides a detailed overview of how to use Passport, allowing you to find the information you need more efficiently.
The Homepage

Passport Home provides an overview of the latest information for industries, economies, consumers and more.

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
» Euromonitor Solutions: Find answers for your custom research needs
» Help: Access help videos, FAQ, definitions, methodology information and more

SEARCH STATISTICS

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

FIND ANALYSIS

» Select a category or topic to quickly go to a full list of all relevant analysis

EXPLORE DASHBOARDS

» Visually explore an industry and quickly understand large data sets

WHAT’S NEW

» Read the latest articles written by our expert analysts

The Future of Food: Insights from Expo Milano 2015 - Part 1

One of the highlights of Expo Milano 2015 was "The Future of Food" which presented different scenarios for the application of new technologies at each step of the food chain. Within this context, The Supermarket of the Future stood out as a potential platform where consumers could reflect on and also interact with the way that food will be distributed, packaged and marketed in the future. In this first series on the future of food, we take a closer look at the Supermarket of the Future and evaluate what it entails for packaged food manufacturers and their power brands.

Supermarkets lead charge of grocery retailers

With close to USD2,000 billion in global turnover, supermarkets are the biggest grocery retailers. Together with hypermarkets, supermarkets command almost half of grocery value sales globally, representing an impressive 10 percentage points increase in share from 2000. Moreover, in 2014 52% of packaged food global value sales occurred via supermarkets and hypermarkets, with these channels’ combined share reaching 35% in Western Europe and 45% in North America.

However, supermarkets’ growth appears to be stalling. The combined share of supermarkets and hypermarkets in total grocery is set to plateau at around 49% to 2015, with little change in share from 2011. In contrast, convenience stores and traditional grocery retailers are expected to increase their footfall and presence within the grocery landscape, at least in some parts of the world. Going forward, there is a lot...
Searching for Data

Passport’s powerful search capabilities allow you to find information quickly.

1. SEARCH ALL PASSPORT CONTENT
   - Build a search based on industry categories, city data, companies or brand names, nutrition or survey topics

2. SEE DATA NOW
   - Access statistics for your search parameters, including: market sizes, brand and 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

Explore the category search tree and select geographies.

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. **NOW CHOOSE GEOGRAPHIES**
   - Click the Geographies tab or blue Next button to select geographies for your search
Searching for Data

1. **GEOGRAPHY TREE**
   - 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. **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 tree 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 or distribution
   - Access data by off-trade vs on-trade or products by ingredient

3. VIEW ANALYSIS
   - View global, strategy and industry briefings, datagraphics, opinions and other relevant articles

4. FILTER RESULTS
   - Filter analysis results by category, geography, content types or other information sources
Using Statistics

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 data type, time period, categories and geographies

4. **MORE RESULTS**
   - Access related sets of statistics, such as company shares, brand shares and 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 to 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 supporting statistics, industry reports, company profiles, articles and other analysis
Industry Pages

Access the latest research on a select industry.

1. **SEARCH TREE**
   - Quickly access relevant sections within the search tree

2. **ANALYSIS FINDER**
   - Find all analysis related to your topic by type and geography

3. **RANK COUNTRIES**
   - Jump to a high-level statistical view of top countries by topic

4. **RANK CATEGORIES**
   - Examine the top categories of the industry by geography

5. **REVIEW TOP COMPANIES**
   - Access geographic research and market shares for leading companies in the specified industry

6. **DASHBOARDS**
   - Visually explore the industry and quickly understand large data sets
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 selecting a group and, if necessary, an industry in the drop downs and then clicking “Launch”

FROM THE INDUSTRY PAGES

» Access Dashboards by selecting an industry in the drop down and then clicking “Go”
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