

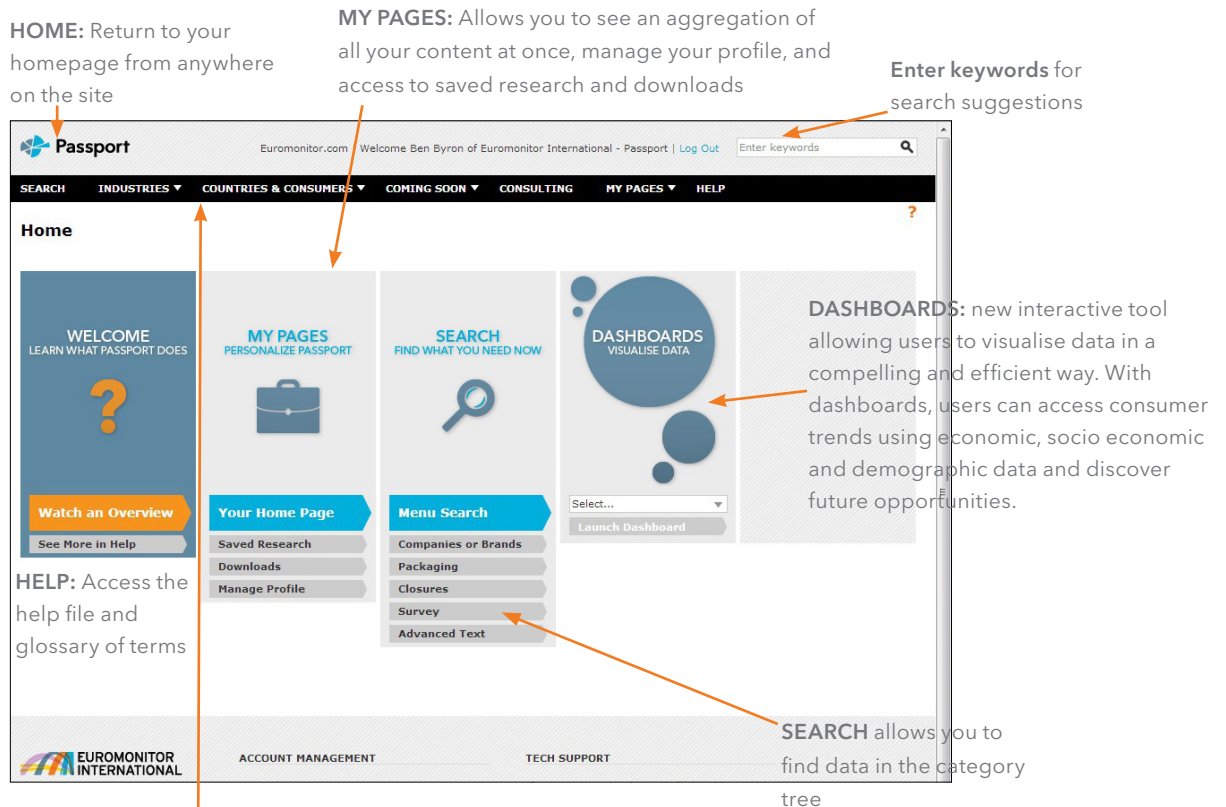
## PASSPORT USER GUIDE

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

**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.

**SEARCH** allows you to find data in the category tree

**HELP:** Access the help file and glossary of terms

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.

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## Searching for data

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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. The top navigation bar includes 'SEARCH', 'INDUSTRIES', 'COUNTRIES & CONSUMERS', 'COMING SOON', 'CONSULTING', 'MY PAGES', and 'HELP'. The main navigation tabs are 'Menu Search', 'Companies or Brands', 'Packaging', 'Closures', 'Survey', and 'Advanced Text'. The 'Menu Search' tab is active, displaying a 'CATEGORY TREE' on the left and a 'CATEGORY SUMMARY' on the right. The 'CATEGORY TREE' has a search bar 'Enter Filter Keywords' and a 'Filter Tree' button. It lists various categories with checkboxes. The 'CATEGORY SUMMARY' shows selected categories with checkboxes. Annotations include: 'Double click a category name to select all sub-categories at one level below' pointing to 'Personal Accessories'; 'Click the + icon to expand categories in the menu' pointing to the expand icon; 'Select the category checkboxes to add them to your search query' pointing to the checkboxes; 'Indicates statistics, analysis and info sources are available' pointing to the 'Statistics' and 'Analysis' tabs; 'Click the X icon to delete categories from your selection' pointing to the 'X' icon in the 'CATEGORY SUMMARY'; and 'Click to select geographies' pointing to the 'Now Choose Geographies' button at the bottom.

Click to select geographies

### STEP TWO:

#### Select Countries

The screenshot shows the Passport Menu Search interface with the 'Geography Tree' selected. The 'PREDEFINED SELECTIONS' list on the left includes 'H&W 32 countries', '54 countries', '80 countries', 'All countries', 'Americas', 'APEC', 'ASEAN', 'BRIC', 'Developed Countries', 'Emerging and Developing Countries', 'EU', 'Europe', 'EuroZone', 'G20', 'G8', 'GCC', 'Mercosur', 'Middle East and North Africa', 'NAFTA', 'OECD', and 'Sub-Saharan Africa'. The 'GEOGRAPHY TREE' shows 'USA' selected. The 'CATEGORY SUMMARY' and 'GEOGRAPHY SUMMARY' are on the right. Annotations include: 'Predefined geographical selections are listed here. For example, click on BRIC to select Brazil, Russia, India, China' pointing to the 'BRIC' selection; 'Click to generate data results only' pointing to the 'See Data Now' button; 'Click the X icon to delete unwanted items' pointing to the 'X' icon in the 'GEOGRAPHY SUMMARY'; and 'Takes you back to the categories page' pointing to the 'Back' button 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.

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

Passport

Euromonitor.com | Welcome Ben Byron of Euromonitor International - Passport | [Log Out](#) |

SEARCH INDUSTRIES COUNTRIES & CONSUMERS COMING SOON CONSULTING MY PAGES HELP

Analysis takes you directly to reports and articles

Modify Search Results List Statistics Analysis

**FILTER RESULTS**

**by Category**

- Alcoholic Drinks (230)
- Spirits (126)
- Wine (89)
- Beer (88)
- Rtids/high-strength
- Premix (20)
- Soft Drinks (13)
- Cider/perry (12)
- Ingredients (9)
- Retailing (7)
- Packaged Food (6)

**by Geography**

- 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 (6)

**by Statistics**

- Market Sizes
- Company Shares
- Brand Shares
- Distribution

**RESULTS** | Sort by: **Relevance**

- Market Sizes Statistics | Oct 2011 | [Show details...](#)
- Company Shares Statistics | Oct 2011 | [Show details...](#)
- Brand Shares Statistics | Oct 2011 | [Show details...](#)
- Distribution Statistics | Oct 2011 | [Show details...](#)
- Pricing Statistics | Oct 2011 | [Show details...](#)
- Off-trade vs On-trade Statistics | Oct 2011 | [Show details...](#)
- Products by Ingredient Statistics | Oct 2011 | [Show details...](#)
- Alcoholic Drinks in the US Industry Overview | Feb 2012 | [Show details...](#)
- Annual Study 2011: Generational Differences Global Survey Report | Dec 2011 | [Show details...](#)
- Anheuser-Busch InBev NV in Alcoholic Drinks (USA) Local Company Profile | Feb 2012 | [Show details...](#)
- Boston Beer Co Inc, The in Alcoholic Drinks (USA) Local Company Profile | Feb 2012 | [Show details...](#)
- Costco Wholesale Corp in Alcoholic Drinks (USA) Local Company Profile | Feb 2012 | [Show details...](#)
- Crown Imports LLC in Alcoholic Drinks (USA) Local Company Profile | Feb 2012 | [Show details...](#)
- Heineken USA Inc in Alcoholic Drinks (USA) Local Company Profile | Feb 2012 | [Show details...](#)
- MillerCoors LLC in Alcoholic Drinks (USA) Local Company Profile | Feb 2012 | [Show details...](#)
- New Belgium Brewing Co in Alcoholic Drinks (USA) Local Company Profile | Feb 2012 | [Show details...](#)
- Pabst Brewing Co in Alcoholic Drinks (USA) Local Company Profile | Feb 2012 | [Show details...](#)
- Sazerac Co in Alcoholic Drinks (USA) Local Company Profile | Feb 2012 | [Show details...](#)
- Wine Group Inc, The in Alcoholic Drinks (USA) Local Company Profile | Feb 2012 | [Show details...](#)
- Yuengling Brewery in Alcoholic Drinks (USA) Local Company Profile | Feb 2012 | [Show details...](#)

Page 1 2 3 4 Next | 50 results per page

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.

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PASSPORT USER GUIDE

### 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

### 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

### 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.

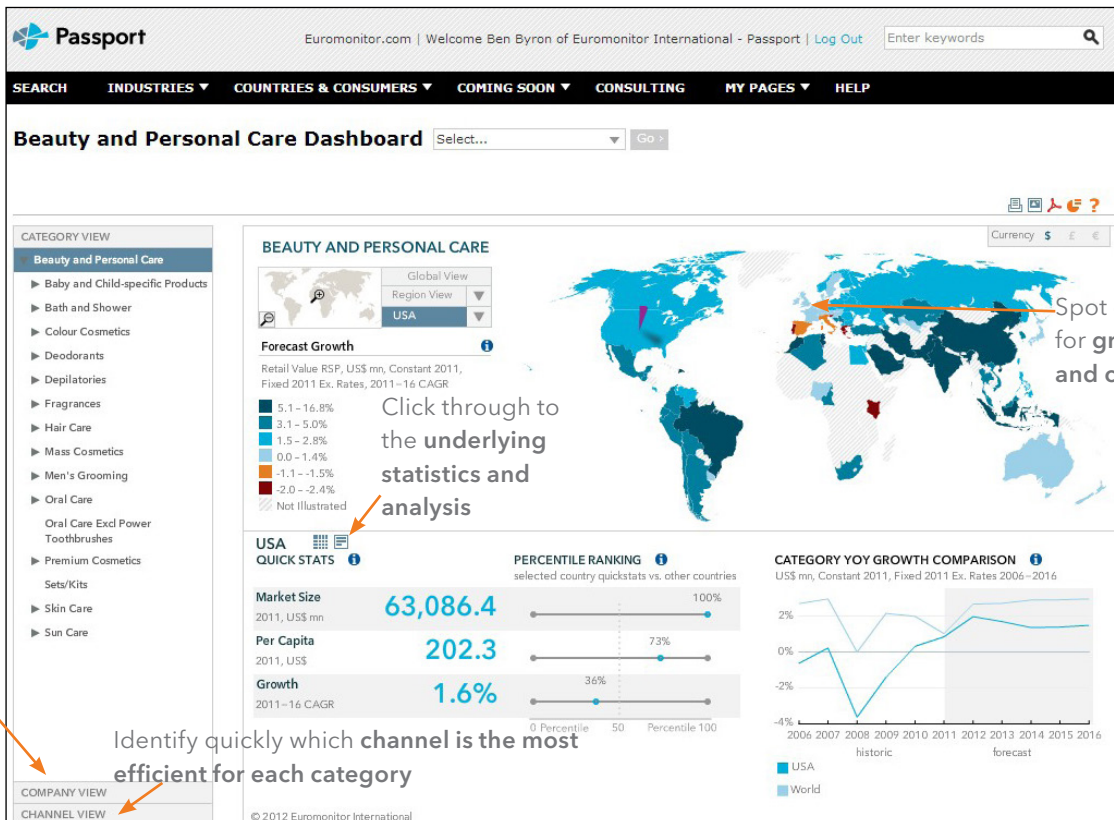
**Did You Know:** See the detail behind this insight

Analysis finder

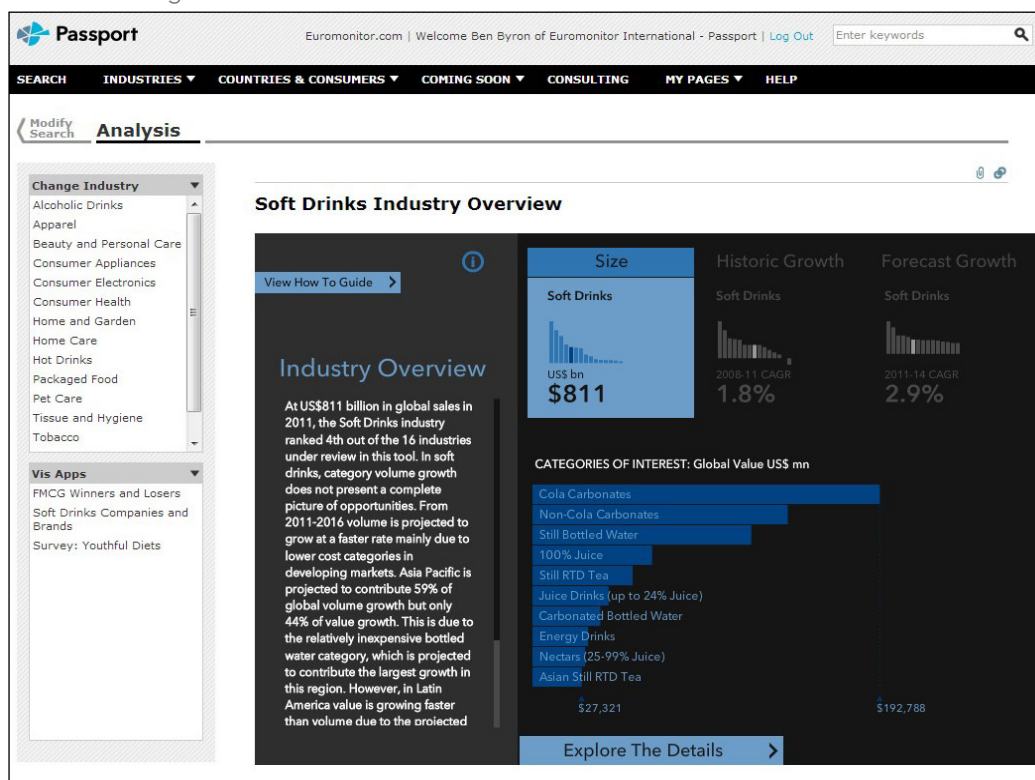
Access articles of interest relating to your chosen industry

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.



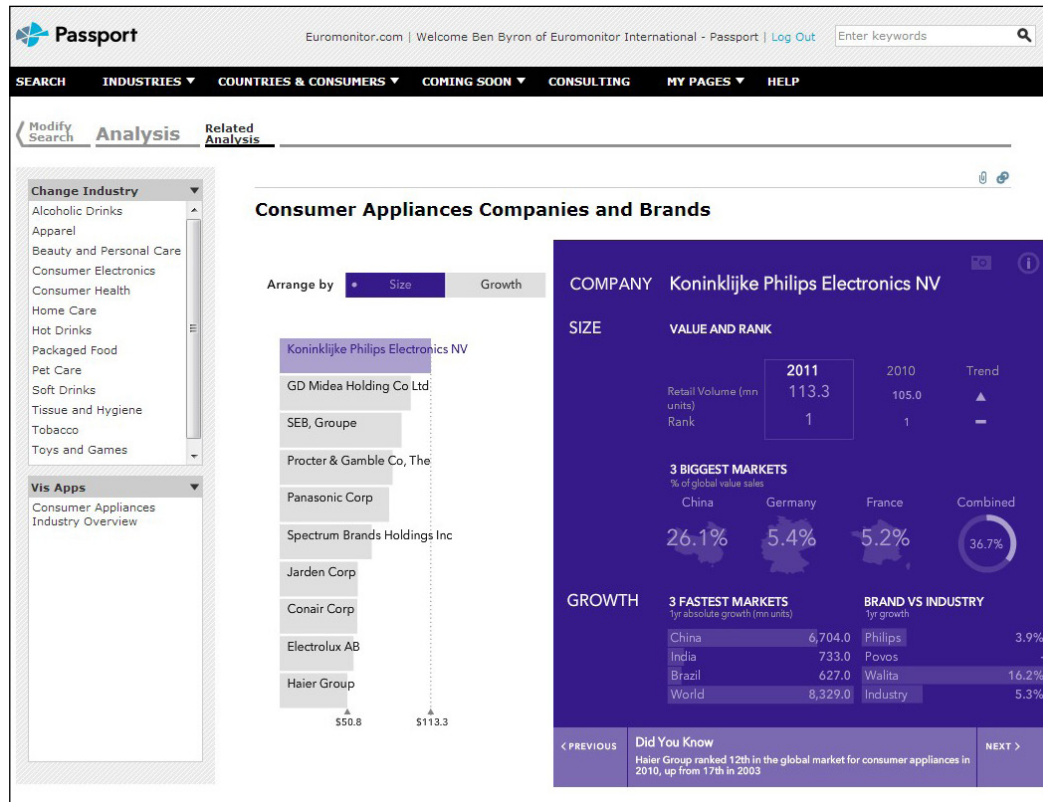
Use Vis Apps to browse by industry to uncover categories, companies and countries of interest at the global level.



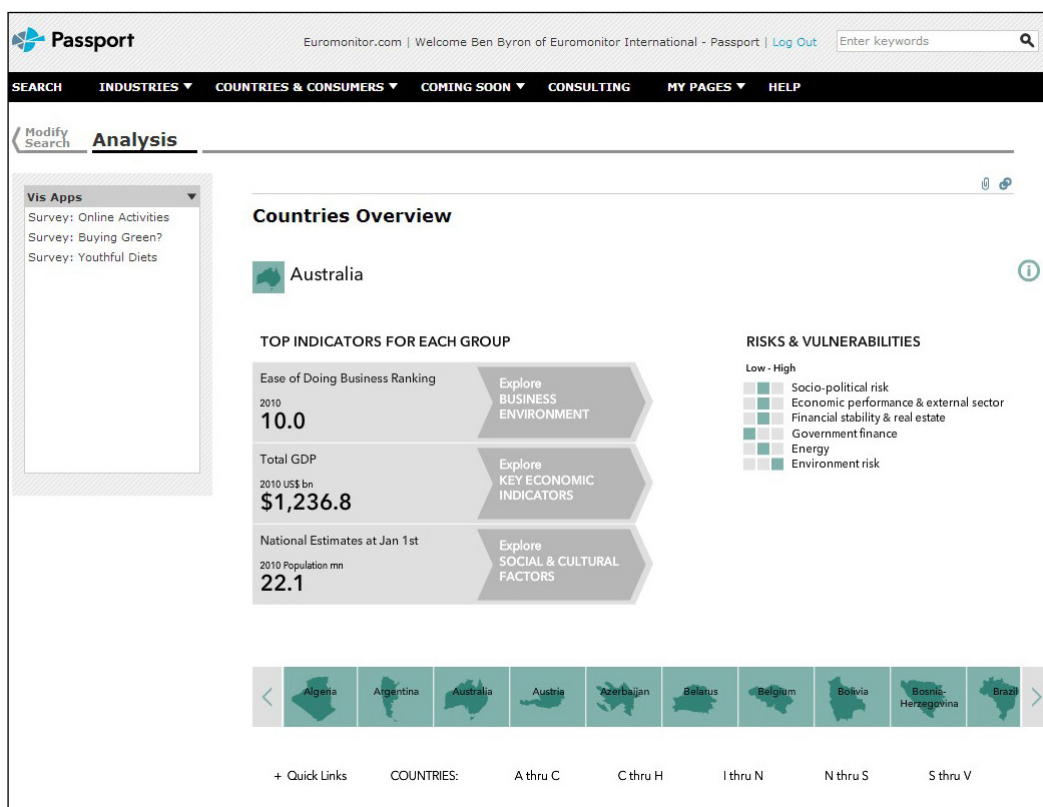


Access high level data fast

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



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