

# PASSPORT

## INTRODUCTION, METHODOLOGY, CAPABILITIES

BY ANDRES CARDESIN

RESEARCH ADVISOR ACADEMICS, WESTERN EUROPE

[ANDRES.CARDESIN@EUROMONITOR.COM](mailto:ANDRES.CARDESIN@EUROMONITOR.COM)

ABOUT EUROMONITOR INTERNATIONAL

### About Euromonitor International

Euromonitor International (since 1972) is the world's leading independent provider of strategic market research, supporting companies, governments and more than 1,000 universities in 106 countries.

Our extensive network of more than 1,200 in-country analysts in developed as well as emerging markets provides the depth of local business information required in today's international business environment.

With offices in 12 countries, analysts around the world and market research on every key trend and driver, we give you powerful access to the real story behind consumer change.

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## Research Coverage

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## Research Expertise

### **Consumer Products**

Alcoholic Drinks

Apparel and Footwear

Automotive

Beauty and Personal Care

Consumer Appliances

Consumer Electronics

Eyewear

Fresh Food

**Services**

Health and Wellness

Home and Garden

Consumer Foodservice

Home Care

Institutional Channels

Hot Drinks

**Supply**Ingredients

Packaging

**Economies**

Business Dynamics

Cities

Economy, Finance and Trade

Industrial

**Consumers**

Lifestyles

Lifestyles

Nutrition

Nutrition

Packaged Food

Packaged Food

Personal Accessories

Personal Accessories

Pet Care

Pet Care

Soft Drinks

Soft Drinks

Tissue and Hygiene

Tissue and Hygiene

Tobacco

Toys and Games

Toys and Games

Consumer Health

Consumer Health

Digital Consumer

Digital Consumer

Households

Consumer Finance

Consumer Finance

Retailing

Income and Expenditure  
Income and Expenditure

Population

Luxury Goods  
Travel

Population

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## RESEARCH APPROACH & METHODOLOGY

### LOCAL KNOWLEDGE AND GLOBAL INSIGHT

RESEARCH APPROACH AND METHODOLOGY

RESEARCH  
METHODOLOGY

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RESEARCH APPROACH AND METHODOLOGY

# Economies and Consumers Methodology

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**PASSPORT**

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Passport is Euromonitor International's award-winning global market research database providing statistics, analysis and analytical models on industries, economies, consumers and companies for up to 210 countries.

Passport is considered a premium database by the global academic community, leading industry players, international organisations such as the WHO, tourism boards and governments.

88 of the worldwide Top 100 business schools (Financial Times Ranking 2017) and +90% of Fortune 500 companies rely on our research in Passport to conduct a variety of local and international projects and stay up-to-date on latest developments in industries, economies and consumers.

In Passport, students gain experience using the same professional-level research database that successful companies rely on. Whether writing market entry plans for a marketing assignment, doing investment due diligence for a financial decisions course or completing detailed consumer segmentation for an urban planning project, students put classroom theory into practice and create reports with real-world relevance.

Faculty leverage our global intelligence for independent research projects, teaching and when promoting their department and courses to prospective candidates and commercial partners. Library staff use our research to answer a broad range of inbound enquiries.



## STANDARD ACADEMIC ACCESS

### INDUSTRIES

- Alcoholic Drinks; Apparel and Footwear; Beauty and Personal Care; Consumer Appliances; Consumer Electronics; Consumer Health; Eyewear; Fresh Food; Health and Wellness; Home and Garden; Home Care; Hot Drinks; Packaged Food; Personal Accessories; Pet Care; Soft Drinks; Tissue and Hygiene; Tobacco; Toys and Games; Consumer Finance; Consumer Foodservice; Retailing; Travel; Packaging

### ECONOMIES

- Business Dynamics; Economy, Finance and Trade; Natural Resources

### CONSUMERS

- Digital Consumer; Households; Income and Expenditure; Lifestyles; Population

### GEOGRAPHY

- 100 countries for Industries
- 210 countries for Economies & Consumers

## ADDITIONAL MODULES

- Industries: Automotive; Ethical Labels; Ingredients; Luxury Goods; Nutrition
- Economies: Cities; Industrial (B2B)

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## PASSPORT CONTENT COMPRISING

- +115 million internationally standardized statistics
- +24,000 market reports: global briefings, company profiles and country reports
- Articles and opinion pieces written daily by our industry and country analysts
- Data back to 1977 for many demographic and socio-economic indicators
- 20 years of comparable industry data: 15 years of historic data and 5-year forecasts
- Monthly and quarterly data for key economic indicators
- Visual datagraphics/dashboards and analytical tools
- Forward-looking analysis of consumer markets
- Industry and category market sizes, shares and growth forecasts
- Company strategies, positioning, strengths and weaknesses
- Strong intelligence for 200+ countries and 1,150 cities
- Economic drivers and emerging consumer trends
- Company shares by global brand owner and national subsidiary/licensee

- Brand shares by global brand name and local brand name

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## **BENEFITS FOR UNIVERSITIES**

- Passport supports a variety of disciplines: Marketing, International Business, Economics, Management, Industrial, Retailing, Supply Chain, Trade & Logistics, Finance, Entrepreneurship...
- Enable students to conduct in-depth market studies for developed as well as emerging economies by combining internationally standardized data on industries, economies and consumers.
- Allow international students to research their home countries.
- Allow researchers to develop new research projects via access to unique and up-to-date intelligence, +100 Mio. Statistics, historic data and forecasts.
- Provide access to a database that is used by the leading academic institutions globally and industry players (>90% of Fortune 500).
- Allow students to gain experience using the same professional-level research database that successful companies rely on, increasing their employment prospects.
- Instill confidence in working with analysis, statistics and analytical models.
- Get the full potential from your access by participating in frequent training sessions offered by your dedicated account manager, either face-to-face or web-based.

- Get answers to your specific research question from our researchers, who are experts in their field and frequently present latest findings at the most reputable international conferences (e.g. World Travel Market - London).

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