1. WHAT IS PASSPORT GMID - EUROMONITOR?

Passport is a global market research database providing statistics, analysis, reports, surveys and news on industries, countries and consumers worldwide.

Passport connects market research to your company goals and annual planning, analysing market context, competitor insight and future trends impacting businesses worldwide.

Passport offers and examines:

- Detailed analysis of consumer and industrial markets around the world across 781 cities, 210 countries, and 27 industries with historic data from 1997 and forecasts through 2020. Passport data is completely cross-country comparable.
- Industry analysis across fast moving consumer goods and services, including market performance, market size, company and brand shares and profiles of leading companies and brands.
- Industrial makeup of the world’s largest economies, examining business to business economic influences and the forces behind strategy development, production and supply chains, economic modelling and forecasting, econometrics, data mining, scenario planning, urban economics and wealth distribution.
- Data and analysis on consumer lifestyles, population trends, and socioeconomic analysis for every country, lifestyle and consumer type down to the city level.
- Timely commentary on factors influencing the global, regional and local business environment.
- Surveys exploring consumer opinions, attitudes and behaviours.

To get access to Passport GMID - Euromonitor, go to http://www.vlerick.com/library click on e-resources and choose Passport GMID - Euromonitor.
2. UNDERSTANDING THE HOME PAGE

After clicking on "menu search" on the homepage, you can start your search.

**Step 1 – Choose industries and/or countries & consumers**

Select one or more industries that you like to know more about, or enter a keyword in the search box.

Click on the "+" sign to expand the category and see the different subcategories.

The selected categories are listed here.

Click on "now choose geographies to continue your search."
**Step 2 – Choose geographies**

- **Predefined Selections**
  - All countries
  - Americas
  - APEC
  - ASEAN
  - BRIC
  - Developed Countries
  - Emerging and Developing Countries
  - EU
  - Europe
  - EuroZone
  - G20
  - G8
  - GCC
  - MENA
  - Mercosur
  - Middle East and North Africa
  - NAFTA
  - OECD
  - Sub-Saharan Africa

- **Geography Tree**
  - Select one or more geographies, or enter a keyword in the search box.
  - Click on the “+” sign to expand the category and see the different subcategories.
  - You can choose from any of the predefined geographies that are listed here.

- **Geography Summary**
  - The selected geographies are listed here.

**4. SEARCH RESULTS**

**Step 1 – Results list**

- **Filter Results**
  - Statistics
  - Analysis

- **Results List**
  - Market Share Statistics | Aug 2012 | Show details...
  - Company Shares Statistics | Aug 2012 | Show details...
  - Brand Shares Statistics | Aug 2012 | Show details...
  - Distribution Statistics | Aug 2012 | Show details...
  - Pricing Statistics | Aug 2012 | Show details...
  - Analysis by Flavour Statistics | Aug 2012 | Show details...
  - Ice Cream in Belgium Category Briefing | Feb 2013 | Show details...
  - Top Five Challenges for Global Food Manufacturers in 2012: Coca-Cola opens European refrigerators, Amold | Oct 2004 | Show details...
  - Unilever looks to strengthen its position in European markets | Jun 2004 | Show details...
  - Coca-Cola’s EU carbonates sales now strictly legal | Apr 2004 | Show details...

This is an overview of all the results related to your search.

- You can select them to see the detailed info.
- The different types are:
  - article
  - category briefing
  - statistics
  - opinion
  - datagraphic
  - podcast
  - videocasts

You can narrow down your search to any of the subcategories related to your original search, change geographies or go to any of the related search results.

Keep in mind that not every search delivers the same result types.
**Step 2 – Statistics**

- Convert Data
  - Currency conversions
  - Current/constant
  - Unit multiplier
  - Growth
  - Per capita/household
  - Unit price

- Change Time Series

- Change Data Types

- Change Categories

- Change Geographies

Depending on the type of results you have selected, there are a number of ways you can export your results.

- Change View
  - Belgium
  - Ice Cream

Category definitions | Calculation variables
Research Sources
1. Packaged Fact: Euromonitor from trade sources/national statistics

- Change analysis

Click one of these coloured squares to see other statistics like company shares, brand shares and distribution.

- Use any of these functions to change the data you see:
  - Convert currency
  - Change time
  - Change data type

Click to see the sources that were used to generate these statistics.

**Step 3 – Analysis (not available for every search)**

- You can translate a report

Click here to go to the next section in the analysis. Do you want to know the trends or the competitive landscape of a certain industry, than this is the place to be.

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**5. DASHBOARDS**

You can use dashboards to immediately visualise data.

See which country has the biggest market size or where a certain company sells the most.

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The Vlerick library staff is available if you need any help

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