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 Homepage
Passport Home provides an overview of the latest information for industries, economies, consumers and more.
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 an 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. 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. View Analysis
   - View insights in the following formats:
     - Global briefings
     - Strategy briefings
     - Industry briefings
     - Datagraphics
     - Opinions
     - Other relevant articles

4. Filter Results
   - Filter analysis results by:
     - Category
     - Geography
     - Content types
     - Other information sources
Using Statistics (new interface)

1. **Market Sizes**
   - View the measure name chosen on the result list page

2. **Historical**
   - 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

<table>
<thead>
<tr>
<th>Stats Type</th>
<th>Geography</th>
<th>Category</th>
<th>Data Type</th>
<th>Unit</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>Consumer Electronics</td>
<td>Retail Volume</td>
<td>'000 units</td>
<td>26,701.92</td>
<td>26,521.81</td>
<td>25,203.42</td>
<td>22,720.32</td>
<td>22,792.64</td>
<td>33,010.60</td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>Computers and Peripherals</td>
<td>Retail Volume</td>
<td>'000 units</td>
<td>6,544.03</td>
<td>7,230.66</td>
<td>7,176.54</td>
<td>6,679.55</td>
<td>6,617.21</td>
<td>6,400.51</td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>Computers</td>
<td>Retail Volume</td>
<td>'000 units</td>
<td>4,391.93</td>
<td>5,311.37</td>
<td>5,409.41</td>
<td>5,295.75</td>
<td>5,160.26</td>
<td>5,130.84</td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>Portable Computers</td>
<td>Retail Volume</td>
<td>'000 units</td>
<td>3,428.04</td>
<td>4,440.45</td>
<td>4,589.06</td>
<td>4,502.08</td>
<td>4,398.31</td>
<td>4,397.84</td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>Tablets</td>
<td>Retail Volume</td>
<td>'000 units</td>
<td>1,550.06</td>
<td>2,035.06</td>
<td>2,890.50</td>
<td>2,841.90</td>
<td>2,905.73</td>
<td>2,805.99</td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>Portable Consumer Electronics</td>
<td>Retail Volume</td>
<td>'000 units</td>
<td>21,298.84</td>
<td>21,047.72</td>
<td>20,385.42</td>
<td>19,757.01</td>
<td>19,678.54</td>
<td>20,396.57</td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>Wearable Electronics</td>
<td>Retail Volume</td>
<td>'000 units</td>
<td>600.00</td>
<td>683.58</td>
<td>1,459.49</td>
<td>2,615.78</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>USA</td>
<td>Consumer Electronics</td>
<td>Retail Volume</td>
<td>'000 units</td>
<td>472,031.29</td>
<td>477,900.19</td>
<td>473,022.12</td>
<td>459,110.72</td>
<td>451,090.20</td>
<td>439,252.94</td>
<td></td>
</tr>
<tr>
<td>USA</td>
<td>Computers and Peripherals</td>
<td>Retail Volume</td>
<td>'000 units</td>
<td>93,171.40</td>
<td>114,273.64</td>
<td>127,892.53</td>
<td>127,492.27</td>
<td>118,347.97</td>
<td>108,170.33</td>
<td></td>
</tr>
<tr>
<td>USA</td>
<td>Computers</td>
<td>Retail Volume</td>
<td>'000 units</td>
<td>65,185.86</td>
<td>89,352.44</td>
<td>104,289.23</td>
<td>105,035.97</td>
<td>94,994.77</td>
<td>87,875.10</td>
<td></td>
</tr>
</tbody>
</table>
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.

The New Europe: Marketing Opportunities in the Enlarged EU

1. EXECUTIVE SUMMARY

1.1 Demand Factors

- The so-called EU-8 (Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Slovakia and Slovenia), which joined the EU in May 2004, offer significant growth opportunities for companies faced with stagnating sales in Western Europe and North America.
- The newly acceded countries - Bulgaria and Romania - which joined on 1 January 2007, are less developed than the EU-8 but offer plenty of long-term growth potential.
- The main goals of the EU are to lower trade barriers, adopt a common currency, and move towards convergence of living standards. So far, however, among the EU-8 only Slovenia has adopted the euro.
- EU entry has had a positive effect on all the EU-8 countries’ economies, boosting domestic demand by increasing market opportunities, and bringing about new and favourable borrowing conditions, as well as raising EU funding.

- The new members are expected to contribute most to the future growth of the EU economy, since many of the older economies are sluggish. The new member states currently have below-average total GDP, but are experiencing strong growth.
- In US dollar terms, Poland has by far the highest total GDP of the EU-8 and newly acceded countries, at US$422.6 billion in 2005, reflecting its large population. However, in per capita terms, Slovenia had the highest level of GDP, at US$17,016.
- The Czech Republic and Hungary are also relatively well developed, and ranked second and third, respectively, both in terms of total GDP and per capita expenditure in 2005. The Baltic states achieved the strongest GDP growth over the 2000-2005 period, but their economies now risk overheating as growth is pushing up inflation.
- Average disposable incomes rose strongly throughout the region over the 2000-2005 period, and were highest in Slovenia. Average incomes are then doubled in Slovakia, Bulgaria, Hungary, Romania and the Czech Republic between 2000 and 2005.
- Declining populations are a problem throughout the New Europe, especially in Bulgaria and the Baltic states. This is the result of a combination of low birthrates, high death rates and economic migration.
- The EU-8 members have seen an exodus of workers looking for higher pay and better job opportunities in the western EU member states, which has caused something of a brain drain, especially...
Navigating an Industry Page
Access the latest research on a select industry.

1. SEARCH STATISTICS
   Quickly access relevant sections within the search hierarchy

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
**INTERACTIVE DASHBOARDS**

**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”

**Explore Dashboards**
Select a dashboard for a visual and interactive way to understand high-level trends.

**FROM THE INDUSTRY PAGES**
Access Dashboards by selecting an industry in the drop down and then clicking “Go”
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

Saved Content

<table>
<thead>
<tr>
<th>MY CONTENT</th>
<th>SHARED CONTENT</th>
<th>DOWNLOADS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Extensions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hair Care Project 4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lager, World</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beer, All Regions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home Garden Stats</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CONTACT US
For questions and more information, log into Passport to reach your account manager or email passport@euromonitor.com

SOCIAL MEDIA