**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

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

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

**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.

**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.
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:
-  Indicates statistics, analysis and info sources are available.
-  Double click a category name to select all sub-categories at one level below.
-  Click the + icon to expand categories in the menu.
-  Select the category checkboxes to add them to your search query.
-  Click to select geographies.
-  Click the icon to delete categories from your selection.
-  Click the icon to delete unwanted items.

**STEP TWO: Select Countries**

Predefined geographical selections are listed here. For example, click on BRIC to select Brazil, Russia, India, China.

Click to generate data results only. Once you have built your search query, click run search to generate your results.

Takes you back to the categories page. Clears the selected items.

© 2012 Euromonitor International
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

Shows the data type

Click to sort by relevance, A-Z or date

Click to save research

Analysis takes you directly to reports and articles

This drop down menu allows you to change the number of results displayed.

Gives you an overview of the data returned
Analysing your results

**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**
Use the drop down boxes to change the information displayed in a results table. For example, view forecasts, change categories and countries

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

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

Access the latest research on your chosen industry

© 2012 Euromonitor International
Visualise data

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.

Spot opportunities for growth markets and categories

Focus on the major players on the market for each category

Identify quickly which channel is the most efficient for each category

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.
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.

Navigation and output

- 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
- twitter.com/euromonitor
- linkedin.com/groupRegistration?gid=744327
- facebook.com/euromonitorinternational
- youtube.com/user/Euromonitor

For further information, email Passport@euromonitor.com

© 2012 Euromonitor International