

Passport by Euromonitor

Passport trial access includes the following topics:

- **Industries** (includes FMCG (fast-moving consumer goods) category):
Appliances and electronics >> Consumer appliances, Consumer electronics, Toys and games
Drinks >> Alcoholic drinks, Hot drinks, Soft drinks
Food and nutrition >> Cooking ingredients and meals, Dairy products and alternatives, Fresh food, Health and wellness, Snacks, Staple foods
Health and beauty >> Beauty and personal care, Consumer health, Eyewear, Tissue and hygiene
Home Products >> Home and garden, Home care, Pet care
Luxury and Fashion >> Apparel and Footwear, Luxury goods, Personal accessories
Nicotine and Cannabis >> Tobacco
Services >> Consumer Finance, Consumer Foodservice, Travel
B2B >> Industrial, Ingredients, Packaging
- **Economies:**
Business dynamics, Cities, Economy & Finance & Trade, Sustainability
- **Consumers:**
Households, Income and Expenditure, Lifestyles, Population
- **Channel:**
Retailing

Information on Passport database (by Euromonitor International)

- Euromonitor International is a global market research organization providing strategic intelligence on industries, companies, economies and consumers around the world. Comprehensive international coverage and insights across consumer goods, business-to-business and service industries make our research an essential resource for multinational companies and small and medium-sized businesses, as well as manufactures, finance, professional service, government and trade organizations. Our research is widely used and trusted in the academic community, supporting students, faculty and library staff at leading colleges, universities, business schools and academic-affiliated research centers worldwide. www.euromonitor.com
- Our on-the-ground research analysts around the world leverage their knowledge of the local market, fluency in the local language and access to the best research sources. Advanced analytics and data science is used to identify and measure the effect of disruption to the economy, industries, costs and prices, etc. With a premier strong research methodology and support from industry in-country experts in each study, our users benefit from up-to-date global, regional and local intelligence across markets, countries, buyers and suppliers.
- Passport online platform contains 115 million statistics for strategic market comparative research, as well as over 25,000 industry analytical reports and articles, providing an understanding of the global and local business and economic, macro and socioeconomic environment in 210 countries. More details in the brochures: [Solutions for Academics](#), [Passport User Guide](#) and Passport webpage.

Passport helps to:

- ✓ Encourage commercial thinking (economic analysis, risk assessment, supply chain strategy, forecasting, etc.)
- ✓ Gain a wider global outlook (make international comparisons)
- ✓ Focus on “why” not “what” (understand the reason(s) behind the data)
- ✓ Rely on expert support (have full confidence in our transparent methodology)
- ✓ Conduct market entry strategy (size of a market, drivers behind the demand, forecast)

- ✓ Do a SWOT (strengths, weaknesses, opportunities and threats) analysis (benchmark industry and/or company performance)
- ✓ Understand economic insight (key drivers, barriers to successful trade)
- ✓ Trend monitoring (learn from success of other countries/industries/companies)
- ✓ Conduct PEST (political, economic, social and technological) analysis
- ✓ Analyze and become an expert on a target audience via consumer segmentation

Citation policy

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