

PASSPORT

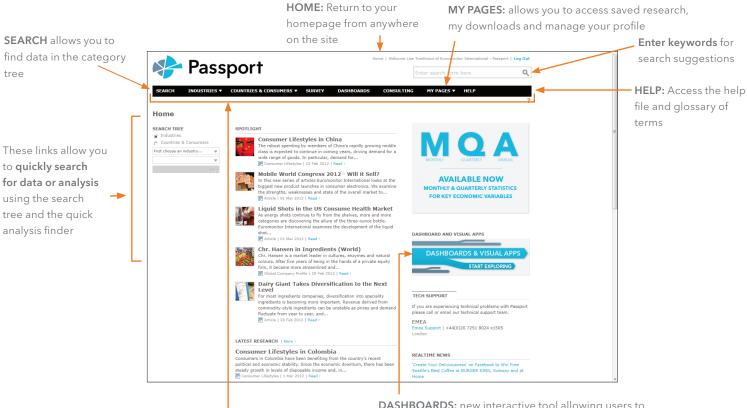
USER GUIDE

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 homepage provides an overview of the latest industries, countries and consumers information.



The **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

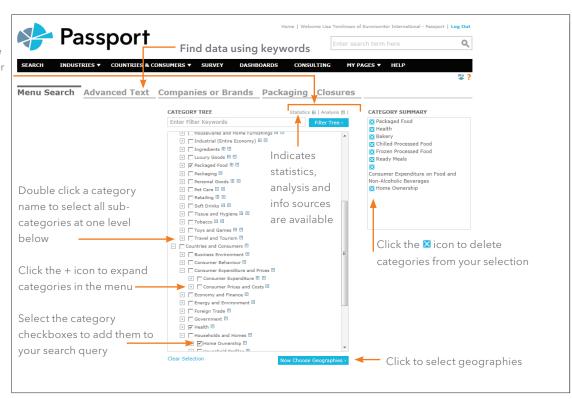
DASHBOARDS: new interactive tool allowing users to visualise data in a compelling and efficient way. With dashboards, users can access consumer trends using economic, socio economic and demographic data and discover future opportunities.

Searching for data

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.

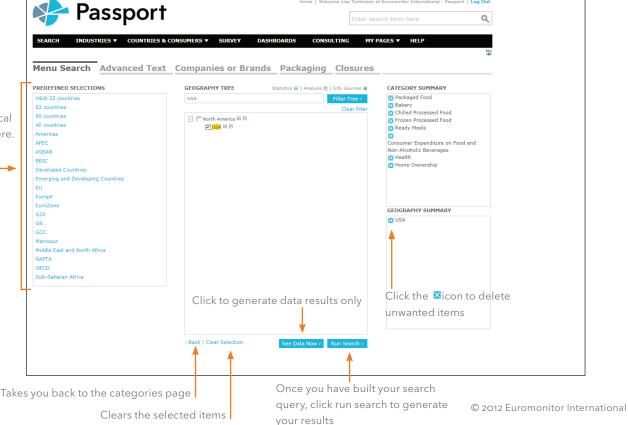
STEP ONE: Select Categories

These symbols indicate the content available for different categories



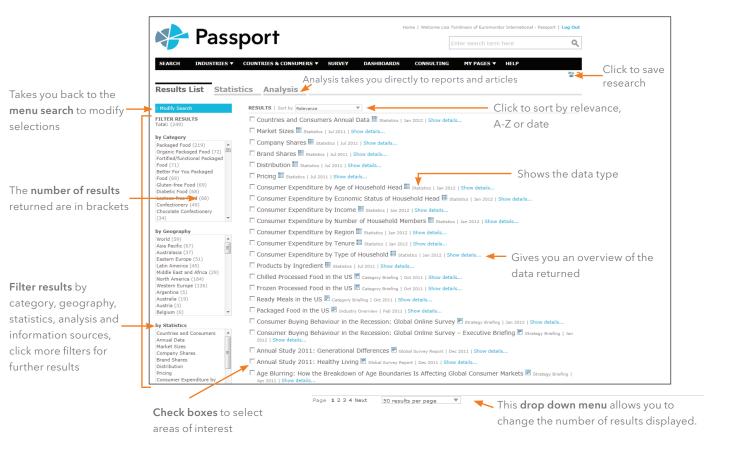


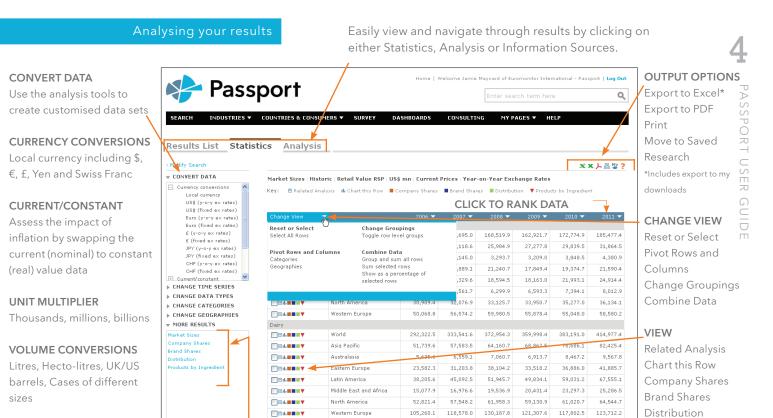
Predefined geographical selections are listed here. For example, click on BRIC to select Brazil, —>Russia, India, China



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.





94,880.3

45,365.7

103,040.0

48,131.4

117,093.2

54,021.9

119,540.1

57,353.6

129,217.7

63,287.3

138,503.6

68,394.9

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

Asia Pacific

Dried Processed Food

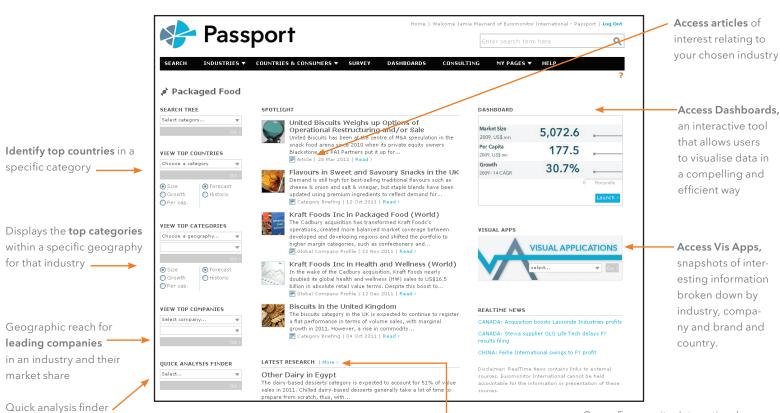
■ 3 d. ■ ■ ■ ▼

Navigate to data easily

GROWTH

Year-on-Year growth, period

growth, growth index



Access the latest research on your chosen industry

© 2012 Euromonitor International

Products by

Ingredients

Focus on the

major players

on the market for each

category

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

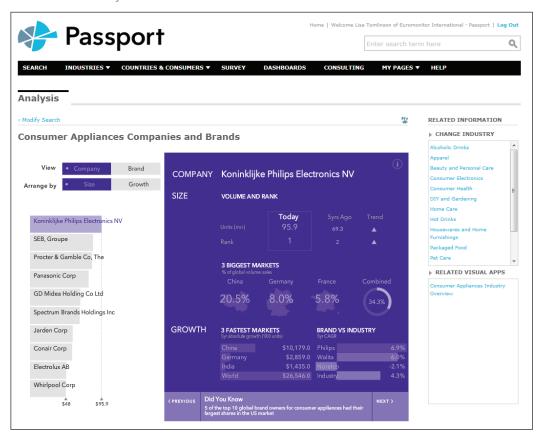
Click through to the underlying statistics and analysis

Use Vis Apps to browse by industry to uncover categories, companies and countries of interest at the global level.

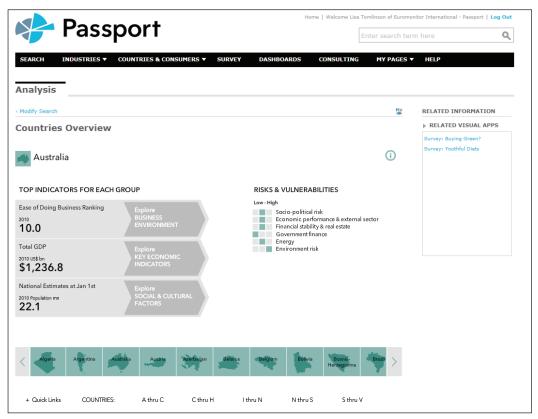


Access high level data fast

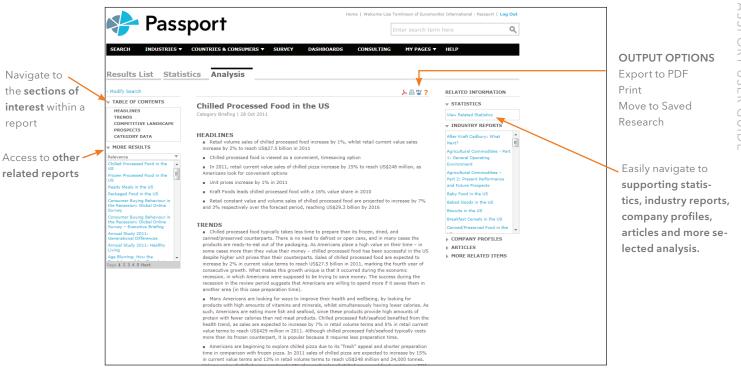
Analyse leading company and brand size, growth and top-line geographic portfolios across each FMCG industry



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.



Follow us to gain exclusive access to:

- Videocasts
- Podcasts

report

- Webinars
- Industry news and facts
- Industry events
- Customer service
- Contests
- Datagraphics









For further information, email Passport@euromonitor.com