Euromonitor Passport Workshop

Alex Wong
Senior Business development Executive

2021
OVERVIEW

ABOUT EUROMONITOR INTERNATIONAL

How do I access Passport?

How do I use Passport?
Agenda

(1) ABOUT EUROMONITOR INTERNATIONAL

(2) How do I access Passport?

(3) How do I use Passport?
Who Are We and What Do We Do?

OUR SERVICES
Syndicated market research
Consulting

EXPANSIVE NETWORK
1,200+ on-the-ground researchers in 100 countries
Complete view of the global marketplace
Cross-comparable data across every market

OUR EXPERTISE
Consumer trends and lifestyles
Companies and brands
Product categories and distribution channels
Production and supply chains
Economics and forecasting
Euromonitor International network and coverage

- **15 OFFICE LOCATIONS**
  - London, Chicago, Singapore, Shanghai, Vilnius, Santiago, Dubai, Cape Town, Tokyo, Sydney, Bangalore, São Paulo, Hong Kong, Seoul and Düsseldorf

- **100 COUNTRIES**
  - in-depth analysis on consumer goods and service industries

- **210 COUNTRIES AND TERRITORIES**
  - demographic, macro- and socio-economic data on consumers and economies
# Research Industries

**Consumer Products**
- Alcoholic Drinks
- Apparel
- Automotive
- Beauty and Personal Care
- Consumer Appliances
- Consumer Electronics
- Consumer Health
- Eyewear
- Fresh Food
- Health and Wellness
- Home and Garden
- Home Care
- Hot Drinks
- Luxury Goods
- Ethical Labels

**Supply**
- Ingredients
- Packaging

**Economies**
- Business Dynamics
- Cities
- Economy, Finance and Trade
- Industrial
- Natural Resources

**Consumers**
- Digital Consumer
- Households
- Income and Expenditure
- Lifestyles
- Population

**Services**
- Consumer Finance
- Consumer Foodservice
- Institutional Channels
- Retailing
- Travel

**Nutrition**
- Packaged Food
- Personal Accessories
- Pet Care
- Soft Drinks
- Tissue and Hygiene
- Tobacco
- Toys and Games
Research methodology

**RESEARCH**

<table>
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<tr>
<th>Information Sources</th>
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<td>Passport – Current Edition</td>
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<td>Via - Price Tracking</td>
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<td>Consumer Surveys</td>
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</table>

**VALIDATE**

- Exhaustive audit and cross-referencing of the data and collective consensus view
- Country, regional, global data reviews
- Cross reference local and central sources
- Data Science
- Analytics
- Modelling

**PUBLISH**

- Passport – New Edition
- Statistics (annual and quarterly updates)
- Analysis
  - Country, regional & global reports
- Expert insights
  - Megatrends
  - Disruptors
  - Quarterly updates
  - Strategy reports
Research methods

Data Science
Data science applies the latest techniques in big-data processing, machine learning and Artificial Intelligence (AI) to organise and transform vast amounts of unstructured product information into business insights.

Forecasting
Our award-winning forecasts provide econometric and expert-based projections for category market sizes, macroeconomic, consumer income and demographic variables.

Macro Analysis
Our unique statistical data, insights and analytics tools provide a detailed picture of socioeconomic, environmental and industry trends across the world.

Global Surveys
We survey consumers and industry experts to identify global emerging trends and opportunities in markets around the world.

Trend Analysis
Trend analysis tracks shifts in consumer values and priorities that shape behaviour and habits across how they live, work, shop and play.

Market Analysis
Our market analysis entails unique market sizing and competitor landscape, backed by key consumer goods and service industry insights comparable across 200 countries.
How do I access Passport?
How do I access passport?

You can access Passport via the Library homepage (http://library.ust.hk) -> Databases -> P -> Passport (or type Passport in the search box)
How do I access passport?

1. When click the Passport link off campus, you will be prompted for authentication (username & password).
2. On-campus, authentication by IP address, no need for individual login.
3. An interim page will appear after authentication.
4. Click Access the Database Now to start exploring/searching Passport.
How do I use Passport?
What is it?

- Global strategic intelligence research database
- Local and international statistics, reports and ongoing comment
- Industry-standard data and analysis
- Multi-country coverage of products, services, companies, channels, consumers, economics, demographics, social trends

What is it for?

- Tracking existing and future opportunities
- Helping the decision-making of all functions within your organisation
- Empowering employees with access to the research they need
- Quoting a well-recognised source on market shape and performance
- Building a complete picture of your whole operating environment
# Category Research in Passport

## Consumer products
- Alcoholic Drinks
- Apparel and Footwear
- Beauty and Personal Care
- Consumer Appliances
- Consumer Electronics
- Consumer Health
- Eyewear
- Fresh Food
- Health and Wellness
- Home and Garden
- Home Care
- Hot Drinks
- Luxury Goods
- Packaged Food
- Personal Accessories
- Pet Care
- Soft Drinks
- Tissue and Hygiene
- Tobacco
- Toys and Games

## Services
- Consumer Finance
- Consumer Foodservice
- Retailing
- Travel

## Supply
- Ingredients
- Packaging

## Economies
- Business Dynamics
- Economy, Finance and Trade
- Natural Resources

## Consumers
- Digital Consumer
- Households
- Income and Expenditure
- Lifestyles
- Population
Passport Training
Category arrangement and Navigation
The Categories tree

- INDUSTRIES
  - Appliances and Electronics
    - Consumer Appliances
    - Major Appliances
    - Small 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

SEARCH ALL CATEGORIES

SEARCH
Search Result

You searched for:
CATEGORIES AND TOPICS (1): Consumer Appliances
GEOGRAPHIES (2): Asia Pacific, Hong Kong, China

The World Beyond the Pandemic
Analyst: An Hodgson, Alison Angus, Lan Ha
BRIEFING | 01 JUN 2021
The COVID-19 pandemic has brought about significant changes in business models and consumer behaviour, as well as altering the ways and the

MARKET SIZES
Aggregated sales in a time series by standard data types, per capita and growth.
Consumer Appliances Hong Kong, China
Consumer Appliances Asia Pacific

COMPANY SHARES
Share of sales and actual sales by company in a time series by standard data types.
Consumer Appliances Hong Kong, China
Consumer Appliances Asia Pacific
<table>
<thead>
<tr>
<th>Stats Type</th>
<th>Geography</th>
<th>Category</th>
<th>Data Type</th>
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<td>Retail Value RSP</td>
<td>CNY million</td>
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LVMH Moët Hennessy Louis Vuitton SA

Export Date
Export available market and brand share data without double counting. Available data may be limited by the scope of your subscription and may not cover the entirety of the company.
Full overview and definitions »

Currency
- US Dollar (USD)
- Euro (EUR)
- Pound Sterling (GBP)
- Japanese Yen (JPY)
- Swiss Franc (CHF)

Exchange Rate
- Year-on-Year (YOY)
- Fixed Year (FY)

Brand Data » Definitions
- Global Brand Name (GBN)
- Local Brand Name (LBN)
- Umbrella Brand Name (UBN)
- None

Start Data Export

Profiles
Alcoholic Drinks
Beauty and Personal Care
Home Care
Luxury Goods
Personal Accessories

Global Company Profile
LVMH Moët Hennessy Louis Vuitton SA in Wine and Spirits (Work)
LVMH Moët Hennessy Louis Vuitton SA in Wine and Spirits (Work)

Local Company Profile
No local company profiles available.
## Market Sizes

### Historical

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<td>Designer Apparel and Footwear (Ready-to-Wear)</td>
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What is new?
Passport refresh

Home Page
- Streamlined experience with pathways to:
  - Key word search bar
  - Content navigation bar
  - Editor’s choice carousel
  - Quick search categories
  - Link to view all dashboards
  - Recent and saved searches

Sector Page
- Alignment of our thought leadership and content:
  - Industries and Topics are grouped by Sector
  - Content curated around Strategic Themes
  - Explore Analysis and Statistics efficiently
  - Integrated White Papers, Webinars, Events and Euromonitor.com Blog content
  - Visible to all customers with content determined by subscription
Quarterly updates and Forecast Dashboards

Quarterly Updates

Our clients use our forecasts to make better informed decisions about the future, and as such we are now updating annual forecasts on a quarterly basis across 11 industries and up to 54 countries depending on the industry – see table.

Forecast Dashboards

The Forecast Dashboard allows users to compare the new baseline forecast against previous quarters, as well as three possible alternative scenarios, helping you understand the way our forecasts are evolving through an annual cycle.

There are currently 18 Forecast Dashboards available on Passport with Tobacco* and Packaging not available.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Countries</th>
<th>Industry</th>
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<tbody>
<tr>
<td>Alcoholic Drinks</td>
<td>54</td>
<td>Hot Drinks</td>
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<tr>
<td>Beauty and Personal Care</td>
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<td>Packaged Food</td>
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<tr>
<td>Consumer Appliances</td>
<td>46</td>
<td>Soft Drinks</td>
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<tr>
<td>Consumer Electronics</td>
<td>46</td>
<td>Tissue and Hygiene</td>
<td>54</td>
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<tr>
<td>Consumer Health</td>
<td>54</td>
<td>Tobacco*</td>
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<tr>
<td>Home Care</td>
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</tbody>
</table>

* Coming soon
A Quick Test!

1. How many times does passport update its data every year?
   A. 1
   B. 2
   C. 4
   D. 12

2. Which Subcategory is responsible for the weakest growth performance of Beauty and Personal Care in Hong Kong?
   A. Prestige Beauty and Personal Care
   B. Colour Cosmetics
   C. Fragrances
   D. Premium Beauty and Personal Care
A Quick Test!

3. What is the 2019-2021 CAGR% of Bath and Shower for Hong Kong? (This category is under Beauty and Personal Care.)

A. 1%
B. 2%
C. 3%
D. 4%

4. Which of the following brands are not in the top 3 brand shares for the Hong Kong Men’s Grooming category?
A. Schick
B. Gillette Series
C. Nivea Men
D. Gatsby
Thank you

Alex Wong
Senior Business Development Executive

Facebook.com/euromonitor/
Twitter.com/Euromonitor
Linkedin.com/company/163718/