



Euromonitor Passport Workshop

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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 We Are



**EUROMONITOR
INTERNATIONAL**

Who Are We and What Do We Do?



Strategic global market research

provider with over 40 years
researching international markets

OUR SERVICES

Syndicated market research
Consulting

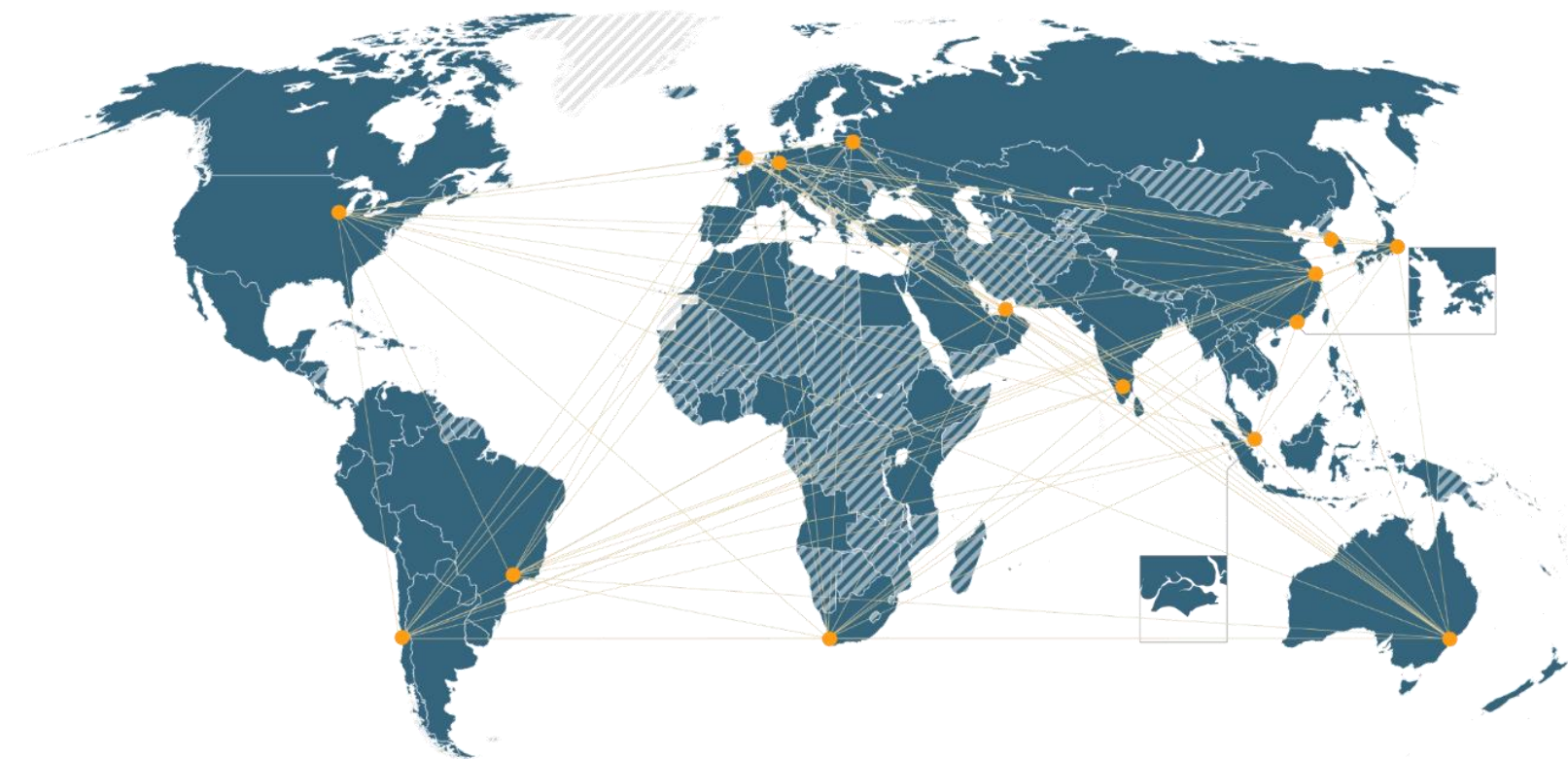
EXPANSIVE NETWORK

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

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

Services

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






Supply

-  Ingredients
-  Packaging

Economies

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

Consumers

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

Research methodology



RESEARCH

Information Sources	Central	Local
Passport – Current Edition	✓	✓
Via - Price Tracking	✓	
Store Visits		✓
Company Analysis	✓	✓
Online Data Extraction	✓	
Industry Surveys	✓	✓
Client Dialogue	✓	✓
Financial and Trade Press	✓	✓
Trends Monitoring	✓	✓
Consumer Surveys		✓



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.

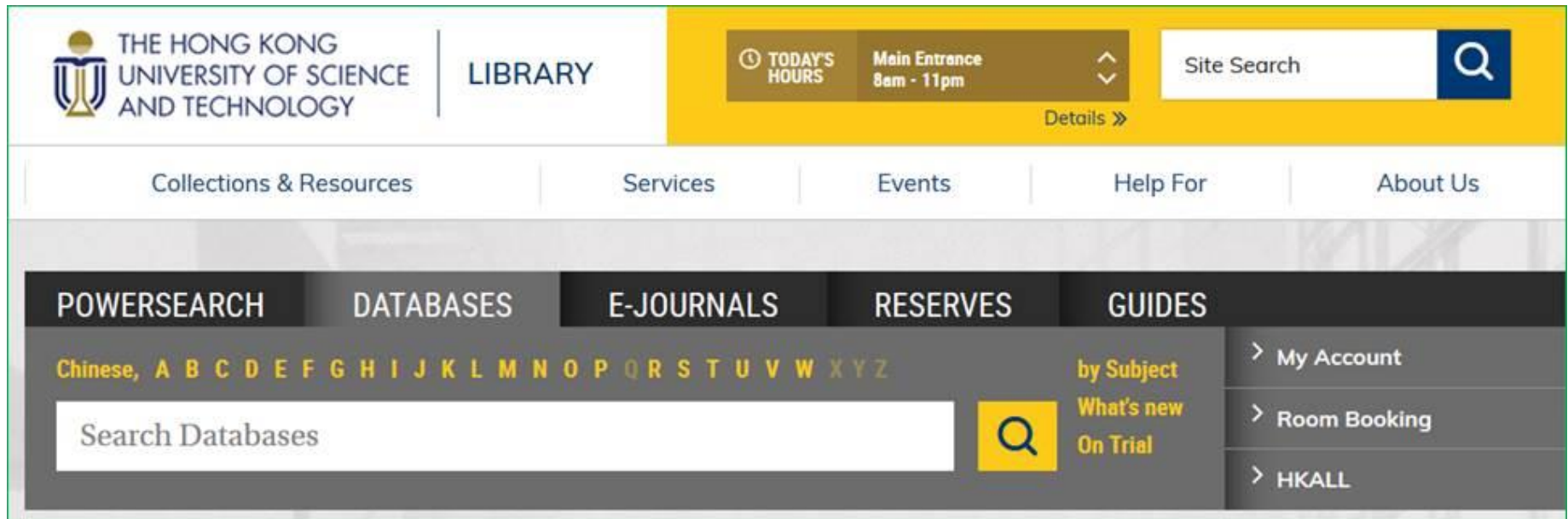


Market Analysis

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?



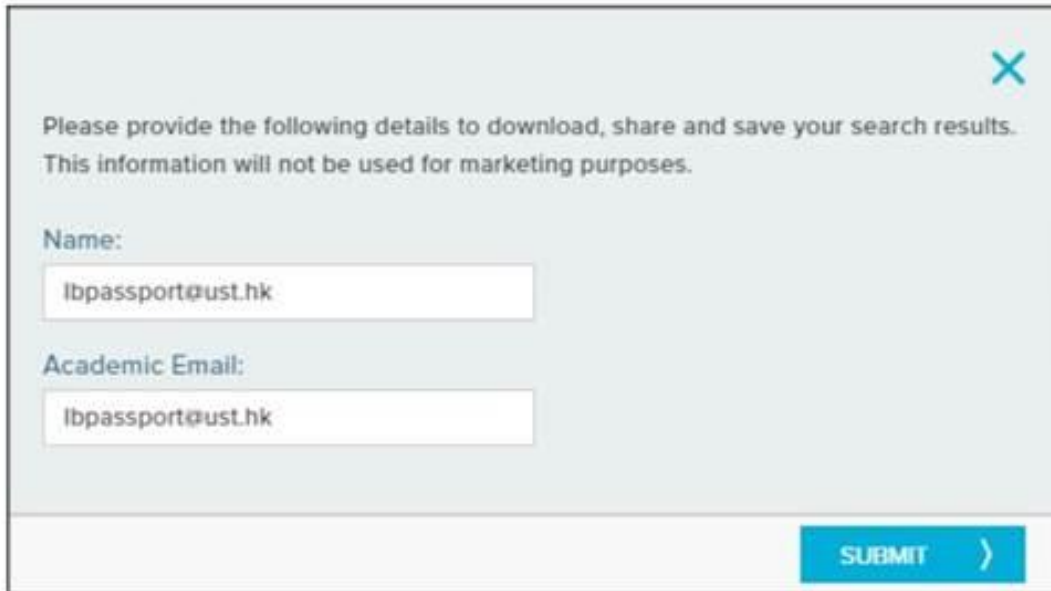
You can access Passport via the Library homepage (<http://library.ust.hk>) -> Databases -> P -> Passport (or type Passport in the search box)

How do I access passport?

HKUST Library Resource

Download Instructions - Passport

Enter "lbpassport@ust.hk" for Name and Academic Email in pop up box when you download, share and save your search results



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.

Access the Database Now

If you encounter other access problems, please contact lbref@ust.hk for assistance.

last revised 18 January 2019

How do I use Passport?

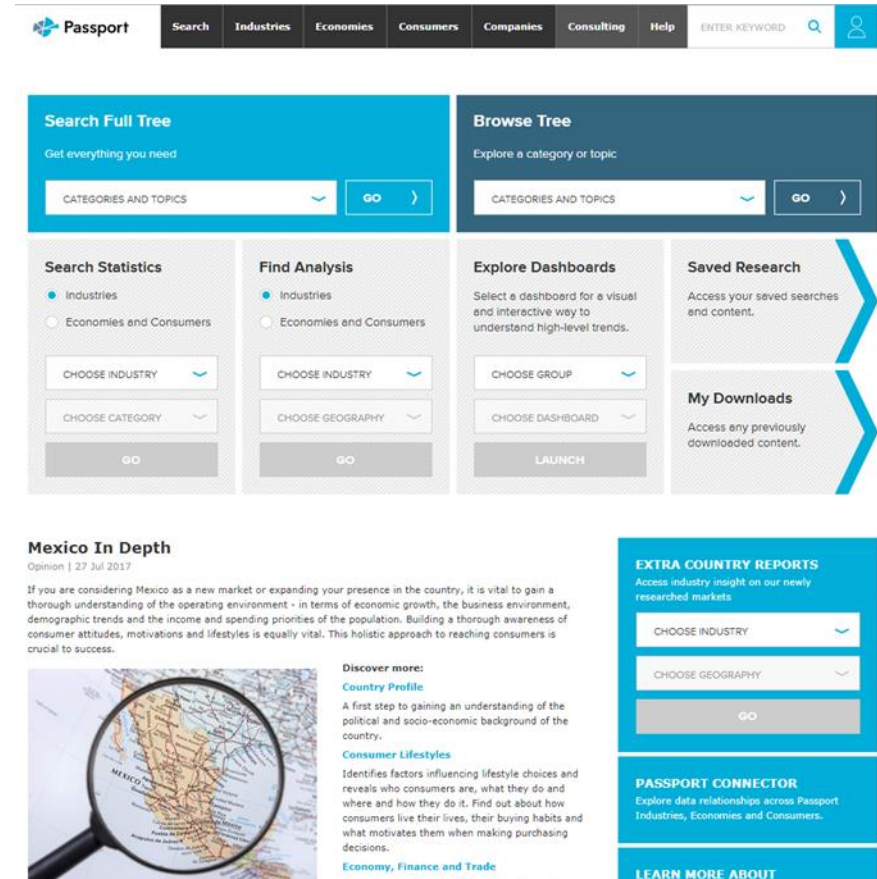


What is it?

- 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

Help & FAQ

[About Euromonitor](#)
[Help Guide and Videos](#)
[Update Schedule](#)
[API](#)
[What's New](#)
[Contact Us](#)




All

GO

INDUSTRIES

ECONOMIES

CONSUMERS

CHANNEL

Editor's Choice

Global Economic Forecasts: Q4 2021

Briefing | 30 Nov 2021

SEARCH ALL CATEGORIES

CATEGORIES

GO

DASHBOARDS

Visualise trends, forecasts and macroeconomic scenarios using interactive dashboards.

GO

HELP GUIDE AND VIDEOS

OUR METHODOLOGIES

DEFINITIONS

FAQ

CALCULATION VARIABLES

BROWSER SUPPORT

Help Guide and Videos

You can select your preferred language for each video from the player's Closed Captioning icon. 

CHOOSE A VIDEO OR GUIDE

[Passport: Getting Started](#)
[Enhanced Search](#)
[Working with Statistics](#)
[Working with Statistics - Group / Sum Function](#)
[The Search Page](#)
[The Results List](#)
[Sector and Industry Pages](#)
[Data Export Tool](#)
[Dashboards](#)
[IFM \(1\) - Using Search Filters](#)
[IFM \(2\) - Drivers and Growth Decomposition](#)
[IFM \(3\) - Using Scenarios](#)
[IFM \(4\) - Understanding Soft Drivers](#)
[Passport User Guide](#)

PASSPORT: GETTING STARTED



Category arrangement and Navigation

The screenshot displays the Passport website interface, which is designed for category arrangement and navigation. The top navigation bar includes the Passport logo, a search bar with a dropdown menu set to 'All', and a 'GO' button. Below the navigation bar is a horizontal menu with the following categories: APPLIANCES AND ELECTRONICS, DRINKS, FOOD AND NUTRITION, HEALTH AND BEAUTY, HOME PRODUCTS, LUXURY AND FASHION, NICOTINE AND CANNABIS, SERVICES, and B2B. The 'INDUSTRIES' category is highlighted. The main content area features a large blue banner with the Passport logo and the text 'Enhanced Experience'. To the right of the banner is a 'SEARCH ALL CATEGORIES' sidebar with a list of categories: Industries, Economies, Consumers, Channel, Cities, Companies, Brands, and Packaging. Below the banner are three promotional tiles: 'What's New' (Catch up on the latest product updates and launches), 'PRODUCT CLAIMS AND POSITIONING' (Allows your company to identify the most significant claims made by consumer products), and 'COMPANIES' (Find data, analysis and dashboards for companies). Each tile has a 'GO' button.

The Categories tree

SEARCH ALL CATEGORIES

1 SELECT CATEGORIES (0)

2 SELECT GEOGRAPHIES (0)

SEARCH >

No Categories have been selected.

Find a Specific Category



Select category and all subcategories to view entire hierarchy



Select only lowest level categories



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 Result

You searched for:

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

MODIFY SEARCH

SAVE SEARCH

STATISTICS

ANALYSIS

REFINE YOUR SEARCH

GEOGRAPHIES



CATEGORIES AND TOPICS

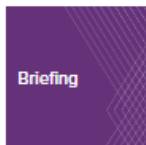


ANALYSIS



STATISTICS

ANALYSIS



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

REFINE YOUR SEARCH

GEOGRAPHIES



CATEGORIES AND TOPICS



COMPANIES



BRANDS



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](#)

VIEW FULL DATA SET

CONFIGURE AND EXPORT YOUR DATA

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](#)

VIEW FULL DATA SET

CONFIGURE AND EXPORT YOUR DATA

<div> <div> <div>CONVERT DATA +</div> <div>CHANGE DATA TYPES</div> <div>Σ GROUP SUM</div> <div>2012</div> <div>2017</div> <div>APPLY ></div> </div> <div> <div>CHANGE STATS TYPE</div> <div>MODIFY SEARCH +</div> <div>🔗</div> <div>📄</div> <div>☆</div> <div>🖨</div> </div> </div>											
Stats Type	Geography	Category	Data Type	Unit	Current Constant	2012	2013	2014	2015	2016	2017
	China	Designer Apparel and Footwear (Ready-to-Wear)	Retail Value RSP	CNY million	Current Prices	32,724.2	35,824.1	36,776.6	36,724.6	37,955.3	39,121.7
	China	Designer Apparel (Ready-to-Wear)	Retail Value RSP	CNY million	Current Prices	25,269.0	27,596.7	27,866.3	27,606.5	28,652.5	29,651.2
	China	Men's Designer Apparel	Retail Value RSP	CNY million	Current Prices	12,610.9	13,586.5	12,475.2	11,003.1	10,519.0	10,077.2
	China	Women's Designer Apparel	Retail Value RSP	CNY million	Current Prices	10,652.1	11,789.0	13,134.5	14,465.0	15,843.6	17,113.6
	China	Designer Childrenswear	Retail Value RSP	CNY million	Current Prices	88.1	100.3	112.4	125.0	137.6	153.1
	China	Designer Clothing Accessories and Hosiery	Retail Value RSP	CNY million	Current Prices	1,917.8	2,120.8	2,144.2	2,013.4	2,152.3	2,307.3
	China	Designer Footwear	Retail Value RSP	CNY million	Current Prices	7,455.2	8,227.4	8,910.3	9,118.1	9,302.8	9,470.5
	China	Children's Designer Footwear	Retail Value RSP	CNY million	Current Prices	260.5	289.7	319.5	330.2	340.0	349.8
	China	Men's Designer Footwear	Retail Value RSP	CNY million	Current Prices	2,974.6	3,266.2	3,532.3	3,601.5	3,654.9	3,696.2

Company Shares

Brand Shares

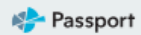
Distribution

Distribution

NHNW

Pricing

Country Report



Search

Industries

Economies

Consumers

Companies

Analytics

Help

Find Analysis, Statistics and more...

LVMH Moët Hennessy Louis Vuitton SA

Export Data

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 \(World\)](#)

[LVMH Moët Hennessy Louis Vuitton SA in Wine and Spirits \(World\)](#)

Local Company Profile

No local company profiles available.

COMPANY
DASHBOARD

[Launch >](#)


EXPLORE
THE UPDATED
COMPETITOR
ANALYTICS

Measure competition for over 35,000 FMCG companies and understand their global sales footprint.

[Analysis](#) | [See all analysis](#)

RANK DATA









































































☒ Rank Countries☐ Rank Categories

DESIGNER APPAREL AND FOOTWEAR (READY-TO-WEAR) 

GO

Market Sizes

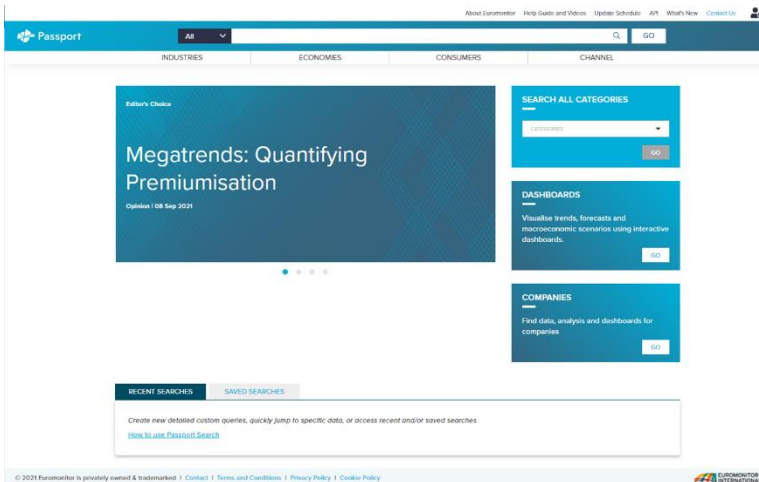
Historical

Convert Data +					Change Data Types ⌵		Σ Group Sum ⌵		2012 ⌵	2017 ⌵	Apply ➤	Change Stats Type ⌵			Modify Search +					
Stats Type ⌵	Geography ⌵	Category ⌵	Data Type ⌵	Unit ⌵	Currency Conversion ⌵	Current Constant ⌵	2012 ⌵	2013 ⌵	2014 ⌵	2015 ⌵	2016 ⌵	2017 ⌵	2017 ⌵							
   	USA	Designer Apparel and Footwear (Ready-to-Wear)	Retail Value RSP	USD million	Fixed 2017 ex rates	Current Prices	26,501.1	27,723.3	28,593.7	29,332.3	28,135.3	27,784.4								
   	Japan	Designer Apparel and Footwear (Ready-to-Wear)	Retail Value RSP	USD million	Fixed 2017 ex rates	Current Prices	8,083.4	8,664.7	9,236.1	9,497.6	9,632.9	9,842.1								
   	France	Designer Apparel and Footwear (Ready-to-Wear)	Retail Value RSP	USD million	Fixed 2017 ex rates	Current Prices	9,092.7	9,303.7	9,555.7	9,802.0	9,633.7	9,834.0								
   	Italy	Designer Apparel and Footwear (Ready-to-Wear)	Retail Value RSP	USD million	Fixed 2017 ex rates	Current Prices	8,973.5	8,977.3	8,929.3	9,076.9	9,115.3	9,220.5								
   	United Kingdom	Designer Apparel and Footwear (Ready-to-Wear)	Retail Value RSP	USD million	Fixed 2017 ex rates	Current Prices	5,914.9	6,193.0	6,469.0	6,736.5	7,038.1	7,433.3								
   	China	Designer Apparel and Footwear (Ready-to-Wear)	Retail Value RSP	USD million	Fixed 2017 ex rates	Current Prices	4,796.9	5,251.3	5,390.9	5,383.3	5,563.7	5,734.6								
   	Germany	Designer Apparel and Footwear (Ready-to-Wear)	Retail Value RSP	USD million	Fixed 2017 ex rates	Current Prices	5,090.2	5,245.2	5,384.4	5,567.6	5,602.1	5,693.7								
   	South Korea	Designer Apparel and Footwear (Ready-to-Wear)	Retail Value RSP	USD million	Fixed 2017 ex rates	Current Prices	3,595.2	3,918.8	4,229.6	4,523.1	4,797.8	5,088.3								
   	Russia	Designer Apparel and Footwear (Ready-to-Wear)	Retail Value RSP	USD million	Fixed 2017 ex rates	Current Prices	2,344.6	2,624.8	2,730.7	3,032.4	3,048.2	3,209.0								
   	Hong Kong, China	Designer Apparel and Footwear (Ready-to-Wear)	Retail Value RSP	USD million	Fixed 2017 ex rates	Current Prices	2,441.8	2,742.0	2,947.9	3,064.8	2,969.5	2,909.0								
   	Spain	Designer Apparel and Footwear (Ready-to-Wear)	Retail Value RSP	USD million	Fixed 2017 ex rates	Current Prices	2,414.1	2,432.2	2,456.5	2,490.3	2,525.0	2,564.9								
   	Canada	Designer Apparel and Footwear (Ready-to-Wear)	Retail Value RSP	USD million	Fixed 2017 ex rates	Current Prices	1,850.6	1,952.6	2,061.0	2,186.5	2,325.3	2,452.5								
   	Australia	Designer Apparel and Footwear (Ready-to-Wear)	Retail Value RSP	USD million	Fixed 2017 ex rates	Current Prices	1,487.5	1,567.8	1,658.0	1,752.5	1,837.8	1,942.9								
   	United Arab Emirates	Designer Apparel and Footwear (Ready-to-Wear)	Retail Value RSP	USD million	Fixed 2017 ex rates	Current Prices	1,724.2	1,822.4	1,929.7	1,998.7	1,955.9	1,912.8								
   	Mexico	Designer Apparel and Footwear (Ready-to-Wear)	Retail Value RSP	USD million	Fixed 2017 ex rates	Current Prices	1,014.6	1,106.4	1,206.2	1,323.5	1,446.9	1,610.9								
 	Netherlands	Designer Apparel and Footwear (Ready-to-Wear)	Retail Value RSP	USD million	Fixed 2017 ex rates	Current Prices	1,552.2	1,489.1	1,485.0	1,508.9	1,529.9	1,555.0								
 	Taiwan	Designer Apparel and Footwear (Ready-to-Wear)	Retail Value RSP	USD million	Fixed 2017 ex rates	Current Prices	1,278.4	1,338.4	1,398.4	1,450.0	1,500.1	1,544.0								
 	Switzerland	Designer Apparel and Footwear (Ready-to-Wear)	Retail Value RSP	USD million	Fixed 2017 ex rates	Current Prices	1,270.6	1,296.7	1,303.8	1,303.2	1,311.7									
 	Brazil	Designer Apparel and Footwear (Ready-to-Wear)	Retail Value RSP	USD million	Fixed 2017 ex rates	Current Prices	1,093.4	1,199.6	1,308.7	1,404.3	1,278.3	1,221.5								



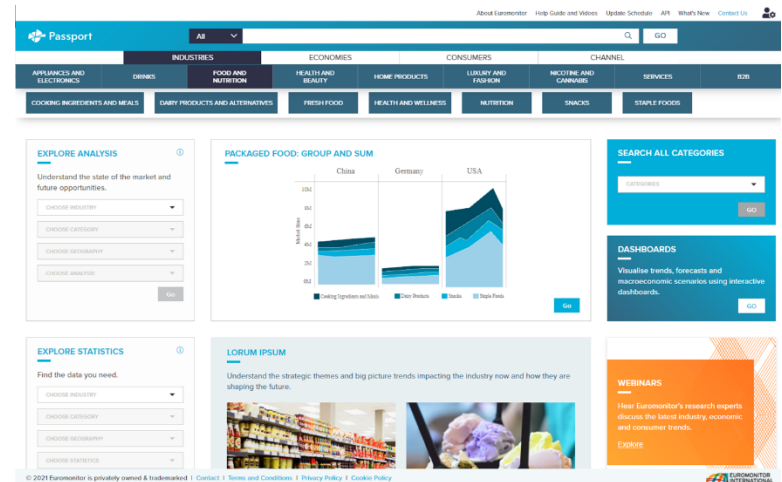
What is new?

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

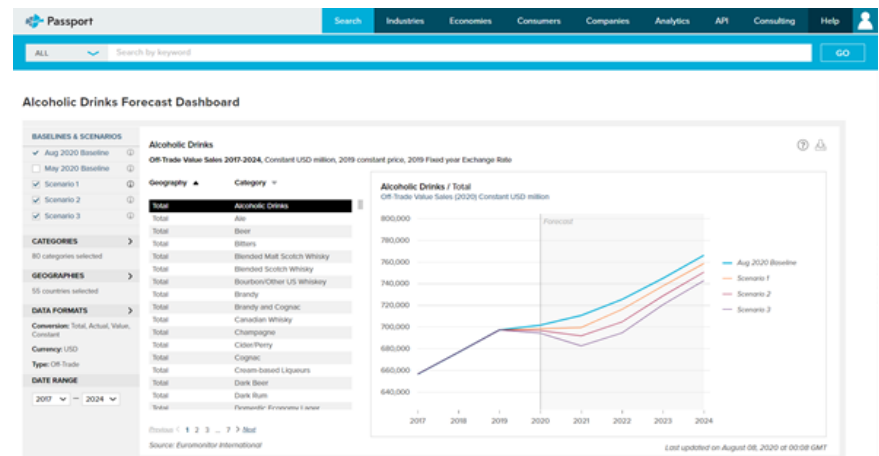
Our clients use our forecasts to make better informed decisions about the future, and as such we are now updating annual forecasts on a quarterly basis across 11 industries and up to 54 countries depending on the industry – see table.

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.

Industry	Countries	Industry	Countries
Alcoholic Drinks	54	Hot Drinks	54
Beauty and Personal Care	54	Packaged Food	54
Consumer Appliances	46	Soft Drinks	54
Consumer Electronics	46	Tissue and Hygiene	54
Consumer Health	54	Tobacco*	54
Home Care	54		



* 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/