

PASSPORT GMID USER GUIDE

Euromonitor International's Passport GMID is an integrated online information system that offers an overview of the latest business intelligence on industries, countries and consumers worldwide. Its simple to use interface makes it easy to find relevant research:

- ✦ Internationally comparable statistics
- ✦ Forward-looking analysis from global, regional, country and company perspective
- ✦ Insightful comment from expert industry and country analysis

Understanding the homepage

The homepage provides quick access to the functions and resources you need most.

The **TOP NAVIGATION BAR** provides quick access to the statistics and analysis of latest research

Industries: access to articles, key trends, latest reports and statistics on 27 different industries

Economics: access to global economic analysis including in-depth data on market segmentation and market size

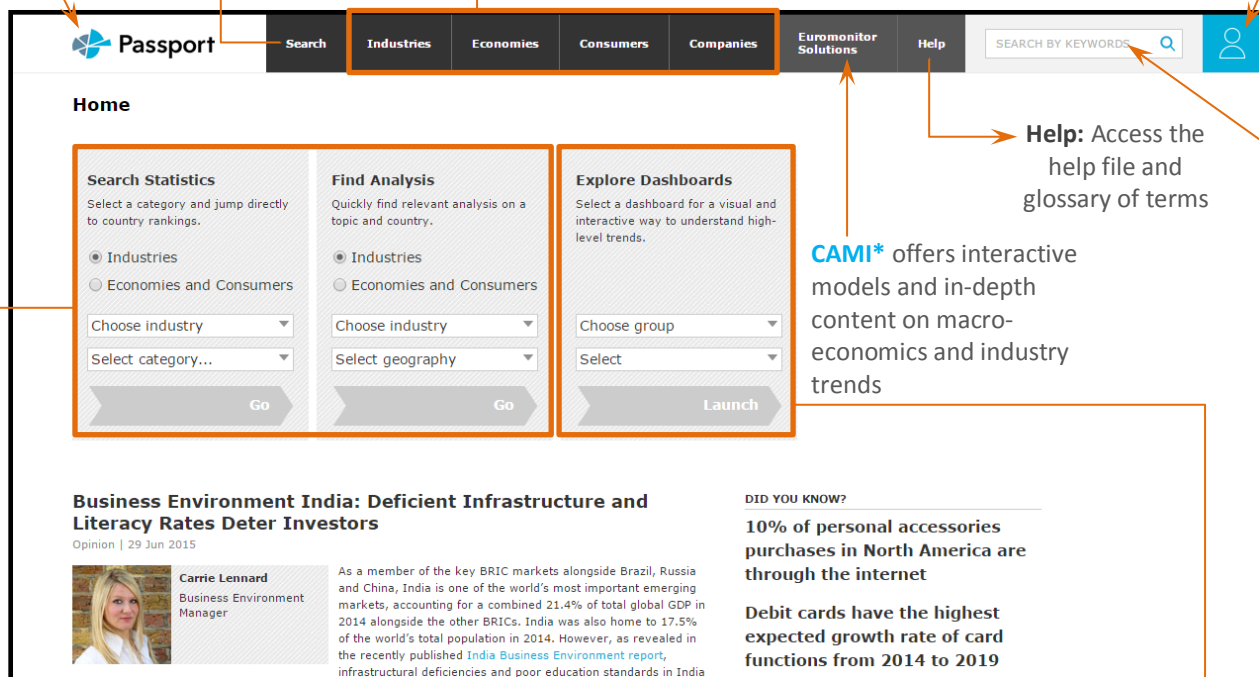
Consumers: access to statistics, reports and comments on consumers

Companies: access to comment and profiles for companies analyzed across industries

Create an account to save your searches

Search allows you to view all available search options

HOME: Return to your homepage from anywhere on the site



Quick links provides quick access to the statistics and analysis of latest research

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

*CAMI: Centre for Analytics, Modelling and Innovation

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 the type of search being carried out.

STEP ONE: Select Categories

Click to select **Geographies** and continue your search

Click the **X** icon to delete categories from your selection

Search: Categories and Topics

To build your query select your categories and/or topics or drill down to view and select its sub-items. Once a category or topic has been added, add a geographic location then start the search.

CATEGORIES AND TOPICS (5)

2 GEOGRAPHIES (0)

Search >

X Fresh Food

X Packaged Food

X Soft Drinks

X Consumer Foodservice

X Hot Drinks

Find data using keywords

CATEGORIES AND TOPICS

Type a specific category or topic to filter the available items

FIND A SPECIFIC CATEGORY OR TOPIC

☐ Select All

Industry Categories

<input type="checkbox"/> Alcoholic Drinks <i>i</i> >	<input type="checkbox"/> Health and Wellness <i>i</i> >	<input type="checkbox"/> Packaging <i>i</i> >
<input type="checkbox"/> Apparel and Footwear <i>i</i> >	<input checked="" type="checkbox"/> Fresh Food <i>i</i> >	<input type="checkbox"/> Personal Accessories <i>i</i> >
<input type="checkbox"/> Automotive	<input type="checkbox"/> Home and Garden <i>i</i> >	<input type="checkbox"/> Pet Care <i>i</i> >
<input type="checkbox"/> Beauty and Personal Care <i>i</i> >	<input type="checkbox"/> Home Care <i>i</i> >	<input type="checkbox"/> Retailing <i>i</i> >
<input type="checkbox"/> Consumer Appliances <i>i</i> >	<input checked="" type="checkbox"/> Hot Drinks <i>i</i> >	<input checked="" type="checkbox"/> Soft Drinks <i>i</i> >
<input type="checkbox"/> Consumer Electronics <i>i</i> >	<input type="checkbox"/> Ingredients >	<input type="checkbox"/> Tissue and Hygiene <i>i</i> >
<input type="checkbox"/> Consumer Finance >	<input type="checkbox"/> Luxury Goods <i>i</i> >	<input type="checkbox"/> Tobacco <i>i</i> >
<input checked="" type="checkbox"/> Consumer Foodservice <i>i</i> >	<input type="checkbox"/> Packaged Food (Rolling update) <i>i</i> >	<input type="checkbox"/> Toys and Games <i>i</i> >
<input type="checkbox"/> Consumer Health <i>i</i> >	<input checked="" type="checkbox"/> Packaged Food <i>i</i> >	<input type="checkbox"/> Travel <i>i</i> >
<input type="checkbox"/> Eyewear <i>i</i> >		

Economic and Consumer Topics

<input type="checkbox"/> Business Environment >	<input type="checkbox"/> Government >	<input type="checkbox"/> Labour and Education >
<input type="checkbox"/> Consumer Behaviour >	<input type="checkbox"/> Health <i>i</i> >	<input type="checkbox"/> Leisure and Lifestyles >
<input type="checkbox"/> Consumer Expenditure and Prices >	<input type="checkbox"/> Households and Homes >	<input type="checkbox"/> Population <i>i</i> >
<input type="checkbox"/> Economy and Finance >	<input type="checkbox"/> Income >	<input type="checkbox"/> Savings <i>i</i> >
<input type="checkbox"/> Energy and Environment >	<input type="checkbox"/> Industrial Output and Agriculture >	<input type="checkbox"/> Transport and Automotive >
<input type="checkbox"/> Foreign Trade >	<input type="checkbox"/> IT and Communications >	

Next >

Your selected categories are listed here

Click the **>** icon to expand the category and see the different sub-categories

The symbol indicates that info sources are available. Click to view the information

This is the aggregation of the following categories; Carbonates, Fruit/vegetable juice, Bottled water, Functional drinks, Concentrates, RTD tea, RTD coffee and Asian speciality drinks.

Select the category checkboxes to add them to your search query

Click to select **Geographies** and continue your search

STEP TWO:
Select Countries

Takes you back to the categories page

Once you have built your search query, click **Run Search** to generate your results

Search: Categories and Topics

To build your query select your categories and/or topics or drill down to view and select its sub-items. Once a category or topic has been added, add a geographic location then start the search.

CATEGORIES AND TOPICS (5)

GEOGRAPHIES (3)

Search >

Malaysia

Singapore

Asia Pacific

Click the X icon to delete countries from your selection

GEOGRAPHIES

Find countries within the menu

Type a specific geography to filter the available items

FIND A SPECIFIC GEOGRAPHY

Select a Predefined Geography list

ASEAN

Select All

World

Asia Pacific

Australasia

Eastern Europe

Latin America

Middle East and Africa

North America

Western Europe

Click the > icon to expand regions and select individual countries

Predefined geographical selections are listed here. For example, click on ASEAN to select Malaysia

Understanding the results page

The result list contains all the data matching your search criteria. The data pulled are categorized into statistics or analysis.

The screenshot displays a search results interface with several key sections and interactive elements:

- Search Summary:** Located at the top, it shows "You searched for:" followed by "CATEGORIES AND TOPICS (5): Fresh Food, Packaged Food, Soft Drinks, Consumer Foodservice, Hot Drinks" and "GEOGRAPHIES (3): Malaysia, Singapore, Asia Pacific". A "Modify Search" button is present.
- Filter Analysis Panel:** On the right, a panel titled "Filter analysis by:" allows filtering by "By Category", "By Survey Topic", "By Geography", "By Analysis", and "By Date".
- Navigation and Sorting:** Below the search summary, there are buttons for "FILTER ANALYSIS (0)" with a plus icon and "SORT RESULTS" with a dropdown arrow. An annotation points to the "SORT RESULTS" button, stating: "Click to sort by Relevance, A-Z or Date".
- Popular Statistics:** A section on the left titled "POPULAR STATISTICS" includes links for "Market Sizes", "Company Shares", "Brand Shares", and "Distribution".
- Statistics:** Another section on the left titled "STATISTICS" includes links for "Off-trade vs On-trade", "Pricing", "Products by Ingredient", and "Standard vs Pods".
- Analysis Section:** The main content area is titled "ANALYSIS" and lists several industry overviews: "Packaged Food in Malaysia", "Packaged Food in Singapore", "Consumer Foodservice in Malaysia", "Consumer Foodservice in Singapore", and "Soft Drinks in Singapore". An annotation points to this section, stating: "Gives you an overview of the data returned".
- Back to Menu Search:** An annotation points to the "Modify Search" button, stating: "Takes you back to the Menu Search to modify selections".

Analysing your results

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.

OUTPUT OPTIONS

Export to Excel
Export to PDF
Print
Move to My Research

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

VOLUME CONVERSIONS

Litres, Hecto-litres, UK/US barrels, Cases of different sizes

UNIT MULTIPLIER

Thousands, millions, billions

GROWTH

Year-on-Year growth, period
growth, growth index

PER CAPITA/HOUSEHOLD

CHANGE VIEW

- Reset or Select
- Change Groupings
- Combine Data

Click to rank data

Statistics

[Download](#)
[Print](#)
[Share](#)

Convert Data

- Currency conversions
- Current/constant
- Unit multiplier
- Growth
- Per capita/household
- Unit price

[Change Time Series](#)
[Change Data Types](#)
[Change Categories](#)
[Change Geographies](#)

Market Sizes | Historic/Forecast | Retail Value RSP | MYR mn | Current Prices

Key:
 [Related Analysis](#)
[View Chart](#)
[Company Shares](#)
[Brand Shares](#)
[Distribution](#)
[Analysis by Flavour](#)
[Pricing](#)
[Products by Ingredient](#)

Change View		2010	2011	2012	2013	2014	2015
Malaysia							
	Baby Food	1,311.9	1,388.0	1,472.7	1,565.5	1,669.5	1,775.9
	Confectionery	992.9	1,023.7	1,056.9	1,089.9	1,124.1	1,158.0
	Dairy	2,394.0	2,545.7	2,702.0	2,862.2	3,005.7	3,195.5
	Packaged Food	19,942.3	20,944.8	21,993.0	23,115.5	24,324.9	25,644.0
	Bakery	2,475.5	2,555.5	2,658.8	2,752.3	2,838.4	2,937.2
	Canned/Preserved Food	931.2	960.6	986.9	1,014.9	1,046.0	1,071.0
	Chilled Processed Food	259.1	269.4	280.3	292.9	304.6	314.8
	Dried Processed Food	4,967.4	5,284.8	5,571.8	5,904.8	6,289.2	6,687.8
	Frozen Processed Food	491.5	505.4	520.1	537.2	554.7	576.0
	Ice Cream	511.3	536.9	564.6	586.8	608.1	631.7
	Noodles	1,066.6	1,167.1	1,264.6	1,380.1	1,513.7	1,665.1
	Oils and Fats	2,298.5	2,379.9	2,477.0	2,579.1	2,689.6	2,816.5

[Category Definitions](#)
[Region Definitions](#)
[Calculation Variables](#)

Research Sources:

- Packaged Food: Euromonitor from trade sources/national statistics

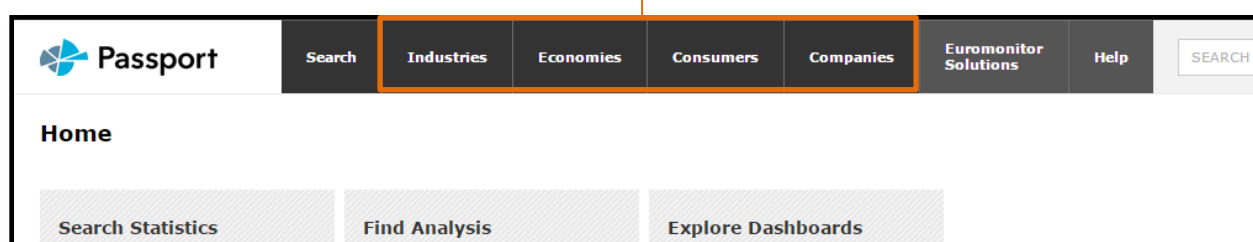
Use the **drop down boxes** to change the information displayed in a results table. For example, view forecasts, change categories and countries

[Click here to find data definitions and conversion values](#)

Navigate to data easily

Quick links help you get to high level information fast on a specific industry of your choice.

Start by selecting either **type of industries, economic analysis, consumers' data or specific company.**



Identify top countries
in a specific category

Display **categories by rank** within a specific geography for that industry

Geographic reach for **leading companies** in an industry and their market share

Access Dashboards,
An interactive tool that allows users to visualize data in a compelling and efficient way

Analysis finder

The screenshot shows a dashboard titled "Packaged Food" with several interactive panels:

- SEARCH TREE:** A dropdown menu for "Select category..." and a "Go" button.
- ANALYSIS FINDER:** A dropdown menu for "All Analysis" and "Select geography", with a "Go" button.
- RANK COUNTRIES:** A "Choose a category" dropdown, radio buttons for "Size", "Growth", and "Per cap.", and radio buttons for "Forecast" and "Historic". It includes a "Go" button.
- RANK CATEGORIES:** A "For a geography..." dropdown, radio buttons for "Size", "Growth", and "Per cap.", and radio buttons for "Forecast" and "Historic". It includes a "Go" button.
- REVIEW TOP COMPANIES:** A "Select company..." dropdown and a "Go" button.
- DASHBOARDS:** A circular icon labeled "DASHBOARDS VISUALISE DATA" with a "Select..." dropdown and a "Go" button.

Below the dashboard panels, there are two article snippets:

Ferrero's Acquisition Suggests Retailing could be a Priority for the Future
Opinion | 25 Jun 2015
Jack Skelly, Analyst
The latest company to get on the acquisition bandwagon is Ferrero Group. The famous Italian confectioner has purchased a majority stake in UK chocolate retailer and manufacturer Thorntons for US\$180 million. Whilst this may seem relatively small fry in the context of recent historic food takeovers, this has not prevented the story from generating significant press attention. The deal may raise eyebrows in puzzlement rather than shock – and with some justification. However, there is method in Ferrero's decision, as it represents the realisation of two strategic priorities for the company.
[Continue reading >](#)

What's New in Baby Food: Craze for Toddler Milk Formula in Asia
Opinion | 24 Jun 2015
Raphael Moreau, Analyst - Food
While overall baby food sales continue to see robust growth globally, the most promising baby food category remains toddler milk formula. This is driven almost entirely by large emerging markets in Asia, several of which have among the highest per capita consumption globally in the category.
In developed markets, manufacturers also see growth opportunities in focusing on toddler milk formula as a way to make their baby food brands less exposed to standard milk formula, which is increasingly shunned as parents favour breastfeeding. However, can they succeed in replicating the adoption of toddler milk formula by Asian parents in other parts of the world, and

DID YOU KNOW?
At 98%, cocoa prices have grown at twice the rate of chocolate prices
Consumers in Asia Pacific prefer pastries over confectionery whilst the opposite holds true for Europe
Confectionery and baby food sales would suffer the most from a potential emerging market softening
[Load More ▼](#)

LATEST RESEARCH | [Load More >](#)
[Ferrero's Acquisition Suggests Retailing could be a Priority for the Future](#)
Opinion | 25 Jun 2015
[What's New in Baby Food: Craze for Toddler Milk Formula in Asia](#)
Opinion | 24 Jun 2015

DID YOU KNOW?
See the detail behind this insight

Access articles of interest relating to your chosen industry

Access **the latest research** on your chosen industry

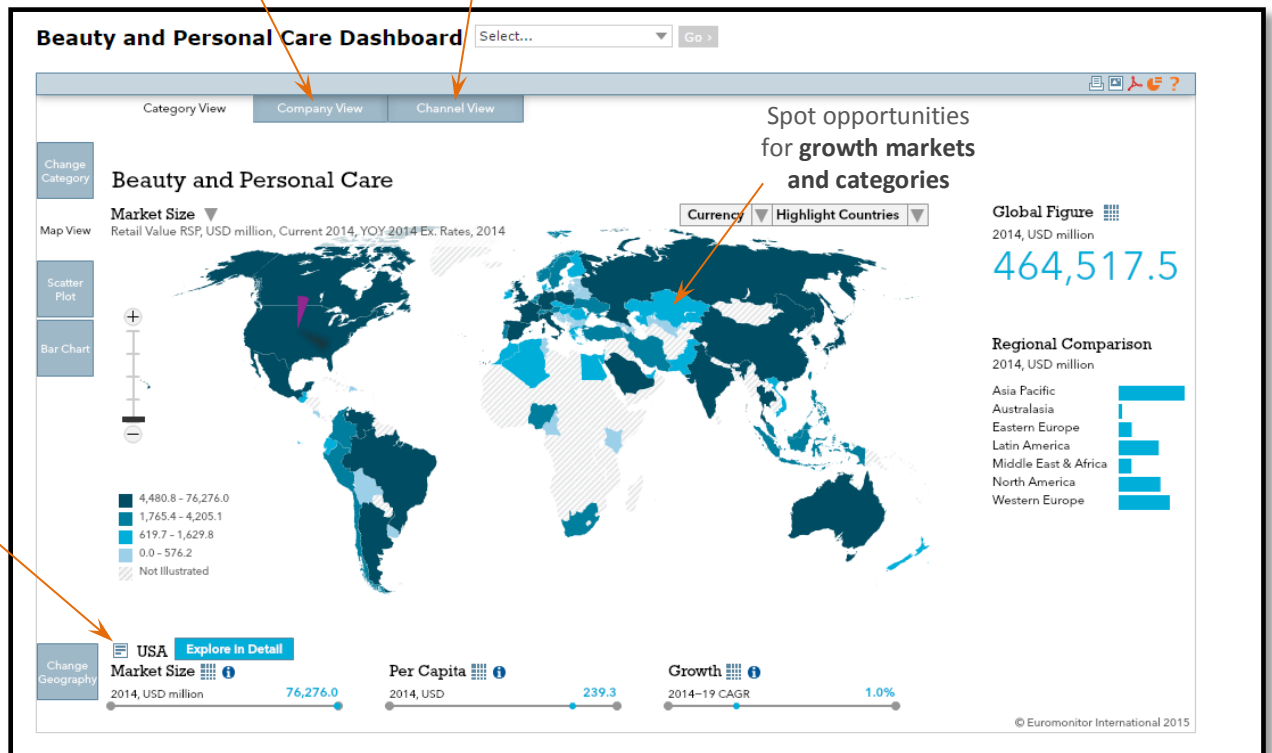
Visualize data

Used 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.

Identify quickly which channel is the most efficient for each category

Focus on the major players on the market for each category

Spot opportunities for growth markets and categories



Navigation and output

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.

OUTPUT OPTIONS

Export to Excel
Export to PDF
Print
Move to My Research

The screenshot shows the 'Analysis' interface for 'Chilled Processed Food in the US'. It includes a 'Back To Results' button, a toolbar with icons for download, print, and share, and a sidebar with a 'Table Of Contents' and 'Related Statistics'. The main content area displays 'HEADLINES' and 'TRENDS' sections. Annotations with arrows point to the toolbar, the 'Table Of Contents', and the 'Related Statistics' section.

Analysis

[Back To Results](#)

Download Print Share

Table Of Contents

- HEADLINES
- TRENDS
- COMPETITIVE LANDSCAPE
- PROSPECTS
- CATEGORY DATA

Related Statistics

[View Statistics](#)

[Related Industry Reports](#)

Related Company Profiles

Related Articles

More Related Items

Chilled Processed Food in the US

Category Briefing | 05 Dec 2014

HEADLINES

- Retail sales predicted to rise to all-time highs of US\$31.5 billion and 4.5 million tonnes in 2014 with growth rates of 4% in current value and 2% in volume terms
- Fresh cut fruits will continue to record aggressive growth in 2014 of 10% in current value and 9% in volume terms
- For second consecutive year, all of chilled processed food will record value and volume retail sales growth with the sole exception of chilled pizza
- In August 2014, Tyson Foods and Hillshire Brands complete a merger, combining to become the second largest company in chilled/processed food by value, with US\$3.3 billion
- Average unit price predicted to record 2% increase in 2014
- Chilled processed food is expected to register a retail volume CAGR of 1% and 2% value CAGR at constant 2014 prices over the forecast period

TRENDS

- Chilled processed food continued to be attractive to consumers for offering convenience with a fresh and healthy feel. However, these products are also difficult and expensive to transport and store and this cost is passed on to the consumer in the high price point. Although this was a problem during the recession, in recent years, consumers who have recovered from the recession are enthusiastic again about chilled food. Although 2014 will not match 2013's record growth of 5%, the category is still predicted to record healthy growth at 4% in current value sales, with volume growth at 2%.

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PASSPORT

Passport is an award-winning market research database used by the world's top academic institutions and Fortune 500 companies to understand the global business environment in a time of rapid change and increased globalization.

Passport features millions of statistics and in-depth reports on 27 countries with demographic, macro and socioeconomic data and analysis on consumers and economies in 210 countries worldwide.

PASSPORT FEATURES

- Forward-looking analysis of consumer and industries markets
- Market performance of leading companies and brands
- Comprehensive population, socioeconomic and lifestyle data
- Timely and topical commentary on factors influencing the business environment
- Surveys exploring consumer opinions, attitudes and behaviors
- The same research approach for all countries to allow cross-country comparisons
- Historic data from 1997 and forecasts to 2020
- An unrivalled level of detail across all categories
- Powerful and easy-to-use analysis and visualization tool

PASSPORT SUPPORTS TEACHING AND RESEARCH ACROSS A RANGE OF DISCIPLINE

- International business & marketing
- Economics
- Social studies
- Humanities
- Geography
- Travel and tourism
- International hospitality management
- Food marketing
- International relations

FACULTY CAN DESIGN TEACHING MATERIALS AND PROJECTS WITH REAL WORLD RELEVANCE

- Strategic planning
- Economic analysis
- Opportunity assessments
- Competitive threats
- Market entry studies
- Merger and acquisition possibilities
- Competitor intelligence
- Industry benchmarking
- Sales channel management
- Consumer insight



98% OF THE WORLD'S LEADING

BUSINESS SCHOOLS, UNIVERSITIES

AND COLLEGES **RENEW**

THEIR SUBSCRIPTIONS EACH YEAR.

Industry research

Passport industry research includes global statistics and analysis for 27 major consumer industries worldwide. Users have access to historic and forecast market sizes, distribution channel analysis, company and brand share data, company profiles, global industry reports, expert and breaking news articles and more.

INDUSTRIES RESEARCHED

- Alcoholic Drinks
- Apparel
- Automotive
- Beauty and Personal Care
- Consumer Appliances
- Consumer Electronics
- Consumer Finance
- Consumer Foodservice
- Consumer Health
- Eyewear
- Fresh Food
- Health and Wellness
- Home and Garden
- Home Care
- Hot Drinks
- Industrial ingredients
- Luxury Goods
- Packaged Food
- Packaging
- Personal Accessories
- Pet Care
- Retailing
- Soft Drinks
- Tissue and Hygiene
- Tobacco
- Toys and Games
- Travel and Tourism

Passport: Countries and Consumers

Passport: Countries and Consumers provides in-depth analysis on trends impacting consumers and countries around the world. It delivers research and analysis on the evolving economy, business environment, population, and income and expenditure patterns in 210 countries worldwide.

- Consumer Trends and Lifestyles
- Economy, Finance and Trade
- Government, Labor and Education
- Income and Expenditure
- Industry, Infrastructure and Environment
- Population and Homes
- Technology, Communications and Media

“With students and staff
from all over the world, we find the
international coverage invaluable.”
—Judge Business School
University of Cambridge

Passport: Industrial

Passport: Industrial is a breakthrough economic research solution analyzing the industrial makeup of the world's 18 largest economies, covering 78% of global GDP. It splits each economy into 177 industries, providing extensive cross-country and cross-industry comparable statistics and strategic assessments of each industry.

Passport: Survey

Passport: Survey provides real-time profiling of consumer attitudes, motivations and behaviors around the world.



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Dashboards and Vis Apps

For many students, complex data is easier to understand visually. Dashboards and Vis Apps allow users to visually make sense of thousands of data points at one time, moving the user from “What is happening?” to “Why is this happening?”

DASHBOARD EXAMPLE: CONCENTRATION OF GENERATION Y BY REGION



A Customisable System

Each Passport subscription is customizable to your institution's needs. Access top-level industry, country and consumer data, data customisations, visualization and datagraphic tools and full industry vertical data including brand shares, company shares and distribution research.

Dedicated Account Management

Your account manager is always available to help with specific research queries and to set up personalized training sessions, ensuring you get the most out of the database. Passport can be fully networked throughout your organization, allowing you to save searches and share insights.

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Twitter: @euromonitor

Request a Demo

<http://www.euromonitor.com/request-passport-demo>



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