



Passport user guide

Passport is an award-winning market research knowledge hub for forward thinkers.

Unlock growth with cutting-edge research into markets, industries, companies, economies and consumers. This guide provides a detailed overview of how to use Passport, allowing you to find the information you need more efficiently.



Table of contents

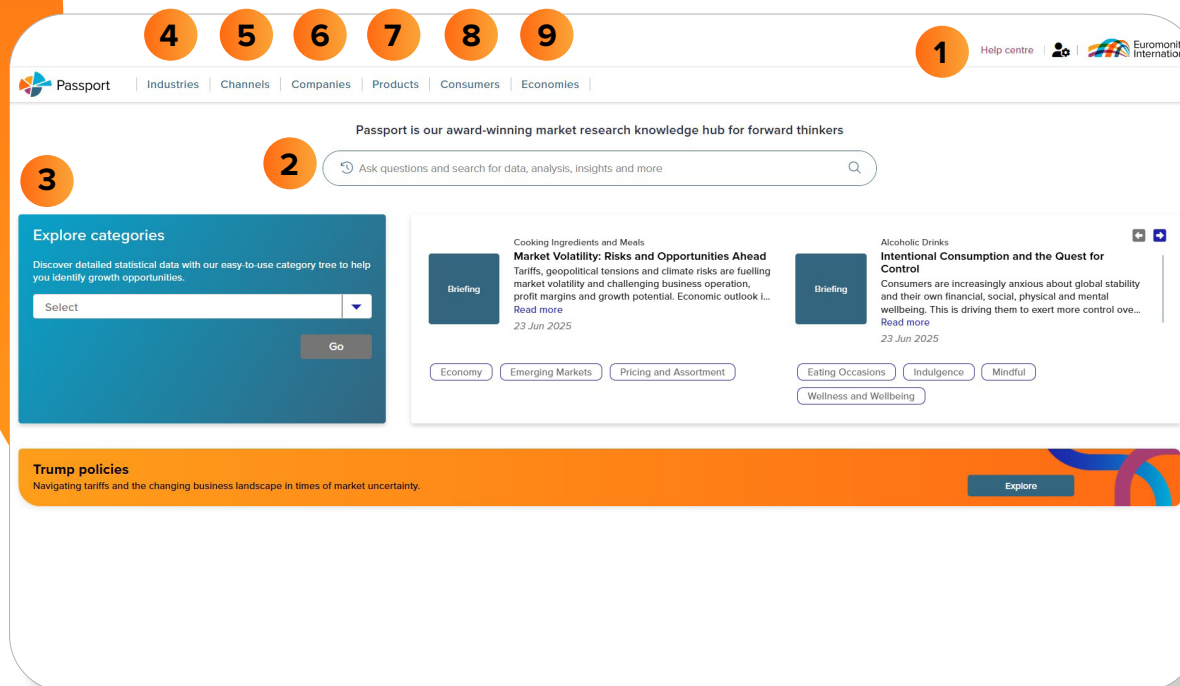
Home page.....	3
Search page.....	4
Auto-suggest search results.....	5
Your search history.....	5
Explore categories menu.....	6
Selecting geographies.....	7
Using statistics.....	8
Navigating industry and topic pages.....	9
Content beyond your subscription.....	10
Contact us.....	11



Home page

Passport's home page offers a curated global menu and highlights the latest featured content, providing the perfect starting point for your journey.

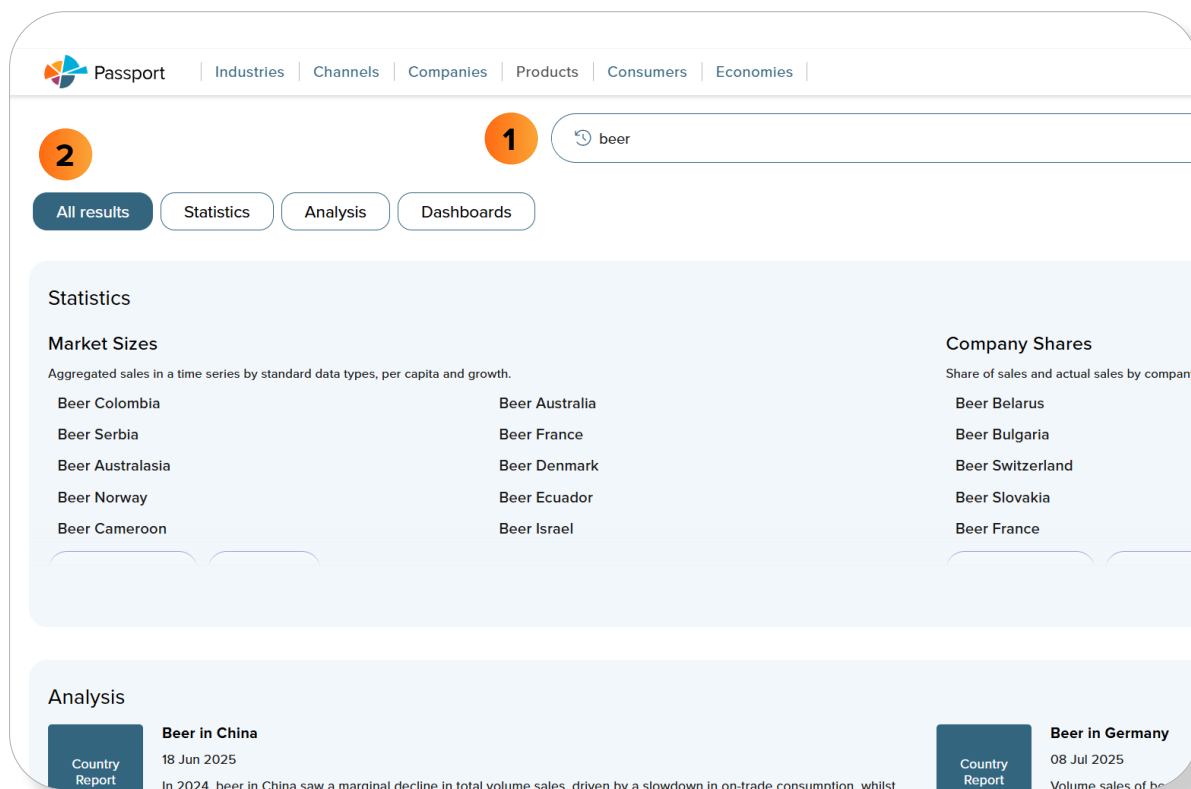
1. **Top navigation** - View data update schedule, help videos, frequently asked questions and definitions via the Help Centre and edit your profile.
2. **Search box** - Find the specific data and insights you need by typing a phrase or keywords.
3. **Explore categories menu**
4. **Industries:** Find statistics and analysis for each industry we research.
5. **Channels:** Capitalise on opportunities in the changing retailing and digital landscape.
6. **Companies:** Access key company insights, including competitive landscape and growth outlook.
7. **Products:** Enhance your product offer and positioning by thoroughly understanding product claims and product launches.
8. **Consumers:** Learn about consumer trends, demographics and preferences.
9. **Economies:** Navigate global economies and their impact on business and trade.



Search page

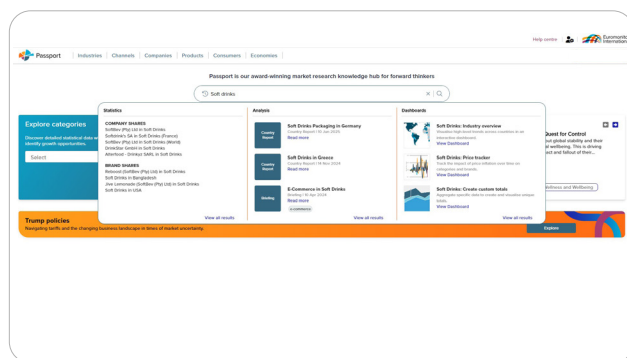
A unified search page displays results from multiple types of data into a single, integrated view. All relevant results are shown together and organised for ease of use.

- 1. Single search bar:** A single place to enter your search query, featuring natural language starter prompts to guide you on how to phrase requests to achieve the desired results.
- 2. Grouped results:** Toggle easily between relevant statistics, written analysis and visual dashboards.



Auto-suggest search results

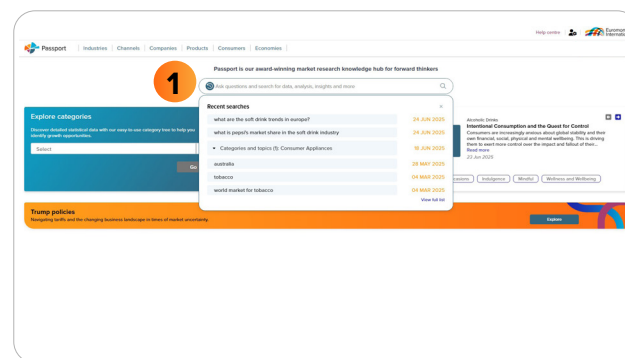
Auto-suggest search results are real-time, predictive suggestions that will appear as you begin to type in the search box. They are there to help you to find relevant data faster and discover related terms or topics to improve both the speed and quality of insights provided.



Your search history

Search history is a record of past searches made by you to help you quickly revisit previous queries, track your research process and avoid repeating searches—saving time and supporting more efficient, organised analysis.

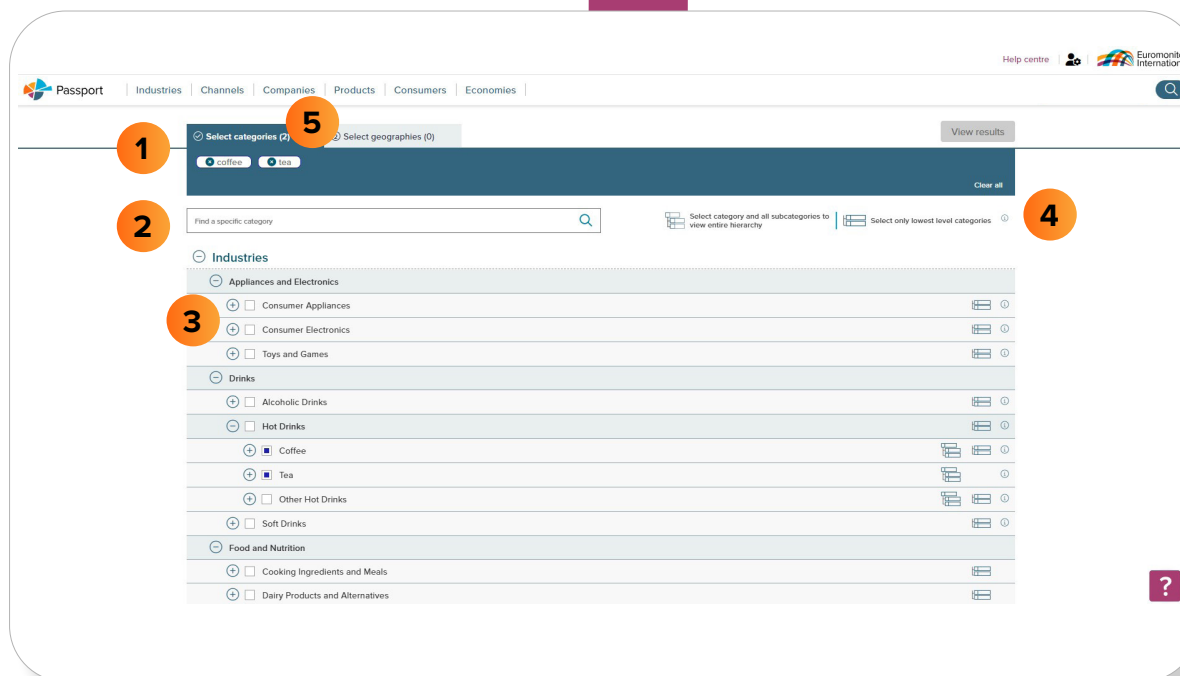
1. Use the icon of a clock to view your previous search history and dates searched



Explore categories menu

Explore categories of interest from the full list of categories we research. You will find an 'Explore categories' menu on the homepage, all industry pages and all topic pages.

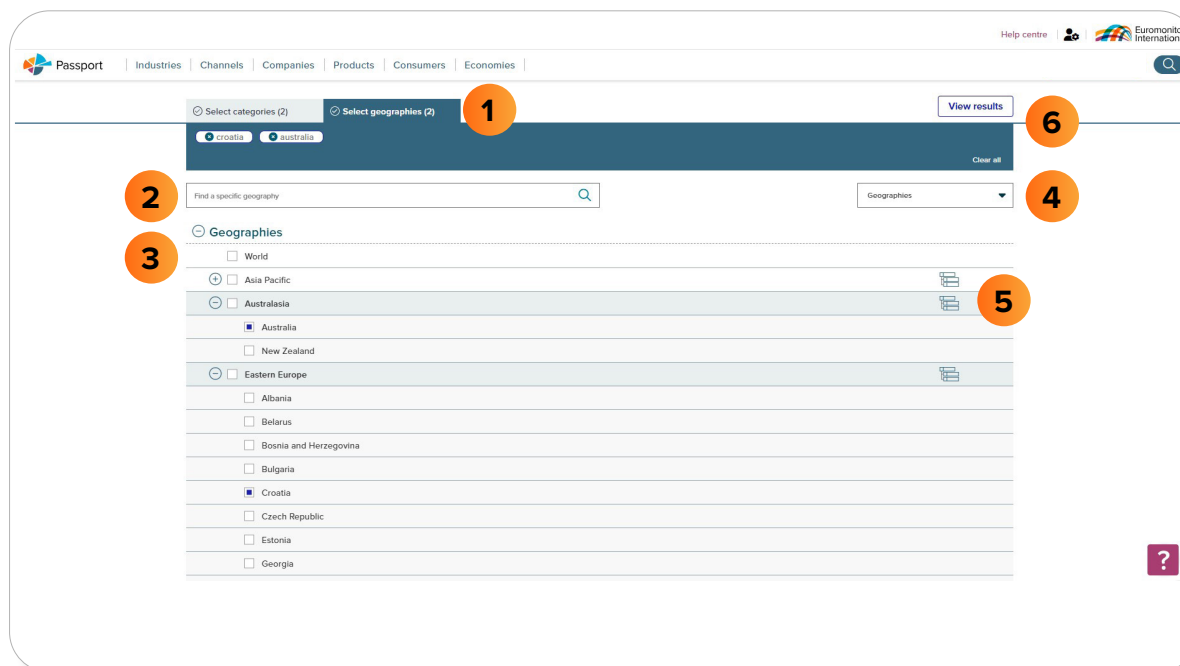
- 1. Categories tab:** View selected categories or erase a category by clicking the corresponding 'x'.
- 2. Type a specific category:** Filter by a specific category or topic by typing in the search box.
- 3. Select categories:** Click the '+' to expand a category or subcategory > Click the 'i' to view the category's definition.
- 4. Select all subcategories:** Click to quickly add all subcategories of any category.
- 5. Choose geographies:** Click the 'Geographies' tab to select geographies for your search.



Selecting geographies

Now select geographies to complete your search.

1. **Geographies tab:** View selected geographies or erase a geography by clicking the corresponding 'x'.
2. **Type a specific geography:** Filter by a specific geography by typing in the search box.
3. **Geography hierarchy:** Select a single region or drill down to select counties > Click the '+' to expand the tree section.
4. **Select a predefined list:** Click to see a drop-down list of predefined regions or countries.
5. **Select all countries:** Click to quickly add all country subcategories.
6. **Run search:** Click to see a list of all statistics and analysis related to your search parameters.



Using statistics

- Page title:** View the measure name chosen on the result list page.
- Table header:** View the header name relevant to the displayed data (e.g., “Historic”, “Forecast”, etc.)
- Change statistics type:** Navigate to different statistics based on the selected categories and geographies.
- Modify search:** Add or remove categories and geographies—this control also reflects the current categories and geographies.
- Change data types:** Switch to a different data type.
- Convert data:** Customise and manipulate data outputs or modify and analyse visual data.
- Filters:** Filter the displayed data.
- Time series:** Choose the year range.
- Create and set preferences:** Save your customised page configuration as a set of preferences, which you can designate as a default to be applied automatically on each visit to the page. You can save up to 10 different sets of preferences.

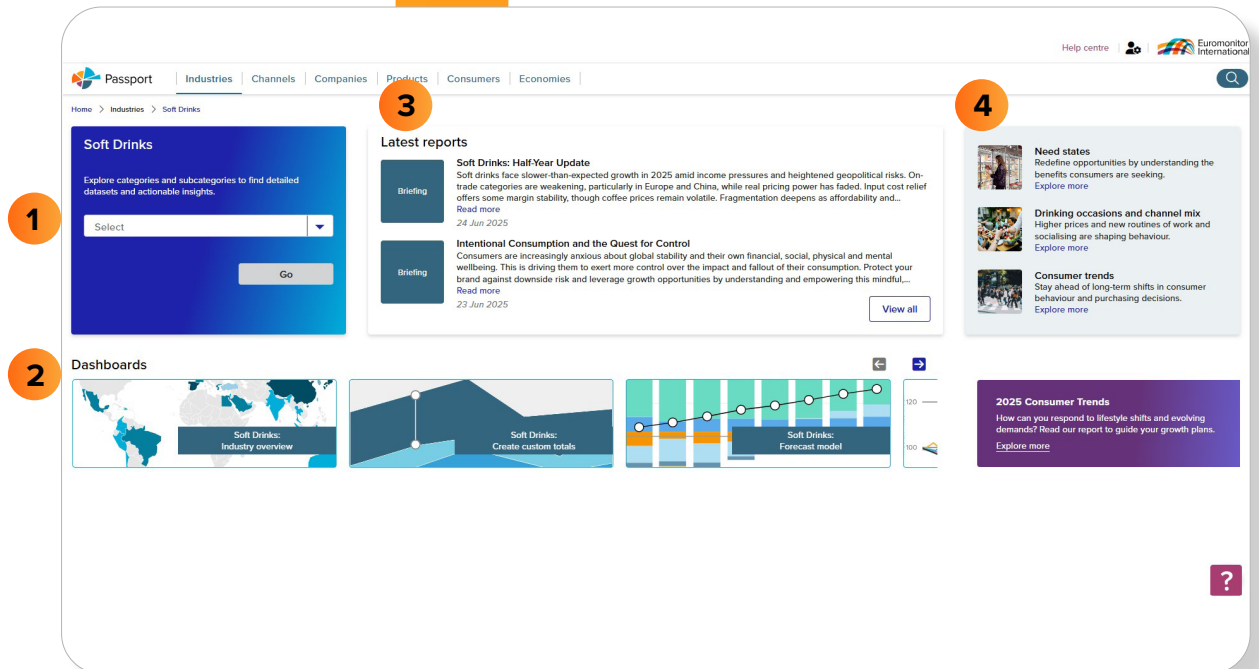
The screenshot shows the Passport application interface. At the top, there's a navigation bar with 'Passport' and various filters like Industries, Channels, Companies, Products, Consumers, and Economies. Below this is a search bar and a 'Search Results / Market Size' header. The main area displays a table of data. Numbered callouts point to specific UI elements: 1 points to the page title 'Search Results / Market Size'; 2 points to the table header 'Historic'; 3 points to the 'Convert Data' button; 4 points to the 'Modify search' button; 5 points to the 'Change Stats Type' button; 6 points to the 'Convert Data' button; 7 points to the 'Filters' section; 8 points to the 'Time series' section; and 9 points to the 'Create and set preferences' button.

State Type	Geography	Category	Data Type	Unit	Current Constant	2019	2020	2021	2022	2023	2024
Hot Drinks	Australia	Coffee	Retail Value RSP	AUD million	Current Prices	1,042.3	1,119.0	1,131.3	1,190.4	1,268.0	1,319.5
Hot Drinks	Australia	Tea	Retail Value RSP	AUD million	Current Prices	470.0	488.1	490.8	505.1	533.7	550.9
Hot Drinks	Croatia	Coffee	Retail Value RSP	EUR million	Current Prices	170.7	175.1	183.1	197.4	213.4	234.9
Hot Drinks	Croatia	Tea	Retail Value RSP	EUR million	Current Prices	19.5	21.1	20.7	21.3	22.6	23.8
Hot Drinks	Latin America	Coffee	Retail Value RSP	USD million	Current Prices	12,690.7	11,347.2	12,118.8	14,611.4	16,798.3	18,720.9
Hot Drinks	Latin America	Tea	Retail Value RSP	USD million	Current Prices	1,425.9	1,359.6	1,414.1	1,618.7	1,823.4	1,932.2
Hot Drinks	North America	Coffee	Retail Value RSP	USD million	Current Prices	15,596.5	17,583.0	18,254.7	19,920.1	20,714.6	21,798.6
Hot Drinks	North America	Tea	Retail Value RSP	USD million	Current Prices	3,286.9	3,785.4	3,879.9	4,005.5	4,072.7	4,167.9
Hot Drinks	Western Europe	Coffee	Retail Value RSP	USD million	Current Prices	22,778.3	25,472.3	28,246.4	26,905.5	29,763.3	31,070.7
Hot Drinks	Western Europe	Tea	Retail Value RSP	USD million	Current Prices	6,198.8	6,707.6	7,237.5	6,803.0	7,663.9	8,211.3
Hot Drinks	Austria	Coffee	Retail Value RSP	EUR million	Current Prices	741.8	783.1	917.7	964.8	1,003.4	1,059.2
Hot Drinks	Austria	Tea	Retail Value RSP	EUR million	Current Prices	106.7	115.2	120.2	124.3	131.9	139.9
Hot Drinks	Denmark	Coffee	Retail Value RSP	DKK million	Current Prices	3,250.0	3,359.6	3,448.5	3,854.0	3,849.1	3,857.2
Hot Drinks	Denmark	Tea	Retail Value RSP	DKK million	Current Prices	361.9	382.1	395.1	392.7	406.9	409.5
Hot Drinks	France	Coffee	Retail Value RSP	EUR million	Current Prices	3,858.0	4,206.8	4,473.9	4,558.4	5,041.5	5,371.2
Hot Drinks	France	Tea	Retail Value RSP	EUR million	Current Prices	589.5	646.7	666.1	646.0	675.3	698.6
Hot Drinks	Germany	Coffee	Retail Value RSP	EUR million	Current Prices	4,582.9	4,994.6	5,359.0	5,930.3	6,315.9	6,351.5
Hot Drinks	Germany	Tea	Retail Value RSP	EUR million	Current Prices	1,573.6	1,697.6	1,858.0	2,107.4	2,261.9	2,308.3

Navigating industry and topic pages

Access statistics and analysis on a select industry.

1. **Explore the sector/industry page:** Explore categories and subcategories to find detailed datasets and actionable insights.
2. **Dashboards:** Visualise data and spot trends.
3. **Latest reports:** Browse the latest analysis.
4. **Trending topics:** Explore cross-industry trends that businesses are prioritising.



Content beyond your subscription

You will be able to preview industries and sectors outside of your subscription, including direct access to request a demo.

19 of the world's top 20 beauty and personal care companies use our data analytics

Beauty and Personal Care
Our data analytics are more than skin-deep

Thank you for visiting this page in Passport and for your interest in exploring the valuable insights on Beauty and Personal Care. While we understand your wish to access these insights, please note that you currently do not have a subscription to this content. Kindly reach out to your dedicated account manager to unlock access by clicking on the "request a demo" button above.

15 categories and 320 sub-categories

- Beauty and Personal Care
 - Bath and Shower
 - Body and Hair Care
 - Body Care
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Snapshot of coverage

- 20 years of comparable market size data
- 15 years of historic data and 5 year forecasts
- Premium vs mass breakdowns
- Market sizes for dermocosmetics
- Sales by retail channel - including direct selling
- Retail volume and value sales
- Company and brand shares
- 99 countries researched

Key themes

- Ingredient-led beauty**
Continued demand for clean and clinical brands and the rise of dermocosmetics
- Premiumisation and affordability**
Further normalisation of budgeting and greater polarisation of spending
- Blurring wellness**
Skin health continues to play an integral role in the growing popularity of wellness
- Women's Health**
Continued investment in consumer education of functional benefits for women as we better understand the effect of hormonal changes during life stages
- AI**
Plans to invest in AI grow as it plays a pivotal role in gathering and analysing data related to product recommendations

Premium skin care sets/kits
Retail value rrp, USD million, current, 2009-2028

2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028

How our data analytics can support you

- Ingredients companies use our research to understand consumer preferences and market trends to position themselves appropriately to brands
- Banks and consulting firms use our research to identify opportunities around new market entry, mergers and acquisitions and IPOs for their clients
- Brands outside the beauty space use our research to explore emerging trends applicable to them and areas for product diversification

Request a demo

Contact your librarian

For questions and more information, login to Passport or reach out to your librarian.



About Euromonitor International

Euromonitor International leads the world in data analytics and research into markets, industries, economies and consumers. We provide truly global insight and data on thousands of products and services to help our clients maximise opportunities, and we are the first destination for organisations seeking growth. With our guidance, our clients can make bold, strategic decisions with confidence. We have 16 offices around the world, with 1000+ analysts covering 210 countries and 99.9% of the world's consumers, and use the latest data science and market research techniques to help our clients to make sense of global markets.