Passport

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.

Euromonitor International

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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.
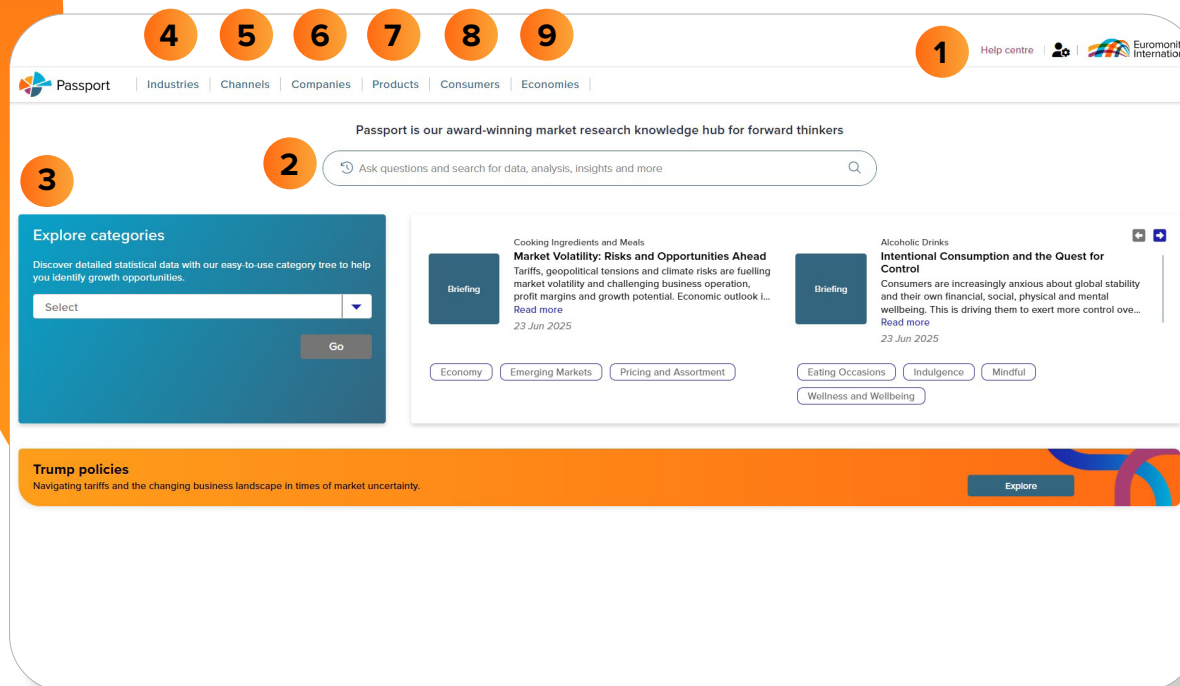
Search page

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

Your search history
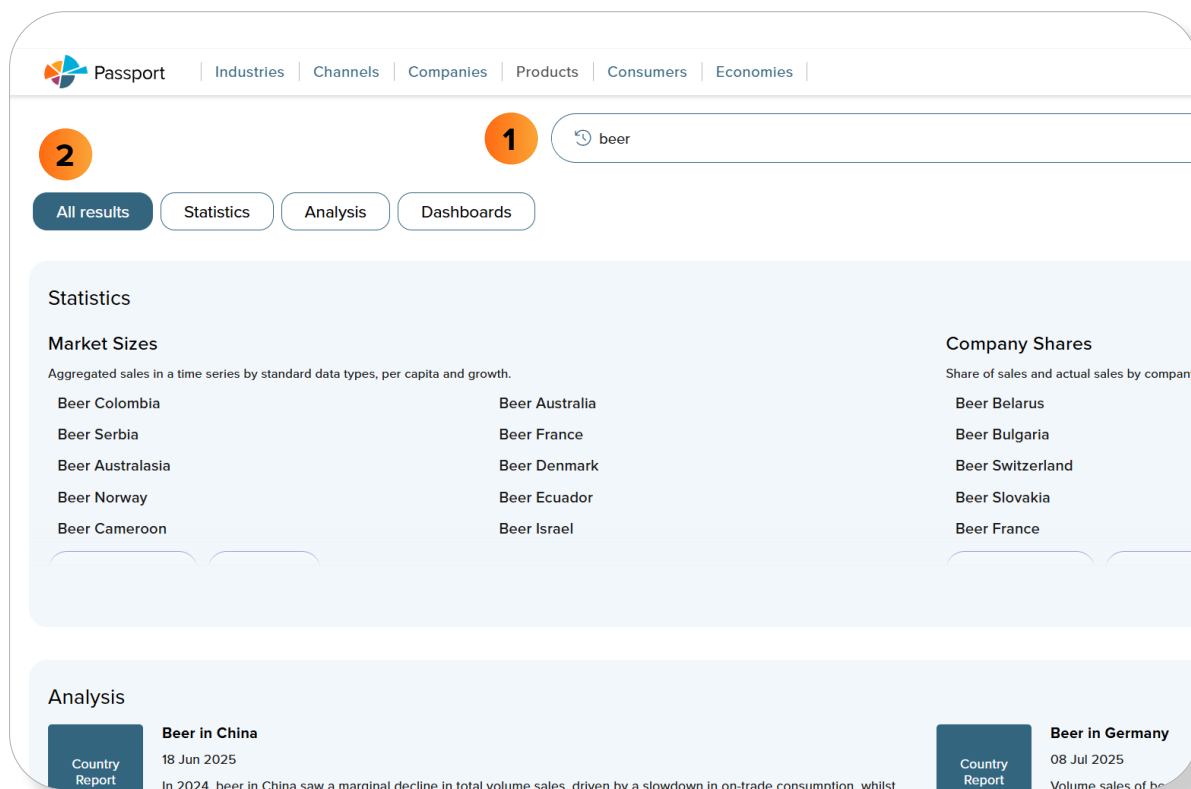
Auto-suggest search results are real-time, predictive suggestions that will appear as you begin to type in the search box. They are there to help you to find relevant data faster and discover related terms or topics to improve both the speed and quality of insights provided.
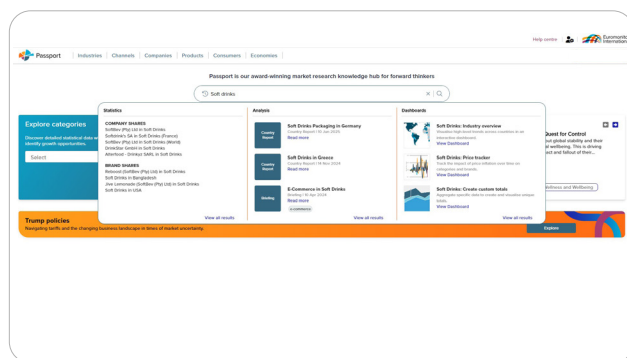
Search history is a record of past searches made by you to help you quickly revisit previous queries, track your research process and avoid repeating searches— saving time and supporting more efficient, organised analysis.

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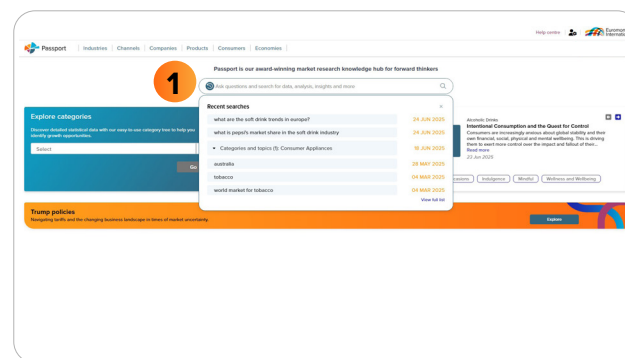
Explore categories menu

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.
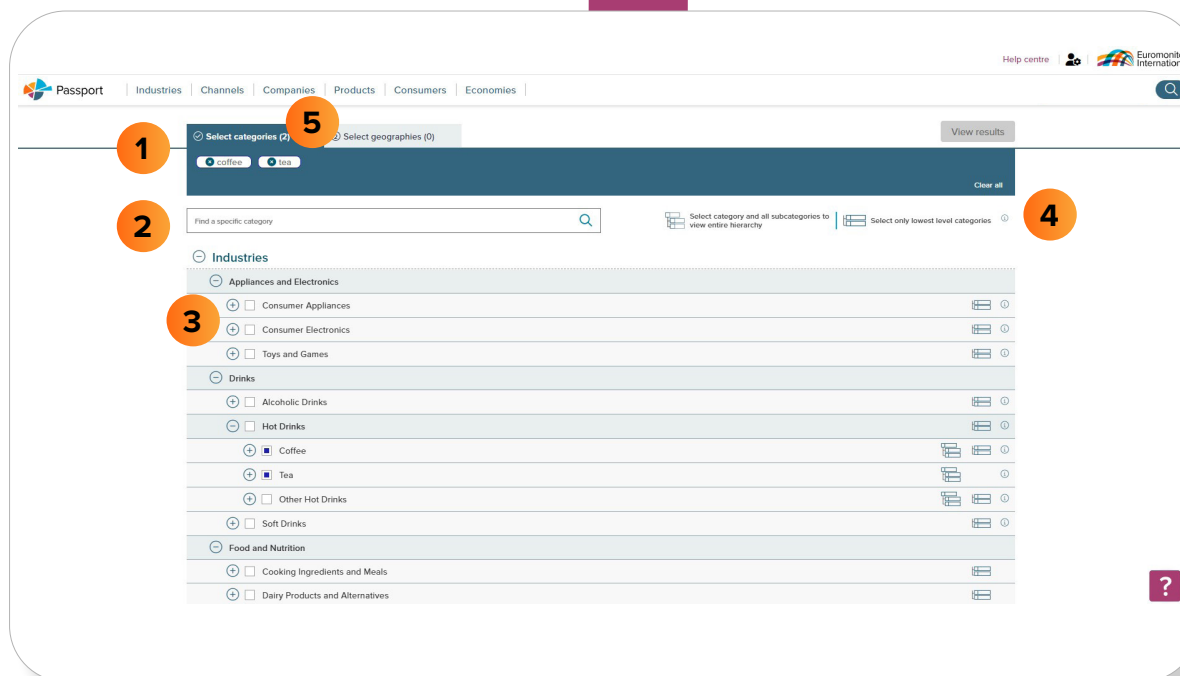
Selecting geographies

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.
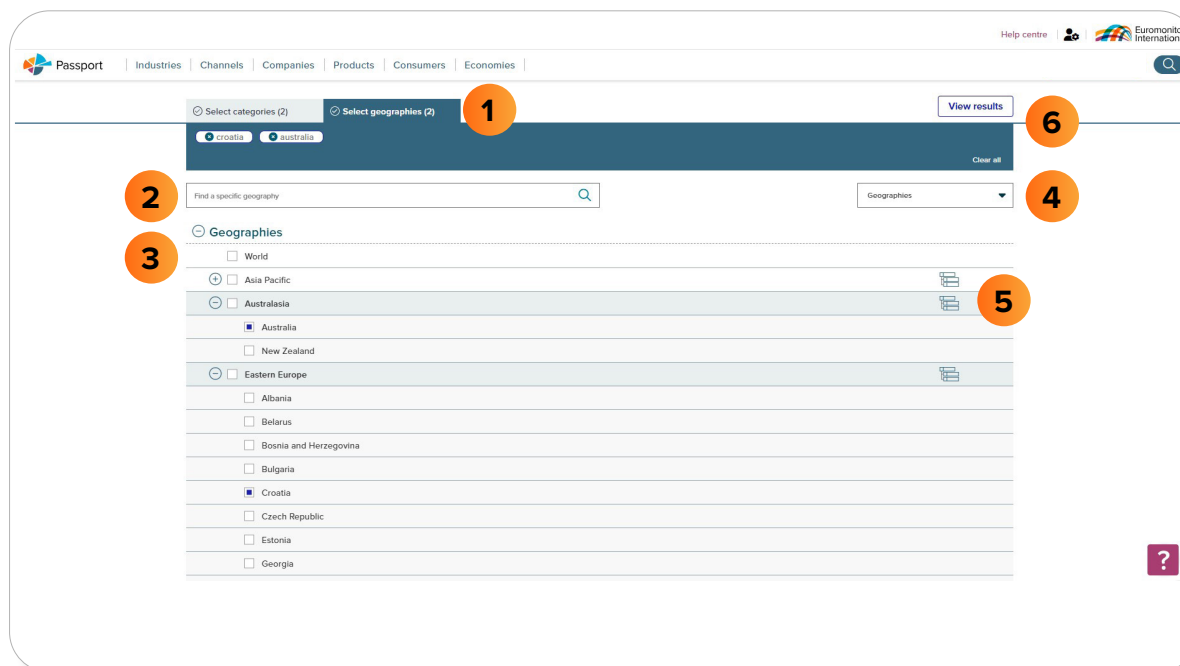
Using statistics

1. **Page title:** View the measure name chosen on the result list page.
2. **Table header:** View the header name relevant to the displayed data (e.g., "Historic", "Forecast", etc.)
3. **Change statistics type:** Navigate to different statistics based on the selected categories and geographies.
4. **Modify search:** Add or remove categories and geographies—this control also reflects the current categories and geographies.
5. **Change data types:** Switch to a different data type.
6. **Convert data:** Customise and manipulate data outputs or modify and analyse visual data.
7. **Filters:** Filter the displayed data.
8. **Time series:** Choose the year range.
9. **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.

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.
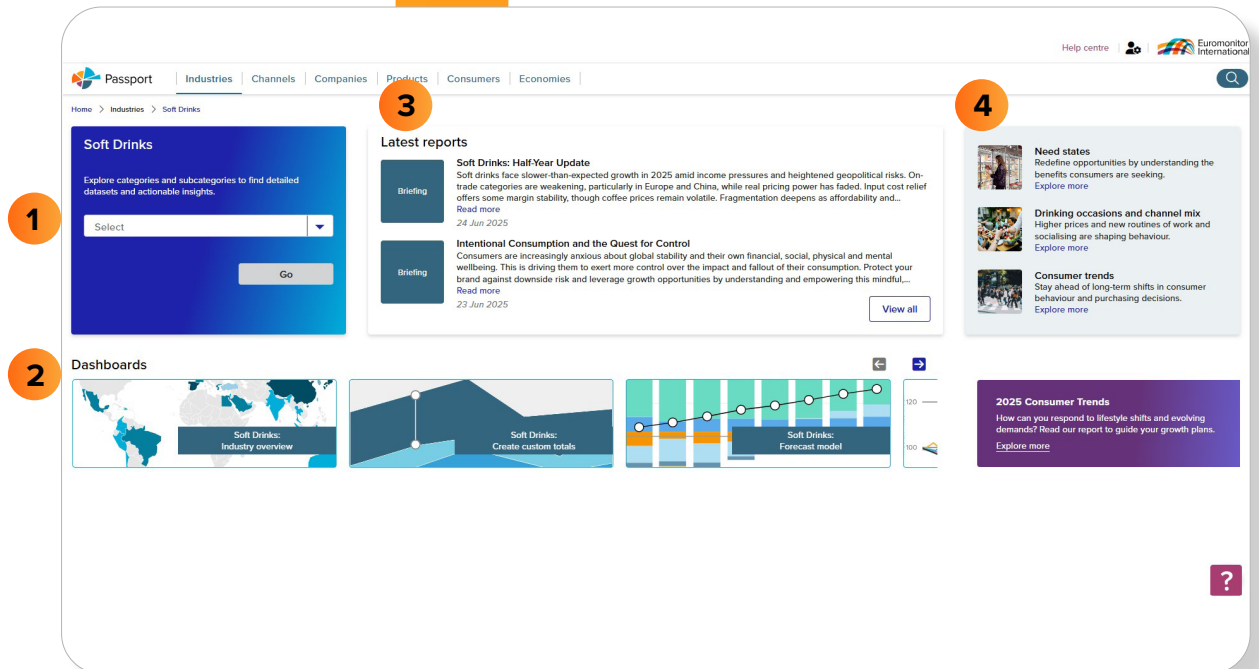
Content beyond your subscription

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

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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.

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