

# Euromonitor Passport Training

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**EUROMONITOR  
INTERNATIONAL**

# Agenda

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(1) ABOUT EUROMONITOR INTERNATIONAL

(2) How do I access Passport?

(3) How do I use Passport?

# Who We Are

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**EUROMONITOR  
INTERNATIONAL**

# Who Are We and What Do We Do?

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## 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

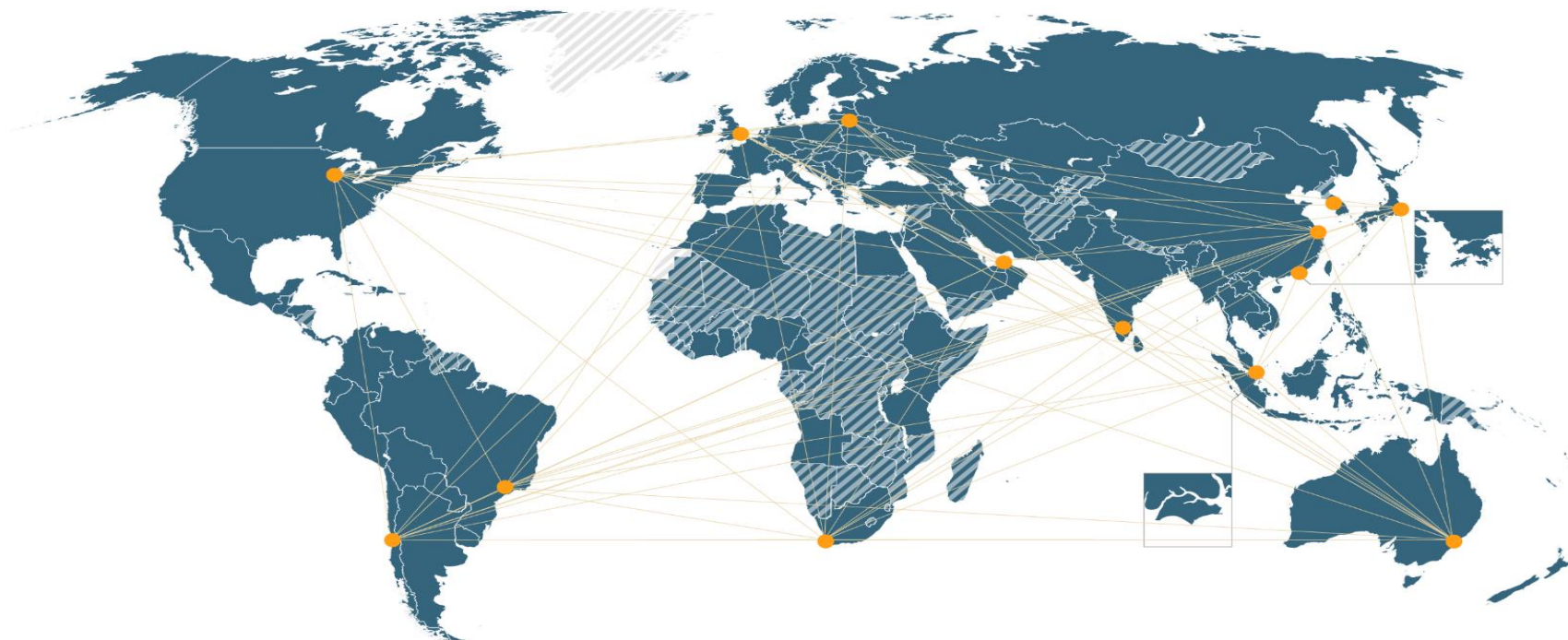
Consumer trends and lifestyles  
Companies and brands  
Product categories and distribution channels  
Production and supply chains  
Economics and forecasting

# RESEARCH METHODOLOGY





# Euromonitor International Network and Coverage



## 15 OFFICE LOCATIONS

London, Chicago, Singapore, Shanghai, Vilnius, Santiago, Dubai, Cape Town, Tokyo, Sydney, Bangalore, São Paulo, Hong Kong and Seoul

## 100 COUNTRIES

in-depth analysis on consumer goods and service industries

## 210 COUNTRIES

demographic, macro- and socio-economic data on consumers and economies

# How do I access Passport?

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# How do I access passport?

**VTC**

VTC Library Services

E-Resources Find Books Examination / Course Materials Guides Forms About VTC Library

Search

**Summon**  
VTC Discovery Search, such as eResources, printed and AV items

**E-Databases**  
Find e-databases by title or discipline

**My Library Account**  
Check borrowed items, requests, and fines

**Campus Libraries**  
Campus Libraries information, address, email and phone

**Opening Hours**  
Campus libraries opening hours

**Book a Room**  
Book a study room at our campus libraries

**Library Handbook**  
Library information, services, facilities, and regulation

**Examination Papers**  
IVE past examination papers and course syllabuses

**Library Membership**  
Alumni and Retiree application forms

Home | VTC | What's New | Forms | Suggestion Box | Contact Us | Disclaimer | Add to Favourite | 中文 | Text

You can access Passport via VTC webpage <<http://library.vtc.edu.hk/web/>>  
-> E-Databases-> M-Z -> Passport



# How do I access passport?



VTC Library 圖書館

## Access to VTC's Databases Using EZproxy 以 EZproxy 連結職訓局圖書館所訂購的電子資源

To connect to licensed databases and full text, you need to login using your VTC email username and password.  
連結圖書館所訂購的電子資源，讀者必須以有效職訓局電郵戶口帳號及密碼進行連結。

Before login, please make sure your browser accept cookies and Javascript is turned on.  
在進行連結前，須設定瀏覽器可接受 cookies 及 Javascript.

### Your username and password for the Computer and Network Account (CNA):

你的電腦及網絡戶口 (CNA) 名稱及密碼:

Username 使用者名稱:

@vtc.edu.hk or @stu.vtc.edu.hk

Password 密碼:

Login

For technical support, please email to [lib-system@vtc.edu.hk](mailto:lib-system@vtc.edu.hk)  
如有技術上的問題，請電郵給 [lib-system@vtc.edu.hk](mailto:lib-system@vtc.edu.hk)

1. When click the Passport link off campus, you will be prompted for authentication (UID/ Library card no. & Pin).
2. An interim page will appear after authentication.
3. Click Access the Database Now to start exploring/searching Passport.

# How do I use Passport?

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## 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

The screenshot displays the Passport research database interface. At the top, there is a navigation bar with tabs for Search, Industries, Economics, Consumers, Companies, Consulting, and Help, along with a search bar and a user profile icon. Below this, the main content area is divided into several sections:

- Search Full Tree:** A section with a dropdown menu for "CATEGORIES AND TOPICS" and a "GO" button.
- Browse Tree:** A section with a dropdown menu for "CATEGORIES AND TOPICS" and a "GO" button.
- Search Statistics:** A section with radio buttons for "Industries" and "Economics and Consumers", dropdown menus for "CHOOSE INDUSTRY" and "CHOOSE CATEGORY", and a "GO" button.
- Find Analysis:** A section with radio buttons for "Industries" and "Economics and Consumers", dropdown menus for "CHOOSE INDUSTRY" and "CHOOSE GEOGRAPHY", and a "GO" button.
- Explore Dashboards:** A section with a dropdown menu for "CHOOSE GROUP", a dropdown menu for "CHOOSE DASHBOARD", and a "LAUNCH" button.
- Saved Research:** A section with a heading "Access your saved searches and content."
- My Downloads:** A section with a heading "Access any previously downloaded content."

Below these sections, there is a featured article titled "Mexico In Depth" with a date of "Opinion | 27 Jul 2017". The article text reads: "If you are considering Mexico as a new market or expanding your presence in the country, it is vital to gain a thorough understanding of the operating environment - in terms of economic growth, the business environment, demographic trends and the income and spending priorities of the population. Building a thorough awareness of consumer attitudes, motivations and lifestyles is equally vital. This holistic approach to reaching consumers is crucial to success." Below the text is a map of Mexico with a magnifying glass over it. To the right of the map, there are links for "Discover more:", "Country Profile", "Consumer Lifestyles", and "Economy, Finance and Trade".

On the right side of the interface, there are two additional sections:

- EXTRA COUNTRY REPORTS:** A section with a heading "Access industry insight on our newly researched markets", dropdown menus for "CHOOSE INDUSTRY" and "CHOOSE GEOGRAPHY", and a "GO" button.
- PASSPORT CONNECTOR:** A section with a heading "Explore data relationships across Passport Industries, Economics and Consumers." and a "LEARN MORE ABOUT" button.

# 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

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# Help & FAQ

 Passport

[Search](#)
[Industries](#)
[Economies](#)
[Consumers](#)
[Companies](#)
[Analytics](#)
[API](#)
[Consulting](#)
[Help](#)

ALL  Search by keyword GO

[HELP GUIDE AND VIDEOS](#)
[FAQ](#)
[DEFINITIONS](#)
[UPDATE SCHEDULE](#)
[ABOUT PASSPORT](#)
[METHODOLOGY](#)
[CALCULATION VARIABLES](#)
[BROWSER SUPPORT](#)
[CONTACT US](#)

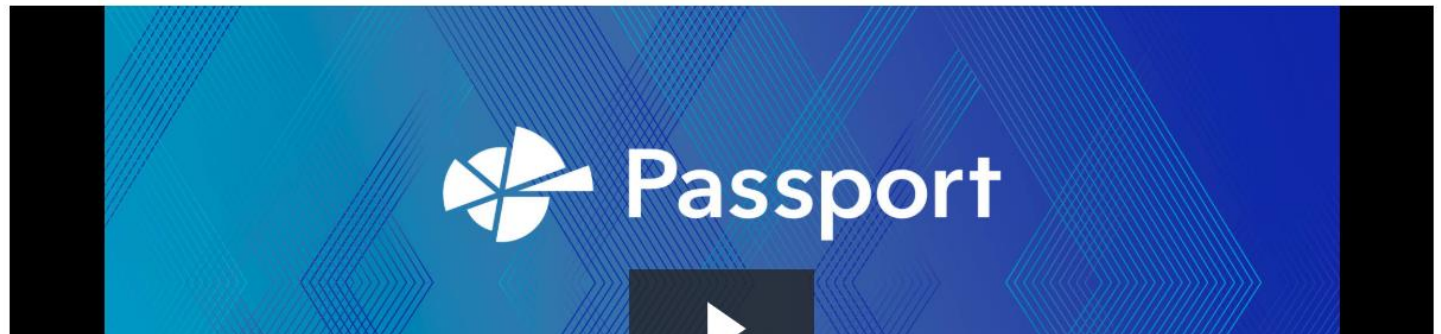
## Help Guide and Videos

You're able to 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](#)  
[Industry, Economic and Consumer](#)  
[Landing Pages](#)  
[Data Export Tool](#)  
[Dashboards](#)  
[Passport Connector](#)  
[Passport User Guide](#)

### PASSPORT: GETTING STARTED





## Search

Create new detailed custom queries, quickly jump to specific data, or access rec

### Search Full Tree

Get everything you need

CATEGORIES AND TOPICS



GO



### Browse Tree

Explore a category or topic

CATEGORIES AND TOPICS



GO



### SEE DATA NOW Quick Market Statistics

Go directly to a data table by selecting specific categories or topics and geographies.

Add Categories and/or Topics (maximum of 15)

## Search

## Industries

## Economies

## Consumers

## Companies

## Analytics

## Help

## Find A

### Consumer Products

Alcoholic Drinks

Apparel and Footwear

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

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

	<input type="checkbox"/> Luxury Goods	
	<input type="checkbox"/> Designer Apparel and Footwear (Ready-to-Wear)	 
	<input type="checkbox"/> Designer Apparel (Ready-to-Wear)	 
	<input type="checkbox"/> Designer Footwear	 
	<input type="checkbox"/> Fine Wines/Champagne and Spirits	 
	<input type="checkbox"/> Luxury Cars	
	<input type="checkbox"/> Luxury Eyewear	 
	<input type="checkbox"/> Luxury Hotels (5-star plus)	
	<input type="checkbox"/> Luxury Jewellery	 
	<input type="checkbox"/> Luxury Leather Goods	 
	<input type="checkbox"/> Luxury Portable Consumer Electronics	 
	<input type="checkbox"/> Luxury Timepieces	 
	<input type="checkbox"/> Luxury Writing Instruments and Stationery	



## You searched for:

**CATEGORIES AND TOPICS (10):** Designer Apparel and Footwear (Ready-to-Wear), Designer Apparel (Ready-to-Wear), Men's Designer Apparel, Women's Designer Apparel, Designer Childrenswear, Designer Clothing Accessories and Hosiery, Designer Footwear, Children's Designer Footwear, Men's Designer Footwear, Women's Designer Footwear

**GEOGRAPHIES (4):** China, Hong Kong, China, India, Japan

[← MODIFY SEARCH](#)
[SAVE SEARCH](#)


## POPULAR STATISTICS

### Market Sizes

Aggregated sales in a time series by standard data types, per capita and growth.

[VIEW YOUR DATA ONLINE](#)
[CONFIGURE AND EXPORT YOUR DATA](#)

### Company Shares

Share of sales and actual sales by company in a time series by standard data types.

[VIEW YOUR DATA ONLINE](#)
[CONFIGURE AND EXPORT YOUR DATA](#)

### Brand Shares

## ANALYSIS

[FILTER ANALYSIS \(0\)](#)

[SORT RESULTS](#)


### Designer Apparel and Footwear (Ready-To-Wear) in China

**COUNTRY REPORT | AUG 2018**

Internet retailing, especially mobile internet retailing, is massive and growing rapidly in China; it is therefore imperative to build up this channel in designer apparel and footwear (ready-to-wear). The target audience for such products has ...

### Designer Apparel and Footwear (Ready-To-Wear) in Hong Kong, China

<div> <div> <div>CONVERT DATA +</div> <div>CHANGE DATA TYPES</div> <div>Σ GROUP SUM</div> <div>2012</div> <div>2017</div> <div>APPLY &gt;</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

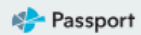
Distribution

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

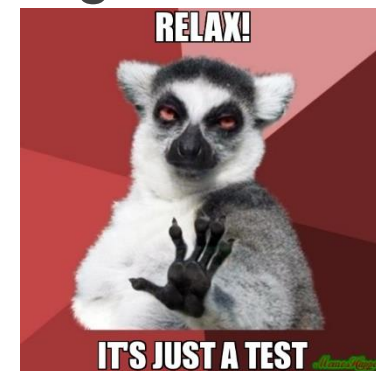
CONVERT DATA +		CHANGE DATA TYPES		Σ GROUP SUM		2012	2017	APPLY	CHANGE STATS TYPE		MODIFY SEARCH +					
Stats Type	Geography	Category	Data Type	Unit	Currency Conversion	Current Constant	2012	2013	2014	2015	2016	2017 ↓				
	USA	Designer Apparel and Footwear (Ready-to-Wear)	Retail Value RSP	USD million	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	2,433.2	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	1,303.8	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				



# A Quick Test!

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1. What are the Top 3 Contact Lenses brand in the UK?
2. What is the market size (in Million Liters) of Energy Drinks in the World at 2017?
3. For Baby food in Malaysia, which Brand has the highest retailing **Unit Price** (USD) per/kilogram?
4. By 2023, which Country are predicted to have the highest year by year growth % in Internet Retailing?



# Thank you

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Alex Wong

Business Development Executive

 [Facebook.com/euromonitor/](https://Facebook.com/euromonitor/)

 [Twitter.com/Euromonitor](https://Twitter.com/Euromonitor)

 [Linkedin.com/company/163718/](https://Linkedin.com/company/163718/)