

# Passport for academics

Starting point for your  
international research





Passport is our award-winning market research knowledge hub. It supports both teaching and research across a wide range of subjects, providing access to the same professional-grade research database trusted by leading companies. Passport delivers comprehensive global data and insights on markets, industries, companies, economies and consumers.



# How our research helps

Passport is widely used and trusted by more than 800 universities, colleges and research centres worldwide.

- **Students:** Enhance your employability by becoming proficient using market intelligence widely used and trusted in the workplace.
- **Faculty:** Incorporate our thought-provoking insights into your teaching and utilise our data for research projects and grant applications.
- **Library staff:** Use Passport to answer a broad range of inbound enquiries, extending beyond the business school.

# Encourage analytical thinking

Encourage students to create assignments with real world relevance and develop the analytical skills that employers are looking for.

- Assess market demand using market size, company and brand share and pricing statistics
- Examine the drivers of industry growth, where the biggest opportunities lie and potential disruptors
- Benchmark the performance of leading companies against “best in class”
- Track emerging trends in other countries and how you might capitalise on them
- Build a detailed picture of country operating environments and the ease of doing business
- Get a clear picture of consumers in society, where they live, their income, lifestyles and attitudes
- Track population forecasts to understand how the size of a market is forecast to change
- Understand household structures, wealth distribution and spending priorities
- Evaluate how consumer preferences are influencing product innovation and new technologies



# Research applications

Leverage our research to bridge the gap between classroom theory and real-world application. Access internationally comparable datasets essential for lesson planning and academic research, all designed to save faculty valuable time.

- Scenario planning and forecasting
- Economic analysis
- Risk assessment
- Market entry studies
- Product and brand strategy
- Innovation
- SWOT and PEST analysis
- Competitor intelligence and industry benchmarking
- Statistical modelling
- Export strategy
- Consumer segmentation and insight





# About Passport

Our research spans 210 countries and 99.9% of the world's consumers.

Passport is built by a team of more than a thousand research professionals, data-scientists and technology specialists. Having on-the-ground analysts in 100 countries provides you with a localised understanding of these diverse markets, which have unique characteristics across cities, states and provinces.

We use the same methodologies across categories and countries for easy comparisons. No other company empowers you with the same depth and breadth of coverage. You will find strategic knowledge, tactical data and actionable insights, all in one place.



# About Passport

## Detailed datasets

- Category market sizes and shares
- Company and brand data
- Historic data and forecasts
- Annual and quarterly updates
- Full retail universe

## Consistent category definitions

- Up to 20 years of comparable industry data
- Data back to 1977 for key socio-economic indicators

## Thought-provoking analysis

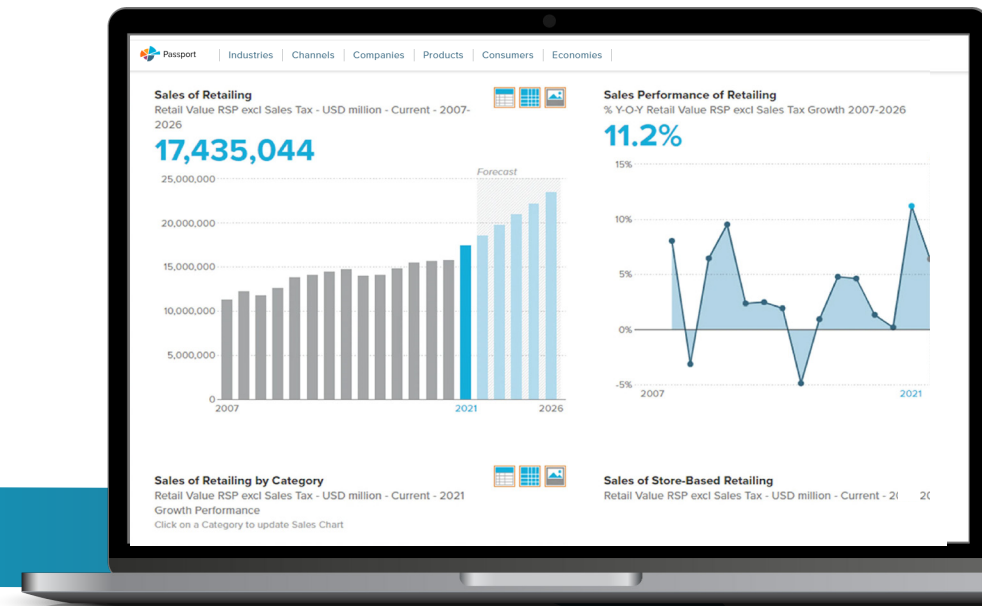
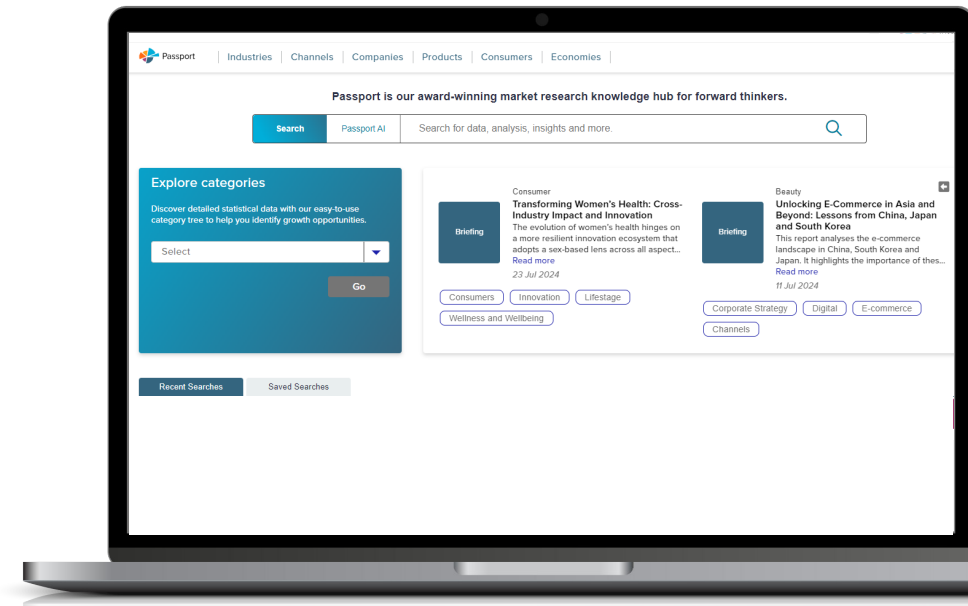
- Megatrends and strategy briefings
- Global, regional and country-specific
- Industry reports
- Economic reports
- Consumer reports

## Powerful analytics

- Visual dashboards to spot trends
- Forecast models to pressure test scenarios
- Data manipulation tools to create custom datasets

## Category-specific metrics

- In-store and e-commerce
- On-trade and off-trade
- Mass vs. premium
- Retail and manufacturer selling price
- Sales in litres, hectolitres, barrels and cases
- City level data for key socio-economic indicators
- Surveys - Voice of the Industry and Voice of the Consumer





76% of the top 100 business schools use our research to design teaching materials with real-world relevance.

Try Passport, our award-winning insight tool, today.



## 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.