



## **PASSPORT DATABASE– YOUR GATEWAY FOR MARKET RESEARCH**

A presentation compiled by Euromonitor International

December 8th, 2016

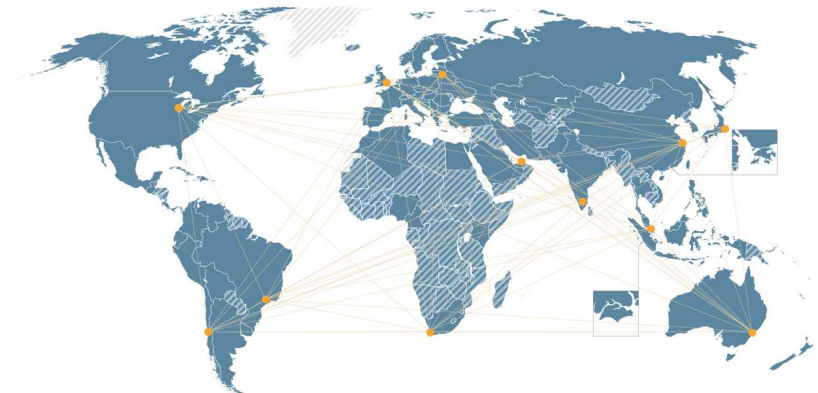
- ABOUT EUROMONITOR INTERNATIONAL
- PASSPORT OVERVIEW
- HOW OUR RESEARCH HELPS



# About Euromonitor International

Euromonitor International is a global market research company providing strategic intelligence on B2C and B2B industries, companies, economies and consumers around the world.

- A trusted business intelligence source
- Helping clients make **informed decisions**
- Subscription services and custom research
- 800 analysts in countries worldwide
- Region and industry specialists
- Global provider of **strategic market intelligence**
- **Cross-country comparable** data and analysis
- **5 - 15 year forecasts** with matching trend analysis



● **12 OFFICE LOCATIONS**  
London, Chicago, Singapore, Shanghai, Vilnius, Santiago, Dubai, Cape Town, Tokyo, Sydney, Bangalore, and São Paulo

■ **80 COUNTRIES**  
in-depth analysis on consumer goods and service industries

■ + ■ **210 COUNTRIES**  
demographic, macro- and socio-economic data on consumers and economies

## Vilnius, Regional CEE and CIS Office

- Established in 2005
- In total we have around 150 - 180 employees
- We research and provide services to Baltic, Nordic, CIS and CEE countries
- Is a home for new Analytics, Modelling and Innovation team
- This team has up to 10 PhD candidates in statistics, economics, econometrics, modelling, and data visualisation becoming company's key macro & modelling research hub

Vilnius





# Academic



eduserv chest



HARVARD BUSINESS SCHOOL



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY A POLYTECHNIC INSTITUTION



Od wieku na oceanie wiedzy


















First in the World











ALMA MATER STUDIORUM UNIVERSITÀ DI BOLOGNA






# Research Expertise

## Consumer Products



-  Alcoholic Drinks
-  Apparel
-  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
-  Ethical Labels

-  Nutrition
-  Packaged Food
-  Personal Accessories
-  Pet Care
-  Soft Drinks
-  Tissue and Hygiene
-  Tobacco
-  Toys and Games

## Services

-  Consumer Finance
-  Consumer Foodservice
-  Institutional Channels
-  Retailing
-  Travel






## Supply

-  Ingredients
-  Packaging

## Economies

-  *Business Dynamics*
-  Cities
-  Economy, Finance and Trade
-  Industrial

## Consumers

-  Digital Consumer
-  Households
-  Income and Expenditure
-  Lifestyles
-  Population

# Research Methodology

## TOP DOWN GLOBAL INSIGHT

### INDUSTRY SPECIALISATION

Dialogue with key players,  
global research inputs

### COMPANY ANALYSIS

Global and local company  
data and accounts

### DESK RESEARCH

All public domain material  
accessed and interpreted

### STORE CHECKS

A first-hand view of place,  
product, price and promotion

### TRADE SURVEY

Discussion on data and  
dynamics with local industry

## LOCAL KNOWLEDGE BOTTOM UP

## MARKET ANALYSIS

Data substantiated,  
market trends explained

### DATA VALIDATION

Exhaustive audit and  
cross-referencing of data

## Benefits for students, researchers and professors Solutions for Academics

Our research is widely used and trusted in the academic community, supporting students, faculty and library staff at leading colleges, universities, business schools and academic-affiliated research centres worldwide.

- Students gain experience using the same professional-level research database that successful companies rely on
- Faculty leverage our global intelligence for independent research projects, teaching and when promoting their department and courses to prospective candidates and commercial partners
- Library staff use our research to answer a broad range of inbound enquiries

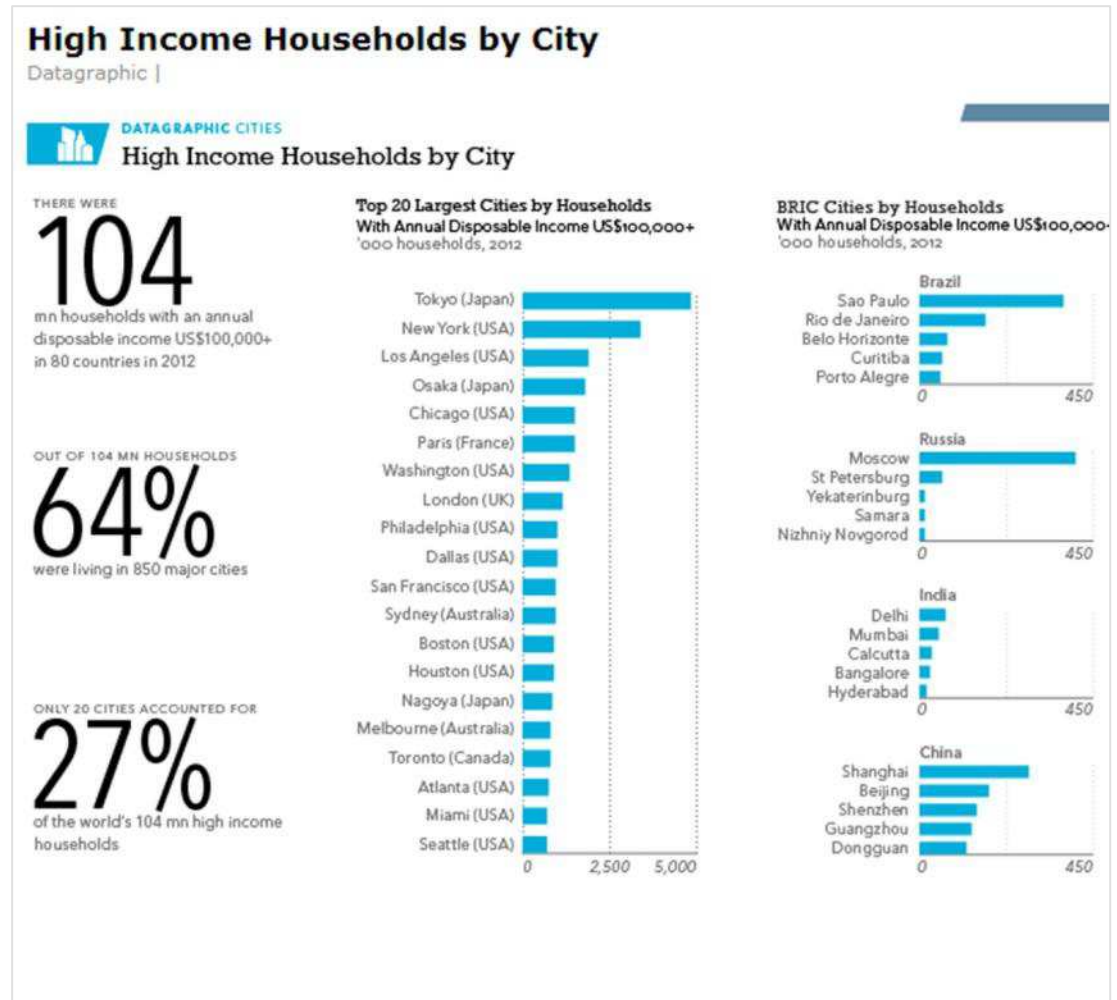


Bottom: Dashboard



# Supports Teaching and Research across Many Subject Disciplines

- International Business
- Marketing
- Management
- Entrepreneurship
- Economics
- International Relations
- Foreign Affairs
- Political Science
- Social Studies
- Geography
- Humanities
- Anthropology
- Hospitality and Tourism
- Fashion
- Food Marketing
- Packaging
- Health Studies
- Engineering



Datagraphic: High income households by city

# Encourages Commercial Thinking, Enhancing Student Employability

**CASE STUDIES**

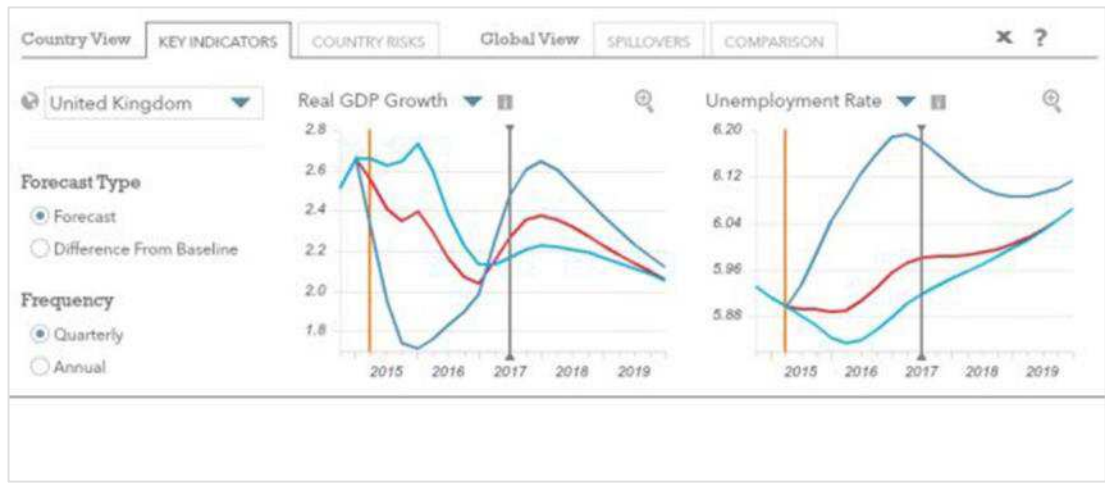
## Thailand and Mexico offer glimpse of the future

- Unlike the other markets presented in this study, both Thailand and Mexico have substantial modern grocery retail channels, with well over half of grocery sales made through modern channels in the latter market.
- In both cases, however, a significant traditional grocery channel also exists, particularly in smaller towns and rural areas. Interestingly, however, both markets have also seen the simultaneous development of a very strong convenience channel, dominated by 7-Eleven in Thailand and Coca-Cola bottler FEMSA's OXXO brand in

**Retail Value Sales by Category in Thailand**

Put classroom theory into practice and create assignments with real-world relevance.

- Scenario planning and forecasting
- Economic analysis
- Risk assessment
- Market entry studies
- Product and brand strategy
- Competitor intelligence
- Industry benchmarking
- Export strategy
- Consumer segmentation
- Customer profiling
- Consumer insight
- SWOT analysis
- M&A evaluation and investment due diligence



*Top: Global report; Bottom: Macro-model*

# The Role of Account Managers

Available to our subscription clients, Account Manager support broadens your ability to effectively and efficiently take advantage of Euromonitor International market research. We work to increase the value of your investment in three ways:

- System expertise to help make connections between related areas of analysis for a given strategic objective
- Expanding user base, familiarity and understanding of Euromonitor International research to maximise your return on investment
- Encouraging open discussion on research and focus areas, connecting you with our local, regional and global analysts



## SUPPORT AND FAQs

1. **In-house data:** use our existing reports as a basis
2. **Store checks:** visit a relevant range of stores to confirm what consumers see across channels
3. **Desk research:** comprehensive search of all relevant materials from official statistics, trade associations, financial press and specialist trade press
4. **Company research:** gather information from company reporting to chambers of commerce, product literature, trade press and business press coverage
5. **Trade interviews:** speak with members of the industry across the entire value chain, from suppliers to manufacturers to retailers
6. **Analysis and estimation:** make the data internationally comparable and preserve the reports' local perspective

### Personal Accessories Sources 2015: Brazil

Research Sources | 08 Aug 2014

#### Official Sources

Ministry of Commerce (Aliceweb/SECEX)

Suframa

#### Trade Associations

Abiacav: Brazilian association of B&L

Associação Brasileira de Fabricantes e Importadores de Artigos Escolares (ABFIAE)

Association of Jewelers & Watchmakers of the State of Rio de Janeiro

Brazilian Association of bags & luggage

Brazilian Association of Cellulose & Paper

Brazilian Association of Graphic Technology

IBGM - Brazilian Institute of Gems & Precious Metals

Sindijóias

#### Trade Press

Adnews

EM Revista

Escolar Paper Brasil

Global 21

Lojas e Papelaria

Maxpressnet

Mundo das Marcas

O Melhor da Moda



## **CONTACT DETAILS**

**Laura Kugiene**

Client Development Executive

Tel: +370 5-243-1577 x 4791

[laura.Kugiene@euromonitor.com](mailto:laura.Kugiene@euromonitor.com)