



Passport Academics for Romanian customers- Special offer in 2024-2025

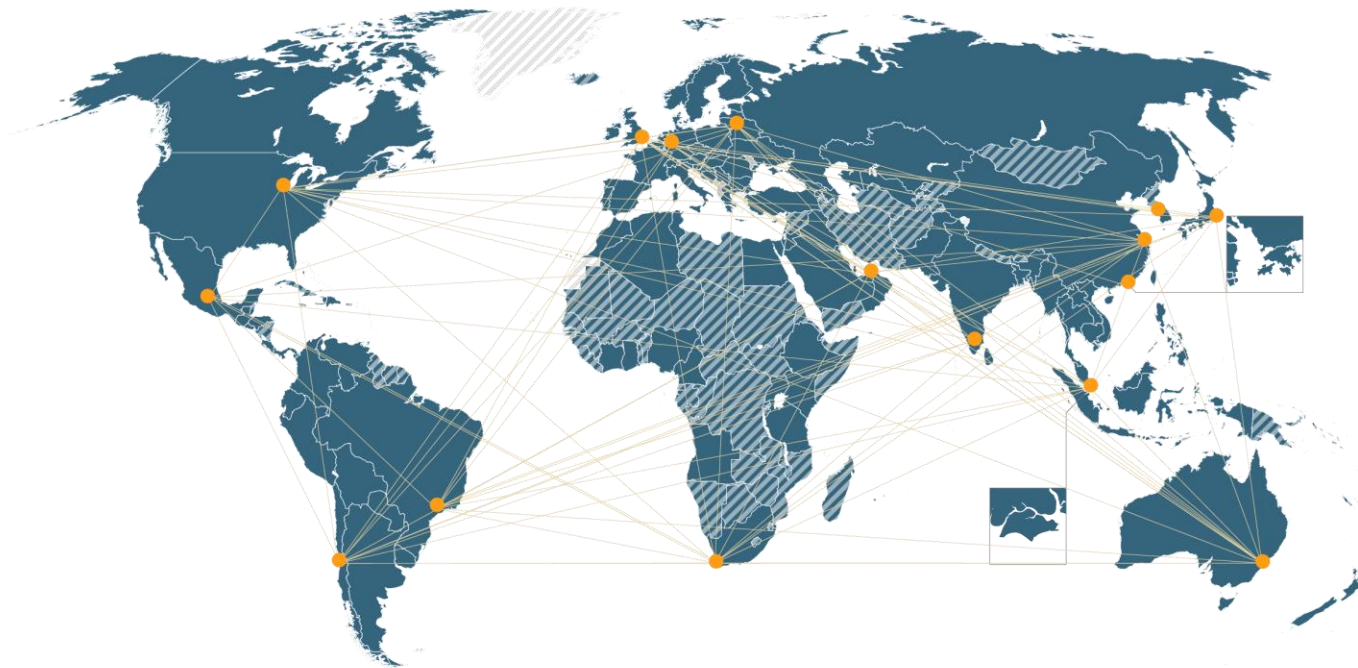
This document is confidential and for internal use. It should not be shared outside of your organization.

Euromonitor International is a global market research company providing strategic intelligence on industries, companies, economies and consumers.

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

- Helping clients make informed decisions
- 1,000+ analysts in 100 countries worldwide
- Region and industry specialists
- Cross-comparable data across every market

Euromonitor International network and coverage



16 OFFICES

London	Tokyo
Chicago	Sydney
Singapore	Bangalore
Shanghai	São Paulo
Vilnius	Hong Kong
Santiago	Seoul
Dubai	Düsseldorf
Cape Town	Mexico City

100 COUNTRIES

in-depth analysis on
consumer goods and
service industries

210 COUNTRIES + AND TERRITORIES

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

On-the-ground research in almost 100 countries

Africa and the Middle East

Algeria
Angola
Cameroon
Côte d'Ivoire
Egypt
Ethiopia
Ghana
Iraq
Israel
Jordan
Kenya
Kuwait
Lebanon
Morocco
Nigeria

Oman
Qatar
Saudi Arabia
South Africa
Tanzania
Tunisia
Uganda
United Arab Emirates

Asia Pacific

Azerbaijan
Bangladesh
Cambodia
China
Hong Kong, China

India
Indonesia
Japan
Kazakhstan
Laos
Malaysia
Myanmar
Pakistan
Philippines
Singapore
South Korea
Sri Lanka
Taiwan
Thailand
Uzbekistan
Vietnam

Australasia

Australia
New Zealand

Eastern Europe

Belarus
Bosnia-Herzegovina
Bulgaria
Croatia
Czech Republic
Estonia
Georgia
Hungary
Latvia
Lithuania
Macedonia

Poland
Romania
Serbia
Slovakia
Slovenia
Ukraine

Latin America

Argentina
Bolivia
Brazil
Chile
Colombia
Costa Rica
Dominican Republic
Ecuador

El Salvador
Guatemala
Honduras
Mexico
Panama
Paraguay
Peru
Uruguay

North America

Canada
USA

Western Europe

Austria
Belgium
Denmark

Finland
France
Germany
Greece
Ireland
Italy
Netherlands
Norway
Portugal
Spain
Sweden
Switzerland
Turkey
United Kingdom

Subscription access *Passport_Academics.pdf*

INDUSTRIES – FMCG (CATEGORY LEVEL RESEARCH)

Appliances and Electronics

[Consumer Appliances](#)

[Consumer Electronics](#)

[Toys and Games](#)

Drinks

[Alcoholic Drinks](#)

[Hot Drinks](#)

[Soft Drinks](#)

Food and Nutrition

[Cooking Ingredients and Meals](#)

[Dairy Products and Alternatives](#)

[Fresh Food](#)

[Health and Wellness](#)

[Snacks](#)

[Staple Foods](#)

Health and Beauty

[Beauty and Personal Care](#)

[Consumer Health](#)

[Eyewear](#)

[Tissue and Hygiene](#)

Home Products

[Home and Garden](#)

[Home Care](#)

[Pet Care](#)

Luxury and Fashion

[Apparel and Footwear](#)

[Luxury Goods](#)

[Personal Accessories](#)

Nicotine and Cannabis

[Tobacco](#)

[Cannabis](#)

Services

[Consumer Foodservice](#)

[Mobility](#)

[Payments and Lending](#)

[Sports](#)

[Travel](#)

B2B

[Industrial](#)

[Ingredients](#)

[Packaging](#)

ECONOMIES

[Business Dynamics](#)

[Cities](#)

[Commodities \(former name – Natural Resources\)](#)

[Economy, Finance and Trade](#)

CONSUMERS

[Households](#)

[Income and Expenditure](#)

[Lifestyles](#)

[Population](#)

CHANNELS

[Digital Consumer](#)

[Retail](#)

PRODUCTS (NEW):

[Sustainability](#)

[Sustainability opportunity and](#)

[competitor tracker;](#)

[Voice of industry: consumer Survey,](#)

[Sustainability claims report;](#)

PRODUCTS (NEW):

[Innovation](#)

[Innovation: Megatrends](#)

[Quantification Model](#)

[AI-powered library of new product launches](#)

COMPANIES

[Competitor Analytics](#)

[Forecast Models](#)

SURVEYS

[Beauty Survey](#)

[Cannabis Survey](#)

[Digital Consumer Survey](#)

[Health and Nutrition Survey](#)

[Lifestyle Survey](#)

[Mobility System Survey](#)

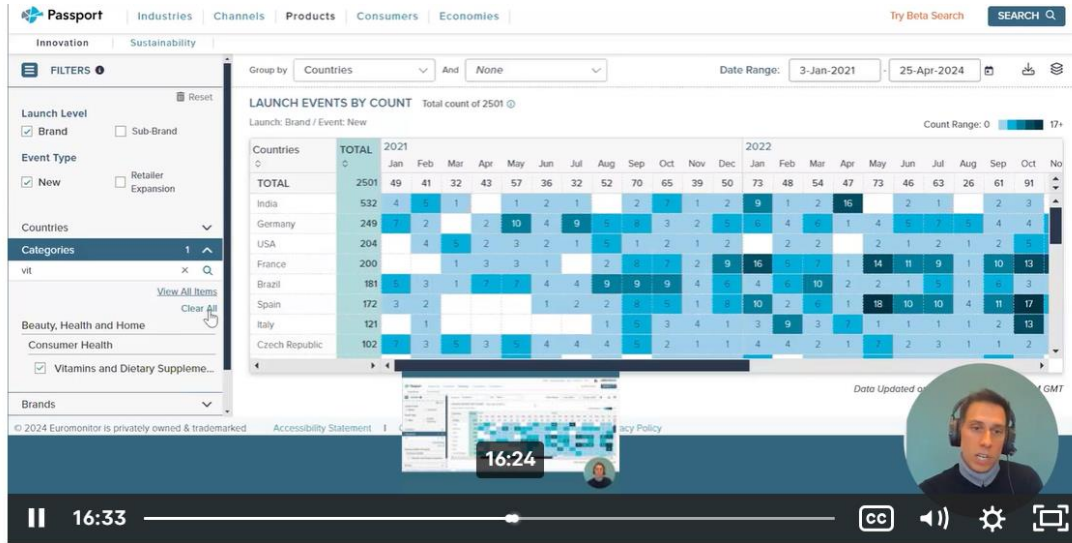
[Nicotine Survey](#)

In orange - Basic Subscription

In green - Additional Content

Passport Innovation: Live Product Demo - webinar

<https://go.euromonitor.com/webinar-video-digital-consumer-innovation-product-demo.html>



Discover how Euromonitor's Passport Innovation database track product lifecycle from roll-out to phase-out.

Approximately one third of new brands launched in 2022 had disappeared from the market by the end of 2023



STELLA VATCHEVA

Senior Head of Practice - Innovation
Euromonitor International



MARK OMFALOS

Go-To-Market Strategy | Innovation
Euromonitor International

Source: Euromonitor International, Passport

Passport Sustainability page: Products - Sustainability



Passport

Industries

Channels

Products

Consumers

Economies

Try Beta Search

SEARCH

Innovation

Sustainability

STRATEGIC INSIGHTS

Discover the key trends shaping future consumer demand. [View All](#)



LATEST REPORTS

Opinion

Top Five Innovations in Sustainability in Q1 2024

29/05/2024

Opinion

Product Claims and Positioning 2024 Edition Now Live on Passport

25/04/2024

Case Study

Sustainability Case Study: Rewe Group Includes Cocoa-free Chocolate in its Products

08/04/2024



Testimonials & Feedback from our Clients



Support Instruments Department

DIW-VII-63510-1- 4/14/2017

To whom it may concern,

I hereby confirm that Euromonitor International is a valuable partner, providing satisfactory services, namely statistics analyses, market reports and other data necessary to guide the beneficiaries of the Submeasure 6.2.1 Operative Programme Innovative Economy 2007-2013.

Support Instruments Department (SID) is responsible for coordination, monitoring and implementation of the instruments that support economic development, in particular those related to competitiveness, entrepreneurship, investment and promotion of the economy. One of the systems SID conducts is the Submeasure 6.2.1 "Support for networks of services centres for investors and exporters". The role of the centres is to improve internationalization among the Polish exporters as well as to attract the foreign investors. The experts working in these centres need to provide entrepreneurs with solid and up-to-date data on the worldwide markets. In order to do so, they require market reports, statistic analyses and all kind of business information on markets, products, services as well as business partners, and Euromonitor International, with its network of statistical analysts, provides profound information on all of the mentioned subjects.

DYREKTOR
Apłekska Daria Apłekska

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tel: +48 22 693 50 00
fax: +48 22 693 40 46
email: mgisling.gov.pl
web: www.mgis.gov.pl

BUSINESS
FINLAND

Food from Finland

14.9.2018

1 (1)



Polska

of reference

To whom it might concern:

Business Finland is the Finnish innovation funding, trade, investment, and travel, promotion organization, headquartered in Helsinki. *Business Finland* is fully owned by the Finnish Government. *Business Finland* employs 600 experts in 40 offices globally and in 20 regional offices around Finland. *Business Finland* is part of the *Team Finland* network. www.businessfinland.fi

Food from Finland is a *Business Finland* operated program presenting Finnish food and drink industry and its high quality and naturally delicious products at the international target markets. www.foodfromfinland.fi

Food from Finland program has co-operated with Euromonitor International since 2015. The "Passport" database has been very useful in providing segment based detailed information about the target markets and in helping us to identify new opportunities & target markets. Euromonitor has also provided us tailor-made importer identification and profiling services in multiple countries.

We're very pleased with the co-operation which is characterized by high professionalism, friendly and active attitude and valuable project management skills. In addition, we appreciate Euromonitor's account manager's pro-active contacting and new ideas.

Business Finland Oy/ Innovation Funding Agency Business Finland

Esa Wang

Head of Industry - Food
Leader

Lilli Lehtovuori

Global Opportunity

55
ID

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FI-00101 Finland

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Business ID 0512056-6

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www.turkishairlines.com

12.07.2018

Recommendation Letter

Objective
Travel & Retail Industry

Timeline
9 Weeks

Assessment of Euromonitor

We've been working with Euromonitor for years as a commissioner of custom research projects. very beneficial business partnership has developed over time which we highly value. We've found Euromonitor to be creative, flexible and innovative - all attributes which are helping us look markets in new and interesting ways. I am confident about the services Euromonitor and I can surely recommend the services. Please contact with me for any questions you might have.

ÖMER FARUK YILMAZ

Ulrich-Ebert-Allee 32 + 36 • 53113 Bonn • Germany

Recommendation Letter

In behalf of the Federal Ministry for Economic Cooperation and Development (BMZ), the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH provides support in raising awareness, monitoring and measuring results and promotes dialogue on economic partnership agreements.

Objective

The GIZ approached Euromonitor International as a conductor of an export promotion initiative to strengthen the capacity of the private sector regarding the potential of the SADC EPA for sustainable development. The initiative aimed to provide a programme of support to market stakeholders to form, equip and develop their knowledge, capabilities and capacity to facilitate and promote trade export to the EU under the SADC EPA.

Thomas J. Tjallingii

Head of Limburg
Project Manager, GIZ project "Supporting sustainability aspects in the implementation of the Economic Partnership Agreements (EPA)"

Deutsche Entwicklungszusammenarbeit

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R. Zechen
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27. Oktober 2020

Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH
Sitz der Gesellschaft Bonn und Eschborn

Freiburg-Ebert-Allee 32 + 36
53113 Bonn, Deutschland



Washington Apple Commission

The Washington Apple Commission contracted with Euromonitor in 2022 for a large-scale study to conduct consumer research and evaluate our marketing programs to date in 9 countries. Overall, the results of this study by EMI were **outstanding**.

The goals of this research were to understand consumer awareness, knowledge of and perceptions toward Washington apples and how they fit into consumer's lifestyles, as well as usage practices, likes and dislikes and consumption and purchase patterns. In addition to general market information, each market's progress to address goals and market constraints were also measured.

The markets included in the study covered a wide range of geographies and regions; China, Colombia, Peru, Indonesia, Malaysia, Taiwan, Thailand, United Arab Emirates and Vietnam. For most of these countries, the research delved into multiple regions and cities as well. Euromonitor was able to research all these markets successfully and efficiently through their strong network of qualified in-country analysts. This provided a great deal of depth and local understanding for each market. Importantly, coordination among all these different countries and regions, and within each market, was managed effectively and proactively, so we were not forced into a position to manage each stage and area of the project from afar.

Working with Euromonitor on this research provided numerous benefits. First, Euromonitor could tap to a wealth of knowledge from their powerful, existing databases. Moreover, in addition to their expertise in consumer surveys, (and being able to coordinate and standardize surveys across so many languages, cultures, and geographies), Euromonitor successfully presented the survey results by placing these into the broader context for each market and marketing program - this was extremely helpful. Finally, Euromonitor continually updated and solicited feedback from us throughout the course of the study. Each member of their project team, including the project manager, global and regional managers, account liaison, and consultants, contributed their own expertise, experience and support to achieve the best possible results.

Working with Euromonitor was on time and within our budget. We felt that compared to other vendors, Euromonitor was able to not only answer our specific questions, but also provide us with a comprehensive, holistic, and objective understanding of each market and our current programs. The results were thorough, useful, and actionable. We strongly recommend Euromonitor's services for consumer research, export market assessments, program evaluations, or similar research in the future.

Sincerely,

Shelba Lyons

International Marketing Director

2900 Euclid Avenue • Wenatchee, WA 98801
(509) 663-9600 • FAX: (509) 662-5824 • www.bestapples.com





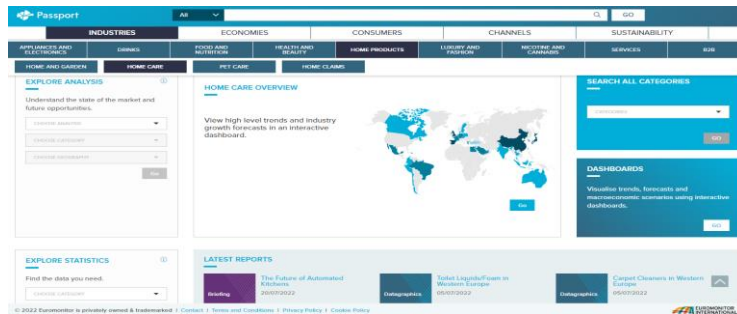
By accessing Euromonitor International's Passport you will be able to:

- ✓ Strengthen university's position among world's top universities by offering the most advanced research tools.
- ✓ Maintain the leading position among other academic institutions in all research areas.
- ✓ Prepare professionals to contribute to resolving global challenges through relevant, research-based, and business-integrated education.
- ✓ Train students to use data which is widely used by very top companies for strategic thinking with highly practical value.
- ✓ Provide access to professors and researchers to the data and analysis for their scientific papers and research.
- ✓ Save time and required investment by having data on different countries and industries under single platform.

Ideal starting point for market research

- Market sizes, shares and growth forecasts
- Global and regional briefings, company profiles and country reports
- Industry and economic drivers and emerging consumer trends
- Historic and comparable data as far back as 1977 (monthly/quarterly) for many demographic and socio-economic indicators
- Visual dashboards and analytical tools
- Lifestyle surveys - raw data and analysis

Industry and topic home pages



Comparable statistics

Passport

AI

GO

INDUSTRIES

ECONOMIES

CONSUMERS

CHANNELS

SUSTAINABILITY

Market Sizes

How do keyword search results differ from true search results?

Category Definitions

Region Definitions

Calculation Variables

Historical Data

Current Data Types

Market Size

2017

2018

2019

2020

2021

2022

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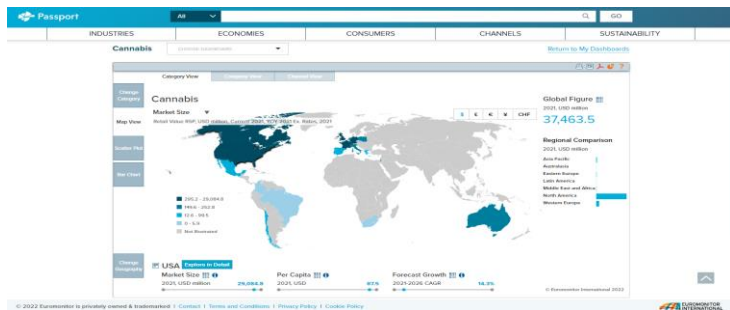
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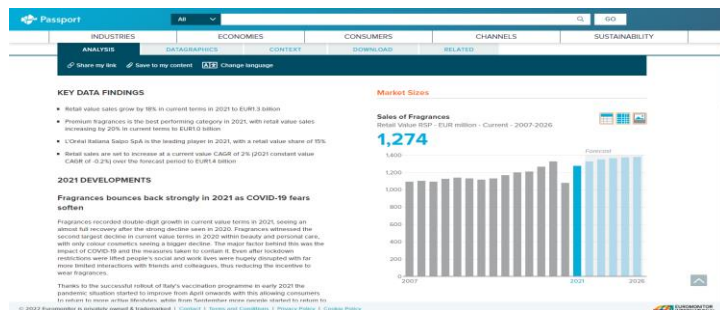
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Developed and emerging markets

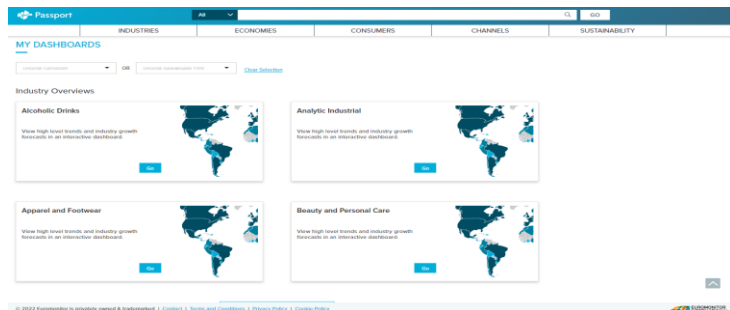
Strategic insights and megatrends



Country reports



Dashboards



Company profiles



Value of Passport

Understanding the return on investment

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.

- Agribusiness
- Fashion and Design
- Business and Marketing
- Economics
- Engineering
- Entrepreneurship
- Environmental Studies
- Food and Drink Studies
- Health and Nutrition
- Management
- Media and Communications
- International Relations
- Packaging
- Pharmaceuticals
- Sports Management
- Technology
- Tourism and Hospitality
- Urban Planning

Supports teaching and research
across many disciplines



Encourages commercial thinking

- Scenario planning and forecasting
- Economic analysis
- Risk assessment
- Market entry studies
- Product and brand strategy
- Innovation
- Competitor intelligence and industry benchmarking
- Export strategy
- Consumer segmentation and insight
- SWOT and PEST analysis
- Policy recommendations
- Omni-channel analysis
- Investment due diligence

Our solutions



- Market sizes and forecasts for FMCG, durables and services
- Distribution channels
- Company and brand shares
- Industry trends
- Consumer trends and lifestyles
- Macro-economic data
- Data for up to 220 countries



- Global SKU database
- Retailer assortment, pricing, promotion, ratings and review counts
- Attributes, claims, labels, ingredients and packaging
- 41 countries updated daily, 39 more updated monthly



- Customised solutions
- Work in partnership
- Global consultants with expertise across industries
- Tailored studies to answer nuanced questions
- Present in 125+ countries

Thank you

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