Using Passport: Your Source for Global Market and Industry Intelligence

A Step by Step Demo For the Brock University Community
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What is Passport?

• A global market information database from Euromonitor International, a market research firm.
• It offers company profiles, industry reports, market share data, and consumer trend analysis for a variety of consumer products and services worldwide.
Step 1: Decide if you want to find analysis or search statistics.
Step 2: Choose your industry, and then your geography, from the drop-down list under either option, and click Go.
Step 3: Review the results and filter by:
- Category (sub-industry)
- by Analysis (articles, company profiles)
- by Date
Sample Industry Overview

• Every industry overview includes key trends and developments, market background, operating environment, and market indicators.

• Look for links to related statistics, related industry reports, and company profiles.
Sample Category Briefing

- Each briefing includes analysis of current trends, production, the competitive landscape, and future prospects.
- Category data includes 5 years of sales, company and brand share data and forecasts.

**Wine in Canada**

**Category Briefing | 30 Jun 2015**

**HEADLINES**
- Wine grows 3% in volume and 3% in value to 921 million litres and C$11.2 billion in 2014
- Favourable demographic change and growing health consciousness continue to provide fuel for growth in wine, in addition to growing effort in consumer education and communication
- Non-grape wine and sparkling wine lead the growth in wine
- Consumer interest in high-quality and high-priced wines continues to grow whilst retail price increases at a slower pace in wine
- Constellation Brands and Andrew Peller continue to lead wine sales
- Wine is projected to continue solid growth at a CAGR of 3% in volume and 3% in value at constant 2014 prices over the forecast period to reach 591 million litres and C$13.3 billion in 2019

**TRENDS**
- In Canada, the ageing of the population intensifies and the awareness of health and wellness remains across the spectrum of foods and beverages, which trickles down to the preference for wine over other beverages such as beer and even spirits to some degree. Older demographics desire the more sophisticated experience that wine offers, whilst the younger generation is becoming more adventurous and seeking variety. After years of effort from the wine industry including provincial liquor boards and retailers (eg Sobeys) in promoting wine and wine-food pairings, Canadian consumers are well educated
Sample Company Profile

- There are global and local profiles.
- Each profile discusses the company’s strategic direction & competitive positioning.
- Global profiles include market & category assessments, brand strategy, & recommendations.
But Wait… There’s More!

Dashboards / Datagraphics