

Passport Reference & Markets

Passport Reference & Markets is a must have resource for organisations wishing to build a library of quality market research reports at an affordable price.

A subscription provides integrated access to full-text market reports, internationally comparable statistics and news analysis from country and consumer experts.

Market reports

1,300 market reports examining 22 consumer and service industries

- 80 countries covered
- Forward-looking analysis of the key drivers influencing the market
- Reports range from Alcoholic Drinks in Algeria to Travel and Tourism in Zambia

A market report consists of:

- Executive summary
- Key trends and development:
 - New product developments
 - Distribution challenges
 - Emerging trends
- Operating environment
- Market data
 - Volume and value sales by sector
 - Sales by distribution format
- Packaging innovations
- Marketing and pricing issues
- Company shares
- Forecasts sales by sector

Company profiles

6,500 local company profiles

- 80 countries covered
- Evaluate the positioning of leading companies in national markets

A local company profile consists of:

- Strategic direction
- Competitive positioning:
 - Market share and ranking
 - Leading brands
- Key facts
- Company background

Country reports

74 consumer lifestyles reports

- Identify how people live their lives and the factors influencing lifestyle choices

A lifestyle report consists of:

- Population
- Labour
- Home ownership
- Household profiles
- Health
- Eating
- Shopping
- Fashion
- Personal finance
- Communications
- Transport
- Consumer segmentation
- Regional development
- Income
- Consumer expenditure
- Education
- Drinking
- Personal grooming
- Leisure
- Media
- Travel and tourism

Demographic, economic and marketing data for 205 countries

The screenshot shows the Passport Reference & Markets website interface. The main content area features an article titled "Health and wellness - a European consumer obsession?" with a sub-headline "EU not the only... healthcare will be the new focus to ensure the growing class of the 'Forever young'." The article text discusses how health and wellness has become a major focus for European consumers, with a growing class of "Forever young" people. It mentions that health and wellness is not just for the young, but for everyone who wants to live longer and healthier. The article also notes that health and wellness is a key driver for the pharmaceutical industry, with major players like Pfizer and Novartis leading the way. The website also displays a sidebar with "Latest Reports" and "System Announcements".

Analyse industry market performance trends to identify opportunities

The screenshot shows a market report for "Cosmetics and Toiletries - Germany" on the Passport Reference & Markets website. The report is dated 7 Jul 2008. It includes an executive summary and key trends. The executive summary states: "Ageing population but birth rates starting to pick up. While Germany's population is ageing, young Germans have been concerned about the uncertain economic situation, and the birth rate fell to a historic low in 2006. Legislation introduced in 2007 to guarantee wages for young mothers on maternity leave and increased direct monthly payments for each child helped stimulate the birth rate for the first time since the early 1990s. However, the 0-14 aged population is still declining, hampering growth in baby care, while the ageing population is boosting demand for nourishers/anti-agers and anti-cellulite body care." The report also discusses the recovery of the German economy, which dampened slightly in 2007, and the impact of increased commodity prices on the industry. It mentions that the health and wellness trend has generated many areas of everyday German life, from functional foods and beverages to household care items, such as mood-enhancing air fresheners, to cosmetics and toiletries items, such as oral hygiene products with health properties and skin products with beneficial attributes. The report also notes that the health and wellness trend has led to a focus on natural ingredients and environmental sustainability, with products positioned to exploit these trends likely to fuel growth in cosmetics and toiletries. The report concludes by stating that private labels have traditionally been quick to pick up on new trends, such as organic foods and health and wellness. Consumers in mature sectors, such as skin care, increasingly look for product differentiation that caters their specific individual needs, which private labels have traditionally provided. Premium-positioned cosmetics and toiletries are benefiting, as the recent trend to "buy obese" goes out of fashion and consumers feel confident to express a sense of self-worth and differentiate themselves from those buying mass products by "going premium".

Identify leading companies and their strategies for success

The screenshot shows a company profile for "Lam Soon (M) Bhd - Cosmetics and Toiletries - Malaysia" on the Passport Reference & Markets website. The profile is dated 2 Jul 2008. It includes a strategic direction and key facts. The strategic direction states: "The company aims to strengthen its service level to customers during the forecast period, through the implementation of state-of-the-art warehousing and logistical systems. According to Lam Soon (M) Bhd 2006 annual report, its subsidiary company Senei Distribution Centre became fully operational towards the end of 2006, in order to expand the company's distribution network." The key facts section provides the following information:

Full name of company	Lam Soon (M) Bhd
Address:	Wilms DLS, No. 5, Jalan Junjungan U1/20, Hicom-Gliemane Industrial Park, PO Box 7478, 40716 Shah Alam, Selangor, Malaysia
Tel:	+60 (3) 7882 2399
Fax:	+60 (3) 5569 2297
www:	www.lamsoon.com.my
Activities:	Bath and shower products, laundry care, dishwashing products, surface care, soft drinks and oils and fats

 The profile also includes a table of operational indicators for the years 2005 and 2006, showing sales in MYR15 million and MYR1.5 billion respectively. The company background section states: "In Malaysia, Lam Soon (M) Bhd is listed on the Bursa Securities Malaysia Bhd. The company's principle activities are manufacturing and trading cooking oil, edible oil, margarine, shortening, soft drinks, cosmetics and toiletries, household care and other consumer products."

Country reports (cont.)

79 future demographic reports

- 71 countries and 8 regions covered
- Look at long term population forecasts to 2020
- Examine changing population structures: age, sex, ethnicity and marketing segments
- Analyse the size of a target market, the impact of ageing populations, changing city populations, immigration, emigration and more.

212 country and regional profiles

- 205 countries and 8 regions covered
- Find key demographic, macro-economic and political facts presented in a clear, systematic way
- Read written overviews of a country's operating environment and future outlook

A country profile consists of:

- Economic performance and Political framework
 - Area
 - Location
 - Head of government
 - Political structure
 - International issues
 - Energy markets
 - Economic structure and major industries
 - Economic outlook
 - Key points
 - Evaluation of market potential
 - Statistical summary
- | |
|------------------------------|
| Currency |
| Head of state |
| Ruling party |
| Last elections |
| Business environment |
| Overview of the economy |
| Economic prospects |
| Political stability and risk |

122 country briefings

- 80 countries covered
- Business environment and income and expenditure trends are examined

A business environment briefing consists of:

- Skills shortages
- Corruption
- International trade
- Government policies
- Tax reforms
- Consumer spending
- Foreign direct investment

An income and expenditure briefing consists of:

- Income, expenditure and savings
- Household income distribution
- Expenditure by type of household
- Expenditure by income level
- Income by age
- Consumer expenditure
- Expenditure by region

Global statistical database

3 million demographic, economic and marketing statistics

- 205 countries covered
- Over a 33 year time series: 1977-2020
- Build detailed country profiles and analyse trends:
 - Economic indicators: GDP, inflation, exchange rates
 - Population trends: age, sex, immigration, emigration, birth and death rates
 - Business environment: labour, taxes, education
 - Country infrastructure: IT and telecommunications, transport, public services
 - Environment: pollution, recycling, energy resources and consumption

1 million lifestyle statistics

- 71 countries covered
- Over 25 year time series: 1990-2015
- Create custom statistical profiles of consumers and their households:
 - Household profiles: home ownership, family sizes, marital status
 - Possession of household goods: TVs, washing machines, fridges, computers
 - Finances: disposable income, household income, income by age, savings
 - Health: causes of death, nutrition, smoking, obesity, access to health services
 - Leisure activities: travel, entertainment, cultural interests
 - Online trends: internet users, online households, internet shopping

Insightful comment

Timely insight into the factors influencing the country and business environment

- Social, economic and political issues
- Emerging consumer trends and attitudes
- New consumer segments
- World events in context

Information sources

Euromonitor International's research address book, contains contact details for over 25,000 organisations providing research information from:

- National statistical offices and government departments
- Central banks and 'official' international organisations
- Trade associations and press
- Business and financial press
- National press and broadcast media

