



EUROMONITOR INTERNATIONAL

YOUR GATEWAY TO GLOBAL STRATEGIC INTELLIGENCE

JULY 2013



☐ Euromonitor International

Making sense of global markets

☐ Product and Services

General introduction

☐ Passport

Capabilities and examples

☐ Training for using Passport

☐ Demonstration of Passport



EUROMONITOR INTERNATIONAL

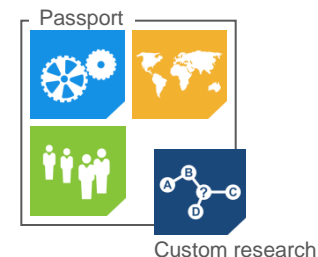
Global business intelligence provider

- Providing clients with market & competitor intelligence to help them make informed business development decisions
- **“Off-the-shelf” subscription products and “ad hoc” consulting services**



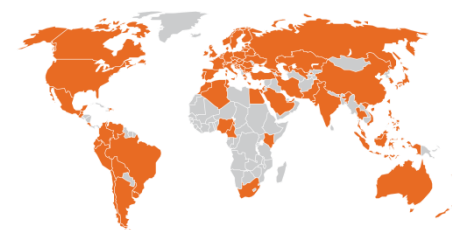
Established

- **40** years experience analysing international markets
- Strong international reputation – widely established contacts in industries & countries



International

- **12** Offices - in **London (HQ)**, Chicago, Singapore, Shanghai , etc.
- More than **1000** analysts based in the **80** countries we research world-wide



Independent

- Privately owned - independent, impartial analysis and recommendations

Growing

- Extensive client base for subscription and custom research services
- **98% client retention rate** in 2012 – business driven by returning satisfied clients

EUROMONITOR INTERNATIONAL IN ASIA

4

- Euromonitor International's research coverage of China has been more **than 15 years**, and is amongst our most extensive, with 100 analysts spread across 11 key cities.
- Our syndicated research provides data at national and regional level however, **for custom research requirements, our capabilities extend to province and city-level.**
- In-house editorial control for **consistency** and **comparability** is managed by research managers based in our office in Shanghai.



14 key countries researched in Asia Pacific region

- Australia
- China
 - East China
 - Mid China
 - North and Northeast China
 - Northwest China
 - South China
 - Southwest China
- Hong Kong
- India
 - East and Northeast India
 - North India
 - South India
 - West India
- Indonesia
- Japan
- Malaysia
- New Zealand
- Philippines
- Singapore
- South Korea
- Taiwan
- Thailand
- Vietnam

PRODUCTS AND SERVICES

5



ENTERPRISE CUSTOMER



Scotland International Development Agency
 Southern United States Trade Association
 Hong Kong Trade Development Council
 UK Trade and Investment Promotion Agency
 Manchester Investment&Development Authority
 The British Trade Policy Research Center
 Czech Tourism Bureau
 The United States tobacco and Food Bureau
 The Irish dairy board
 New Zealand Trade and Business Administration
 Consulate General of Argentina
 U.S. Department of Agriculture
 The United States forestry and Paper Association
 The American Soybean Association
 The United States cotton Committee
 Australian Trade Commission
 New Zealand Trade and Business Administration
 World Bank
 World Health Organization
 Singapore economic development board
 Welsh's coalition government
 The Embassy of Uganda
 The United States Florida Department of Citrus
 Washington Apple Commission
 Swiss Trade Development Bureau
 South African Trade Promotion Bureau
 Investment New Zealand
 Singapore economic development board

AMRO

Wasserstein

JPMorgan

ULTING GROUP

Goldman Sachs

ach

LIBRARY
HSILIRB

ny

bp

TEL





POLYTECHNIC UNIVERSITY 香港理工大



The University of Manchester
Manchester Business School



Handelshøjskolen i Århus
Aarhus School of Business



HARVARD BUSINESS SCHOOL



University of Navarra



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
A POLYTECHNIC INSTITUTION



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

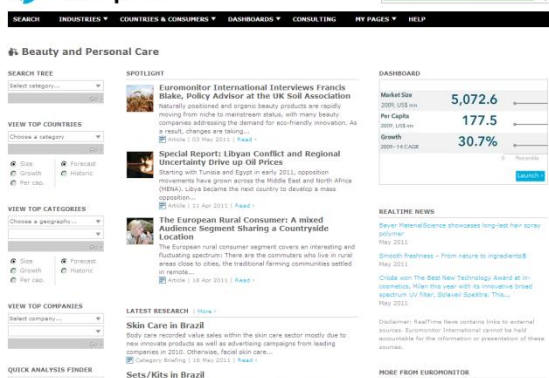
Od wieku na oceanie wiedzy

First in the World

OVERVIEW OF PASSPORT

8

Global Strategy Intelligence



- Gateway to **global strategy intelligence**
- **Common information architecture** for your entire organisation
- **Industry-standard** data and analysis

Corporate Strategic Planning and Management



- A **complete picture** of the commercial environment
- Monitor your **markets, related industries, operating conditions, consumer trends**
- More **efficient information** use

Reliable Result



Industries



Countries



Consumers






















- Statistics, reports, comment
- **28** Industries & **80** countries
- **210** Countries & Economies
- **4,000** products and services
- **115** million data points
- **17,000** full text reports: global, regional, country, company

“Passport is the Mercedes of business intelligence”





EuroMonitor International
E-Content magazine

INDUSTRY LIST

Consumer Products

- | | |
|---|--|
|  Alcoholic Drinks |  Hot Drinks |
|  Beauty & Personal Care |  Housewares |
|  Clothing & Footwear |  Luxury Goods |
|  Consumer Appliances |  Packaged Food |
|  Consumer Electronics |  Pet Care |
|  Consumer Health |  Personal Goods |
|  DIY & Gardening |  Soft Drinks |
|  Eyewear |  Tissue & Hygiene |
|  Fresh Food |  Tobacco |
|  Health & Wellness |  Toys & Games |
|  Home Care | |

Services

-  Consumer Finance
-  Consumer Foodservice
-  Retailing
-  Travel & Tourism

Suppliers

-  Industrial
-  Ingredients
-  Packaging

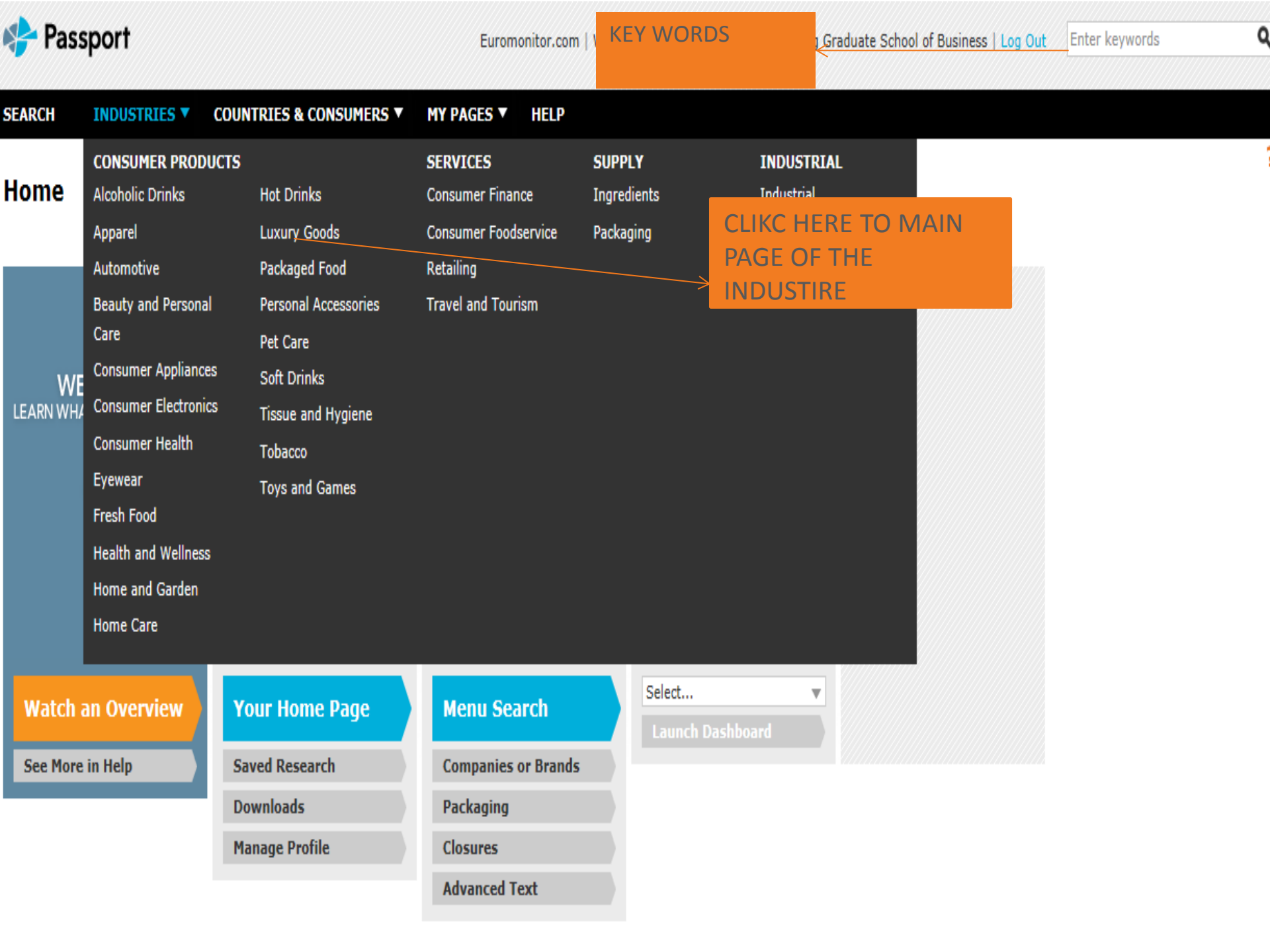
Countries and Consumers

- | | |
|--|--|
|  Countries and Consumers | |
|  Consumer Trends & Lifestyles |  Industry, Infrastructure & Environment |
|  Economy, Finance & Trade |  Population & Homes |
|  Government, Labour & Education |  Technology, Communications & Media |
|  Income & Expenditure | |

SEARCH METHOD FOR DATA AND REPORT

10

- 1.MEMU SEARCH
- 2.KEY WORDS
- 3.QUICK RESEARCH FROM REPORT
- 4.FUNCTION RESEARCH—DASHBOARD
- 5.HELP BUTTON



Home

WE LEARN WHAT

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

Packaged Food

Personal Accessories

Pet Care

Soft Drinks

Tissue and Hygiene

Tobacco

Toys and Games

SERVICES

Consumer Finance

Consumer Foodservice

Retailing

Travel and Tourism

SUPPLY

Ingredients

Packaging

INDUSTRIAL

Industrial

CLIKC HERE TO MAIN PAGE OF THE INDUSTIRE

Watch an Overview

See More in Help

Your Home Page

Saved Research

Downloads

Manage Profile

Menu Search

Companies or Brands

Packaging

Closures

Advanced Text

Select...

Launch Dashboard

Alcoholic Drinks

SEARCH TREE
Select category...
Select category...
Alcoholic Drinks
Beer
Cider/Perry
RTDs/High-Strength
Premixes
Spirits
Wine

RANK COUNTRIES
Choose a category
☒ Size
☐ Growth
☐ Per cap.
☒ Forecast
☐ Historic

RANK CATEGORIES
For a geography...
☐ Size
☐ Growth
☐ Per cap.
☒ Forecast
☐ Historic

REVIEW TOP COMPANIES
Select company...

DASHBOARDS
VISUALISE DATA
Select...

DROP-DOWN
MENU,
CLICK "GO"

Alcoholic Drinks – June 2013 Overview of New Product Launches

Opinion | 05 Jul 2013



Spiros Malandrakis
Senior Analyst -
Alcoholic Drinks

This monthly summary highlights the most interesting product launches in June, with a focus on the direction the alcoholic drinks industry is taking in terms of innovative developments.

French revolution: Cola flavoured wine

One of the most infamous oxymorons plaguing the

wine industry is the apparent gap between perceptions, research and actual purchasing patterns, especially when it comes down to the dry to sweet flavour spectrum.

The anomaly, still surprisingly overlooked by the majority of wine producers, is that while consumers participating in surveys overwhelmingly suggest that they prefer drier styles, they tend to opt for sweeter variants when actually visiting the wine aisle. Even more troublingly, consumer perceptions of what constitutes 'dry' vary from country to country and in most cases directly oppose industry definitions or stereotypes.

[Continue reading >](#)

DID YOU KNOW?

Irish Whiskey the most dynamic spirits category in 2012

China to account for over half of global volume growth

Champagne is reflecting the peaks and troughs of Western economies

[Load More ▼](#)

LATEST RESEARCH | [More >](#)

[Caspian Beverage Holding AO in Alcoholic Drinks \(Kazakhstan\)](#)

Local Company Profile | 14 June 2013

[Beer in Kazakhstan](#)

CATEGORY SUMMARY

Filter Tree

- ☒ Alcoholic Drinks
- ☒ Beer
- ☒ Dark Beer
- ☒ Abbey Style
- ☒ Alt
- ☒ Ale
- ☒ Amber Ale
- ☒ Bitter
- ☒ Black (Wheat) Beer
- ☒ Bock
- ☒ Dark Ale
- ☒ Domestic Ale
- ☒ English Ale

Now Choose Geographies >





































CATEGORY TREE

Statistics  | Analysis  | Info Sources 

CATEGORY SUMMARY

Filter Tree >

☒ Alcoholic Drinks

- ☐ Tobacco  
- ☐ Toys and Games  
- ☐ Travel And Tourism  
- ☒ Countries and Consumers
 - ☐ Business Environment 
 - ☐ Consumer Behaviour 
 - ☐ Consumer Expenditure and Prices 
 - ☐ Economy and Finance  
 - ☐ Energy and Environment  
 - ☐ Foreign Trade  
 - ☐ Government 
 - ☐ Health  
 - ☐ Households and Homes  
 - ☒ Income 
 - ☒ Annual Gross Income  
 - ☐ Average Gross Income by Age  
 - ☒ Distribution of Gross Income 
 - ☒ Gross Income Band by Age 
 - ☐ Current US\$ 
 - ☐ Constant US\$ 
 - ☐ Purchasing Power Parity (PPP) 
 - ☐ Social Class (ABCDE) by Age 
 - ☐ Annual Gross Income by Source 
 - ☐ Tax and Social Security Contributions  
 - ☐ Annual Disposable Income  
 - ☐ Industrial Output and Agriculture 
 - ☐ IT and Communications  
 - ☐ Labour and Education

Clear Selection

Now Choose Geographies >

COUNTRIES&CONSUMERS—
POPULATION, FAMILY
STRUCTURE,
INCOME&EXPENDITURE,
MACRO-ECONOMY&TRADE
DATA

Menu SearchCitiesCompanies or BrandsPackagingClosuresSurveyAdvanced Text

PREDEFINED SELECTIONS

54 countries
80 countries
All countries
Americas
APEC
ASEAN
BRIC
Developed Countries
Emerging and Developing Countries
EU
Europe
EuroZone
G20
G8
GCC
Mercosur
Middle East and North Africa
NAFTA
OECD
Sub-Saharan Africa

GEOGRAPHY TREE

Statistics | Analysis |

Filter Tree

☐ World

☐ Asia Pacific

☐ Australasia

☐ Eastern Europe

☐ Latin America

☐ Middle East and Africa

☐ North America

☐ Western Europe

☐ Economic regional totals

CATEGORY SUMMARY

☒ Alcoholic Drinks

☒ Beer

☒ Dark Beer

☒ Abbey Style

☒ Ale

☒ Alt

☒ Amber Ale

☒ Bitter

☒ Black (Wheat) Beer

☒ Bock

☒ Dark Ale

☒ Domestic Ale

☒ English Ale

GEOGRAPHY SUMMARY

☒ Asia Pacific

< Back | Clear Selection

See Data Now >Run Search >

Results List **Statistics** Analysis[< Modify Search](#)

▼ CONVERT DATA

- ☐ Volume conversions
- ☐ Unit multiplier
- ☐ Growth
- ☐ Per capita/household
- ☐ Unit price

COMPANY SHARES

BRAND SHARES

RELATED REPORT

► CHANGE TIME SERIES

► CHANGE DATA TYPES

► CHANGE CATEGORIES

► CHANGE GEOGRAPHIES

▼ MORE RESULTS

[Market Sizes](#)[Company Shares](#)[Brand Shares](#)**Market Sizes** | Historic | Off-trade VolumeKey: ☐ Related Analysis ☒ Chart this Row ☒ Company Shares ☒ Brand SharesDATA
OUTPUT
FUNCTION

Change View ▼		2006 ▼	2007 ▼	2008 ▼	2009 ▼	2010 ▼
China						
<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Alcoholic Drinks - mn litres	21,248.2	23,414.0	24,600.7	25,942.3	27,357.7
<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Beer - mn litres	17,126.2	19,073.5	20,015.9	21,094.6	22,178.2
<input checked="" type="checkbox"/>	Dark Beer - mn litres	-	-	-	-	-
<input checked="" type="checkbox"/>	Lager by Origin - mn litres	17,103.6	19,047.5	19,987.9	21,064.3	22,145.0
<input checked="" type="checkbox"/>	Low/Non-Alcohol Beer - mn litres	22.6	26.0	27.9	30.2	33.2
<input checked="" type="checkbox"/>	Stout - mn litres	-	-	-	-	-
<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Cider/Perry - '000 litres	24.5	28.1	31.9	35.1	37.4
<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	RTDs/High-Strength Premixes - '000 litres	32.0	33.0	34.1	35.3	37.1
<input checked="" type="checkbox"/>	High-Strength Premixes - '000 litres	-	-	-	-	-
<input checked="" type="checkbox"/>						

	Whiskies - '000 litres	2,127.6	2,505.2	2,318.6	1,861.0	2,221.0	
	White Spirits - '000 litres	371.6	333.2	316.6	327.3	333.3	
	Other Spirits - '000 litres	2,919,102.7	2,994,597.4	3,089,874.8	3,189,209.1	3,335,840.4	3,48
	Wine - mn litres	1,166.9	1,307.8	1,455.2	1,617.4	1,798.4	
	Fortified Wine and Vermouth - mn litres	-	-	-	-	-	
	Non-Grape Wine - mn litres	883.6	944.5	1,012.5	1,072.2	1,141.4	
	Sparkling Wine - mn litres	0.3	0.4	0.4	0.4	0.5	
	Still Light Grape Wine - mn litres	282.9	362.9	442.2	544.8	656.5	

[Category definitions](#) | [Region definitions](#) | [Calculation variables](#)

Research Sources:

1. [Alcoholic Drinks: Euromonitor from trade sources/national statistics](#)

1 Alcoholic Drinks

SEARCH TREE

Select category... ▾

Go >

ANALYSIS FINDER

All Analysis ▾

All Analysis

Latest Analysis

Articles and Opinion

Company Profiles

Country Reports

Global Reports

Datagraphics

Podcasts

Videocasts

Vis Apps

RANK COUNTRIES

Choose a category ▾

Latest reports

Articles

Company profiles

Country reports

Global reports

RANK CATEGORIES

For a geography... ▾

☒ Size

☐ Growth

☐ Per cap.

☒ Forecast

☐ Historic

Go >

REVIEW TOP COMPANIES

Select company... ▾

Go >

DASHBOARDS

VISUALISE DATA

Select... ▾

Go >

June 2013 Overview of New Product



Spiros Malandrakis
Senior Analyst -
Alcoholic Drinks

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[Continue reading >](#)

Heineken NV in Beer (World)

Global Company Profile | 03 Jul 2013

Heineken, the world's third largest brewer and leading cider

DID YOU KNOW?

Irish Whiskey the most dynamic spirits category in 2012

China to account for over half of global volume growth

Champagne is reflecting the peaks and troughs of Western economies

[Load More ▾](#)

LATEST RESEARCH | [More >](#)

[Caspian Beverage Holding AO in Alcoholic Drinks \(Kazakhstan\)](#)

Local Company Profile | 14 June 2013

[Beer in Kazakhstan](#)

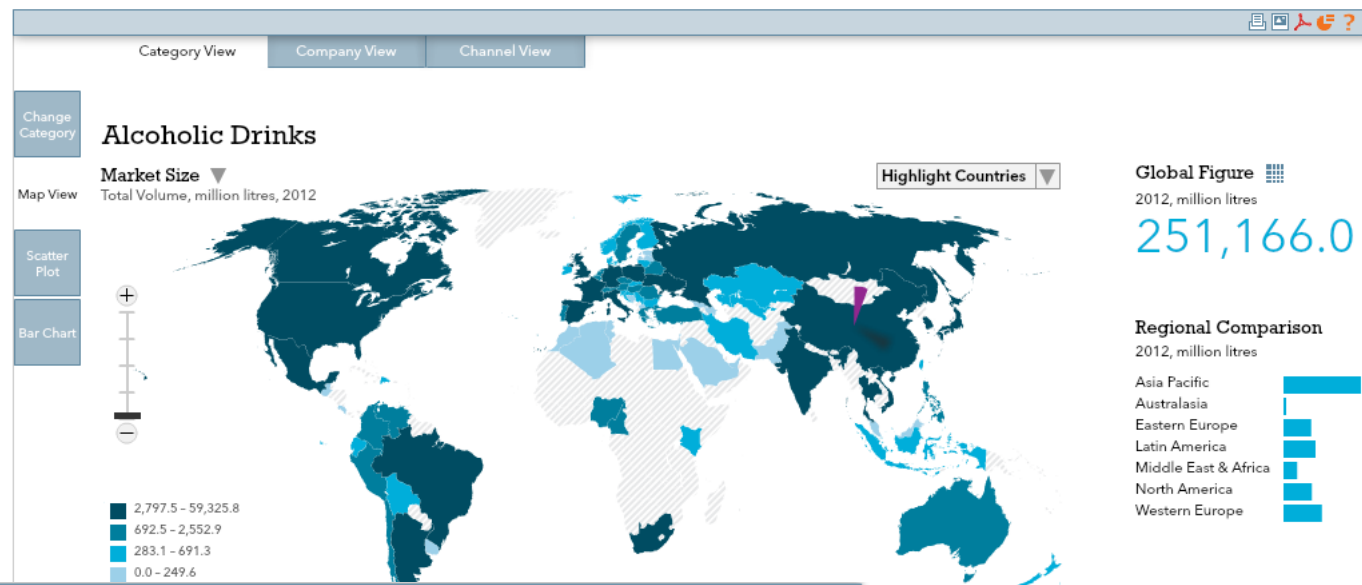
Category Briefing | 14 June 2013

[Bahus Trading TOO in Alcoholic Drinks \(Kazakhstan\)](#)

Local Company Profile | 14 June 2013

[Wine in Kazakhstan](#)

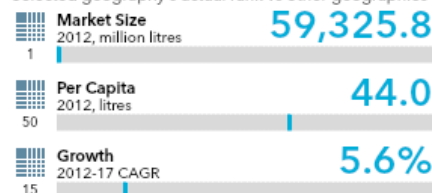
Category Briefing | 14 June 2013



Alcoholic Drinks China

Quick Stats and Links

Selected geography's actual rank vs other geographies

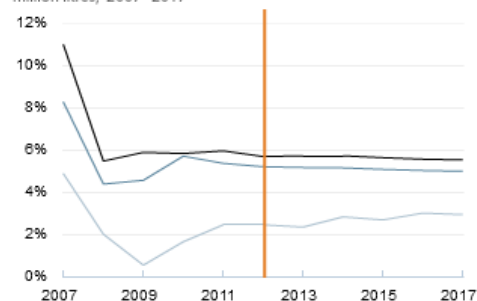


Top-3 Companies

Total Volume, % breakdown	
China Resources Enterpri...	18.3
Tsingtao Brewery Co Ltd	13.3
Beijing Yanjing Brewery C...	9.9

Category YOY Growth Comparison

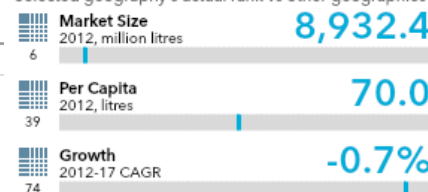
million litres, 2007-2017



Alcoholic Drinks Japan

Quick Stats and Links

Selected geography's actual rank vs other geographies

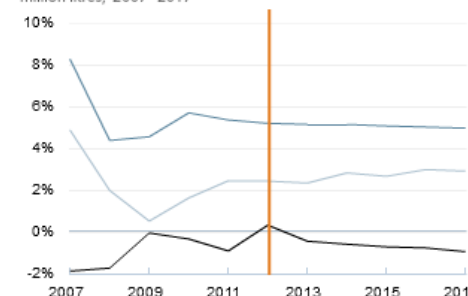


Top-3 Companies

Total Volume, % breakdown	
Asahi Group Holdings Ltd	26.2
Kirin Holdings Co Ltd	25.6
Suntory Holdings Ltd	14.2

Category YOY Growth Comparison

million litres, 2007-2017





Economy, Finance

CITIES

Cities

COUNTRIES

Economy, Finance and
TradeGovernment, Labour and
EducationIndustry, Infrastructure
and EnvironmentTechnology,
Communications and
Media

CONSUMERS

Consumer Trends and
Lifestyles

Income and Expenditure

Population and Homes

DASHBOARDS
VISUALISE DATA

OPINION

NEW BLOG:
ECONOMIC AND
CONSUMER INSIGHT

Select...

Go >

Monthly Economic Review of G7 economies: July 2013
Update

Monthly Economic Review | 05 Jul 2013



Countries & Consumers brings you the latest monthly update on the G7 economies. Conditions remained challenging for G7 countries during June 2013, with EU economies showing the effects of weak demand within the region and budget consolidation measures. Outside Europe, the announcement by the US Federal Reserve that it may start tapering its stimulus programme increased volatility in global asset prices and capital flows, while raising the cost of financing for both sovereigns and companies.

[Read more >](#)

DID YOU KNOW?

Between 2011 and 2012, Bulgaria saw the biggest increase in stocks globally, growing by 544% in real terms

By 2020, the BRICS will account for 24.2% of total global GDP in real terms

Of the G7 economies, only Canada has seen a decline in non performing loans as a percentage of total loans in 2012

LATEST RESEARCH | [More >](#)


[An Ageing World Results in Benefits and Hurdles for the](#)

Economy, Finance and Trade

SEARCH TREE

Select category...

- Select category...
- Balance of Payments
- Business and Consumer Confidence
- Exchange Rates
- Exports
- External debt
- External debt as % of GDP
- Finance
- Foreign Direct Investment (FDI)
- Foreign Trade
- GDP
- Gross National Income (GNI)
- Imports
- Inflation
- Net Capital Stock
- Poverty
- Trade Balance



RANK COUNTRIES

For a category...

☒ Forecast
☐ Historic

Go >

MONTHLY & QUARTERLY DATA

Select data...

☒ Monthly ☐ Forecast
☐ Quarterly ☒ Historic

Go >

DASHBOARDS
VISUALISE DATA

Economic Observer

Go >

OPINION

NEW BLOG:
ECONOMIC AND
CONSUMER INSIGHT

Review of G7 economies: July 2013

Jul 2013

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LATEST RESEARCH | [More >](#)

[An Ageing World Results in Benefits and Hurdles for the Global Economy](#)

Opinion | 21 June 2013

[Top Five Consumer Markets in Asia Pacific: Mounting Inflation and Falling Currencies to Impact Consumers](#)

Opinion | 20 June 2013

[Risks and Vulnerabilities: Slovakia](#)

Country Briefing | 14 June 2013

Unrest in Egypt: Has the Arab Spring Reignited?

Opinion | 03 Jul 2013

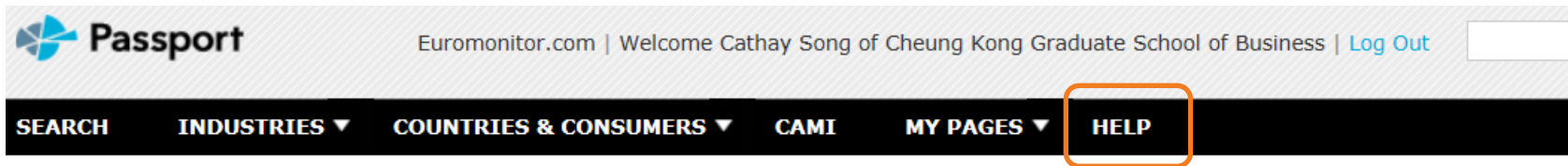


Carrie Lennard
Government, Labour &
Education Manager

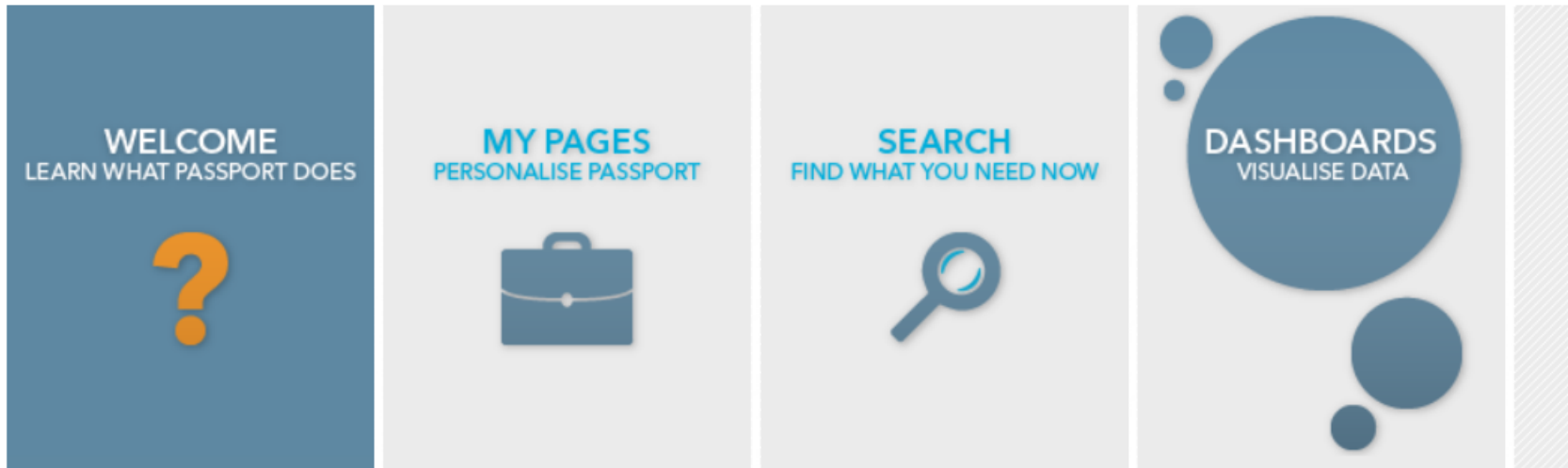
As the deadline looms for Egyptian President Morsi to respond to an ultimatum given to him by the Egyptian army to address discontent in the country, there are protests calling for him to resign raising concerns about the stability of the MENA (Middle East and North Africa)

HOW TO GET HELP VIDEO

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Home



HOW TO GET HELP VIDEO

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[HELP](#) [HELP VIDEOS](#) [FAQ](#) [DEFINITIONS](#) [UPDATE SCHEDULE](#) [ABOUT PASSPORT](#) [METHODOLOGY](#) [CALCULATION VARIABLES](#) [CONTACT US](#)

Passport Help

CLIKC HERE TO
Help Videos

SECTIONS

[Help Videos](#)
[FAQ](#)
[Definitions](#)
[Update Schedule](#)
[About Passport](#)
[Methodology](#)
[Calculation Variables](#)
[Contact Us](#)

ABOUT HELP

Welcome to Passport Help. Use the dropdown HELP navigational tool in the orange bar to jump from section to section. We suggest you begin with the Getting Started Video and Frequently Asked Questions (FAQ).

HOW TO GET HELP VIDEO

24

HELP HELP VIDEOS FAQ DEFINITION ABOUT PASSPORT METHODOLOGY CALCULATION VARIABLES CONTACT US

Help Videos

CLICK HERE TO Different Videos

CHOOSE A VIDEO

- Passport Overview
- Getting Started
- Dashboards
- Quick Links
- Tree-Based Searching
- The Results List
- Manipulating Statistics
- Creating Custom Data Sets /
- Changing Table Layouts
- Adding and Removing Statistics
- Exporting Statistics
- Working with Analysis
- My Pages

CHOOSE A LANGUAGE

- English
- العربية
- 日本語
- 한국어
- русский
- español

PASSPORT OVERVIEW

The screenshot shows the Passport Overview page. At the top, there is a navigation bar with links: HELP, HELP VIDEOS, FAQ, DEFINITION, ABOUT PASSPORT, METHODOLOGY, CALCULATION VARIABLES, and CONTACT US. Below this, the page is titled 'Passport Overview'. On the left, there is a list of links under the heading 'Help Videos'. An orange box labeled 'CLICK HERE TO Different Videos' points to the 'HELP VIDEOS' link. Another orange box labeled 'CHOOSE A VIDEO' points to the 'Passport Overview' link. On the right, there is a section titled 'PASSPORT OVERVIEW' which contains a screenshot of the Passport application interface. This interface has a header with the 'Passport' logo and a search bar. Below the header, there are four main sections: 'WELCOME', 'MY PAGES', 'SEARCH', and 'DASHBOARDS'. An orange box labeled 'CLICK HERE TO Choose different Language' points to the 'MY PAGES' section. At the bottom of the interface, there is a footer with the 'EUROMONITOR INTERNATIONAL' logo and contact information.

WHY CHOOSE PASSPORT?

25

RELIABLE RESOURCE



- Well-known Research Institution
- Multinational Research
- Reliable Resource

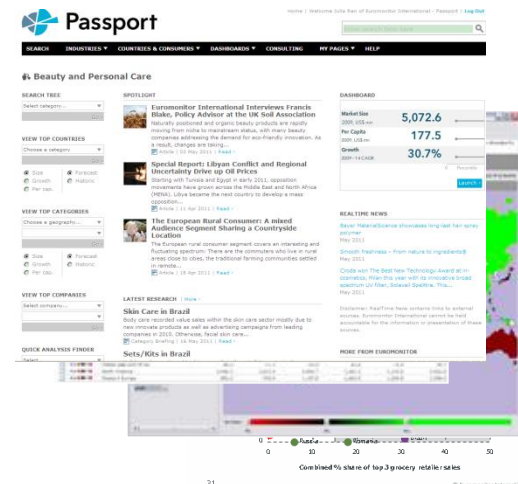
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DELIBERATE RESEARCH METHOD



- Continuously Improve the Quality
- Global Coverage
- Complete and Intensive Study

USER-FRIENDLY INTERFACE



- Simple and User-friendly Interface
- Customized Service
- Best Partner for Your Research



THANK YOU

For questions or concerns, please contact:
Cathay Song
Cathay.song@euromonitor.com.cn

