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’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

INDUSTRIES
- Market performance trends and drivers
  - Consumer goods
  - B2C services
  - Industrial and B2B markets

COUNTRIES
- Country operating environments
  - Socio-economic, demographic and marketing data
  - Analysis of country trends and prospects

CONSUMERS
- Consumer attitudes and opinions
  - Trend monitoring
  - Lifestyle data and analysis

ONLINE DATABASES
- Global, regional and national research
  - Global statistical databases
  - Strategic market performance analysis
  - Company profiles and positioning
  - Country profiles and datafiles
  - Future demographics
  - News comment and analysis
  - Consumer trend monitoring

RESEARCH SOLUTIONS

PUBLICATIONS
- Market reports
  - Industry analysis
  - Consumer lifestyles
  - Future demographics
- Reference books
  - Statistical handbooks
  - Industry directories
  - Information sourcebooks

CONSULTING
- Custom research solutions
  - Market opportunity analysis
  - Competitive intelligence and benchmarking
  - Consumer insight and segmentation
  - Market entry studies
  - Product retail audits and pick-up
  - Future scenario planning
  - Distribution, supply and value-chain consulting
<table>
<thead>
<tr>
<th>Organization</th>
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<tbody>
<tr>
<td>Scotland International Development Agency</td>
</tr>
<tr>
<td>Southern United States Trade Association</td>
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<td>Hong Kong Trade Development Council</td>
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<tr>
<td>UK Trade and Investment Promotion Agency</td>
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<tr>
<td>Manchester Investment &amp; Development Authority</td>
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<tr>
<td>The British Trade Policy Research Center</td>
</tr>
<tr>
<td>Czech Tourism Bureau</td>
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<tr>
<td>The United States tobacco and Food Bureau</td>
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<tr>
<td>The Irish dairy board</td>
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<td>New Zealand Trade and Business Administration</td>
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<tr>
<td>Consulate General of Argentina</td>
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<tr>
<td>U.S. Department of Agriculture</td>
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<tr>
<td>The United States forestry and Paper Association</td>
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<tr>
<td>The American Soybean Association</td>
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<tr>
<td>The United States cotton Committee</td>
</tr>
<tr>
<td>Australian Trade Commission</td>
</tr>
<tr>
<td>New Zealand Trade and Business Administration</td>
</tr>
<tr>
<td>World Bank</td>
</tr>
<tr>
<td>World Health Organization</td>
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<td>Singapore economic development board</td>
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<tr>
<td>Welsh's coalition government</td>
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<tr>
<td>The Embassy of Uganda</td>
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<tr>
<td>The United States Florida Department of Citrus</td>
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<tr>
<td>Washington Apple Commission</td>
</tr>
<tr>
<td>Swiss Trade Development Bureau</td>
</tr>
<tr>
<td>South African Trade Promotion Bureau</td>
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<tr>
<td>Investment New Zealand</td>
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<tr>
<td>Singapore economic development board</td>
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</tbody>
</table>
OVERVIEW OF PASSPORT

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**”

E-Content magazine
## INDUSTRY LIST

### Consumer Products
- Alcoholic Drinks
- Beauty & Personal Care
- Clothing & Footwear
- Consumer Appliances
- Consumer Electronics
- Consumer Health
- DIY & Gardening
- Eyewear
- Fresh Food
- Health & Wellness
- Home Care

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

### Suppliers
- Industrial
- Ingredients
- Packaging

### Countries and Consumers
- Countries and Consumers
- Consumer Trends & Lifestyles
- Economy, Finance & Trade
- Government, Labour & Education
- Income & Expenditure
- Industry, Infrastructure & Environment
- Population & Homes
- Technology, Communications & Media
SEARCH METHOD FOR DATA AND REPORT

1. MEMU SEARCH

2. KEY WORDS

3. QUICK RESEARCH FROM REPORT

4. FUNCTION RESEARCH—DASHBOARD

5. HELP BUTTON
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Alcoholic Drinks – June 2013 Overview of New Product Launches

Opinion | 05 Jul 2013

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.

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

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Caspian Beverage Holding AO in Alcoholic Drinks (Kazakhstan)
Local Company Profile | 14 June 2013
Beer in Kazakhstan
Category Brief | 11 Jun 2013

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CHOOSE PRODUCTION AND CATEGORY
COUNTRIES & CONSUMERS—POPULATION, FAMILY STRUCTURE, INCOME & EXPENDITURE, MACRO-ECONOMY & TRADE DATA
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

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
### Market Sizes - Historic

#### Off-trade Volume

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
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<tbody>
<tr>
<td>China</td>
<td></td>
<td></td>
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<tr>
<td>Alcoholic Drinks</td>
<td>21,248.2</td>
<td>23,414.0</td>
<td>24,600.7</td>
<td>25,942.3</td>
<td>27,357.7</td>
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<tr>
<td>Beer</td>
<td>17,126.2</td>
<td>19,073.5</td>
<td>20,015.9</td>
<td>21,094.6</td>
<td>22,178.2</td>
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<tr>
<td>Dark Beer</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Lager by Origin</td>
<td>17,103.6</td>
<td>19,047.5</td>
<td>19,987.9</td>
<td>21,064.3</td>
<td>22,145.0</td>
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<tr>
<td>Low/Non-Alcohol Beer</td>
<td>22.6</td>
<td>26.0</td>
<td>27.9</td>
<td>30.2</td>
<td>33.2</td>
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<tr>
<td>Stout</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Cider/Perry</td>
<td>24.5</td>
<td>28.1</td>
<td>31.9</td>
<td>35.1</td>
<td>37.4</td>
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<tr>
<td>RTDs/High-Strength Premixes</td>
<td>32.0</td>
<td>33.0</td>
<td>34.1</td>
<td>35.3</td>
<td>37.1</td>
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<tr>
<td>Category</td>
<td>2012</td>
<td>2013</td>
<td>2014</td>
<td>2015</td>
<td>2016</td>
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<tr>
<td>Whiskies - '000 litres</td>
<td>2,127.6</td>
<td>2,505.2</td>
<td>2,318.6</td>
<td>1,861.0</td>
<td>2,221.0</td>
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<tr>
<td>White Spirits - '000 litres</td>
<td>371.6</td>
<td>333.2</td>
<td>316.6</td>
<td>327.3</td>
<td>333.3</td>
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<td>Other Spirits - '000 litres</td>
<td>2,919,102.7</td>
<td>2,994,597.4</td>
<td>3,089,874.8</td>
<td>3,189,209.1</td>
<td>3,335,840.4</td>
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<tr>
<td>Wine - mn litres</td>
<td>1,166.9</td>
<td>1,307.8</td>
<td>1,455.2</td>
<td>1,617.4</td>
<td>1,798.4</td>
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<tr>
<td>Fortified Wine and Vermouth - mn litres</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Non-Grape Wine - mn litres</td>
<td>883.6</td>
<td>944.5</td>
<td>1,012.5</td>
<td>1,072.2</td>
<td>1,141.4</td>
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<tr>
<td>Sparkling Wine - mn litres</td>
<td>0.3</td>
<td>0.4</td>
<td>0.4</td>
<td>0.4</td>
<td>0.5</td>
</tr>
<tr>
<td>Still Light Grape Wine - mn litres</td>
<td>282.9</td>
<td>362.9</td>
<td>442.2</td>
<td>544.8</td>
<td>656.5</td>
</tr>
</tbody>
</table>

Research Sources:
1. Alcoholic Drinks: Euromonitor from trade sources/national statistics
June 2013 Overview of New Product

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**China to account for over half of global volume growth**

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**Heineken NV in Beer (World)**

Global Company Profile | 03 Jul 2013

Heineken, the world’s third largest brewer and leading cider manufacturer, is targeting emerging markets as a key growth driver.
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.

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Review of G7 economies: July 2013

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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

An Ageing World Results in Benefits and Hurdles for the Global Economy
Opinion | 03 Jul 2013

Unrest in Egypt: Has the Arab Spring Reignited?

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) region.

Carrie Lennard
Government, Labour & Education Manager

Top Five Consumer Markets in Asia Pacific: Mounting Inflation and Falling Currencies to Impact Consumers
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- Continuous Quality Improvement
- Global Coverage
- Complete and Intensive Study

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- Customized Service
- Best Partner for Your Research
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For questions or concerns, please contact:
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Cathay.song@euromonitor.com.cn