



Euromonitor Passport: How to Access

Database Guide

Learning Centre
Indian Institute of Management Indore





Passport user guide

Passport is an award-winning market research knowledge hub for forward thinkers.

Unlock growth with cutting-edge research into markets, industries, companies, economies and consumers. This guide provides a detailed overview of how to use Passport, allowing you to find the information you need more efficiently.



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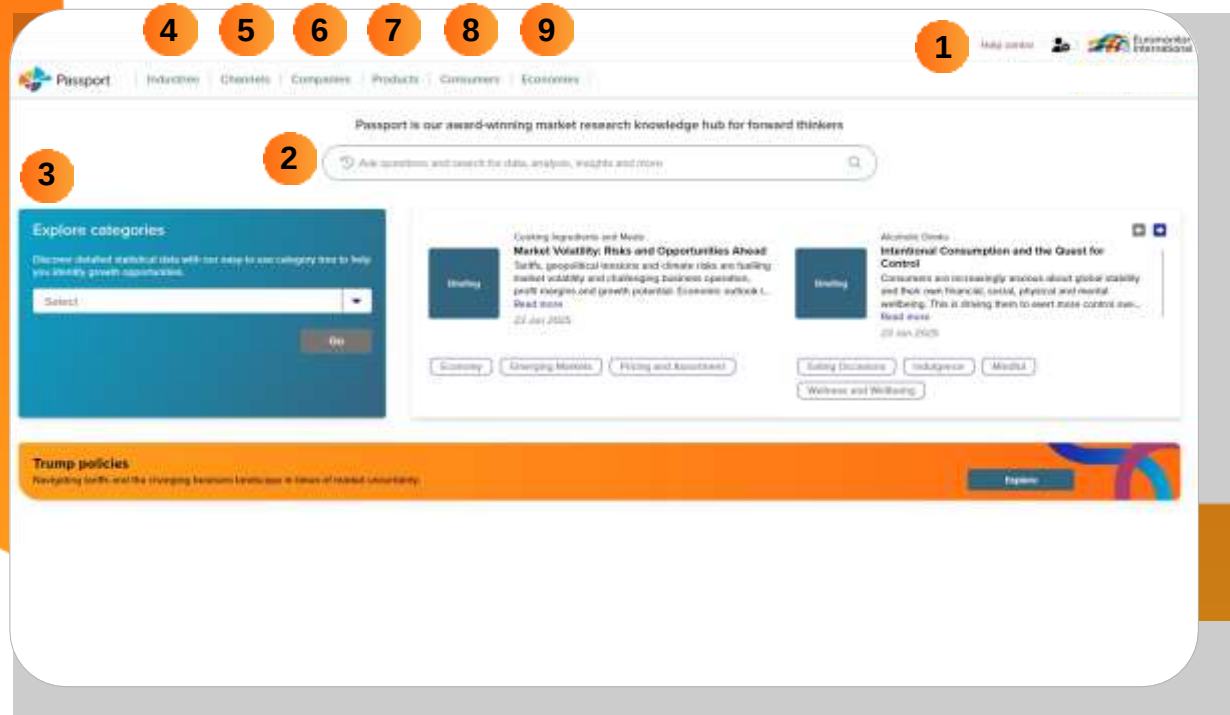
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Home page

Passport's home page offers a curated global menu and highlights the latest featured content, providing the perfect starting point for your journey.

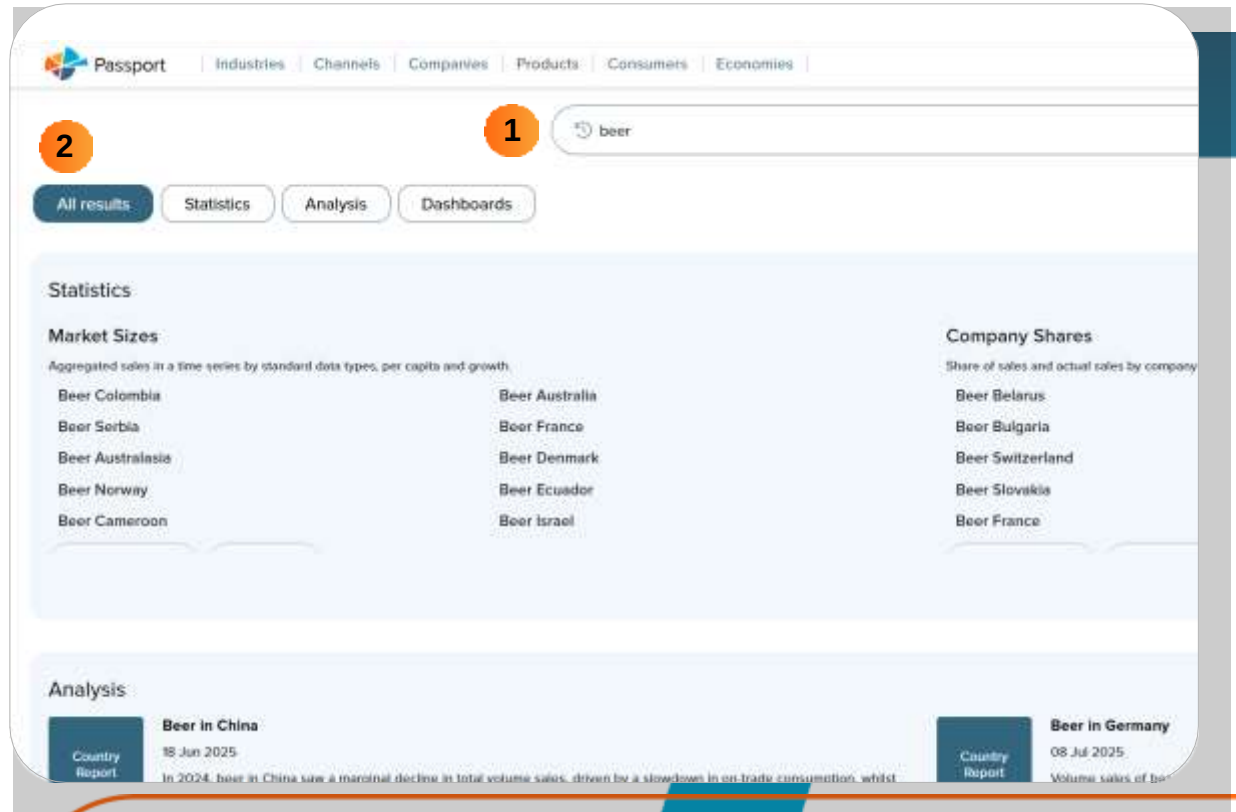
1. **Top navigation** - View data update schedule, help videos, frequently asked questions and definitions via the Help Centre and edit your profile.
2. **Search box** - Find the specific data and insights you need by typing a phrase or keywords.
3. **Explore categories menu**
4. **Industries:** Find statistics and analysis for each industry we research.
5. **Channels:** Capitalise on opportunities in the changing retailing and digital landscape.
6. **Companies:** Access key company insights, including competitive landscape and growth outlook.
7. **Products:** Enhance your product offer and positioning by thoroughly understanding product claims and product launches.
8. **Consumers:** Learn about consumer trends, demographics and preferences.
9. **Economies:** Navigate global economies and their impact on business and trade.



Search page

A unified search page displays results from multiple types of data into a single, integrated view. All relevant results are shown together and organised for ease of use.

1. **Single search bar:** A single place to enter your search query, featuring natural language starter prompts to guide you on how to phrase requests to achieve the desired results.
2. **Grouped results:** Toggle easily between relevant statistics, written analysis and visual dashboards.



Auto-suggest search results

Auto-suggest search results are real-time, predictive suggestions that will appear as you begin to type in the search box. They are there to help you to find relevant data faster and discover related terms or topics to improve both the speed and quality of insights provided.



Your search history

Search history is a record of past searches made by you to help you quickly revisit previous queries, track your research process and avoid repeating searches—saving time and supporting more efficient, organised analysis.

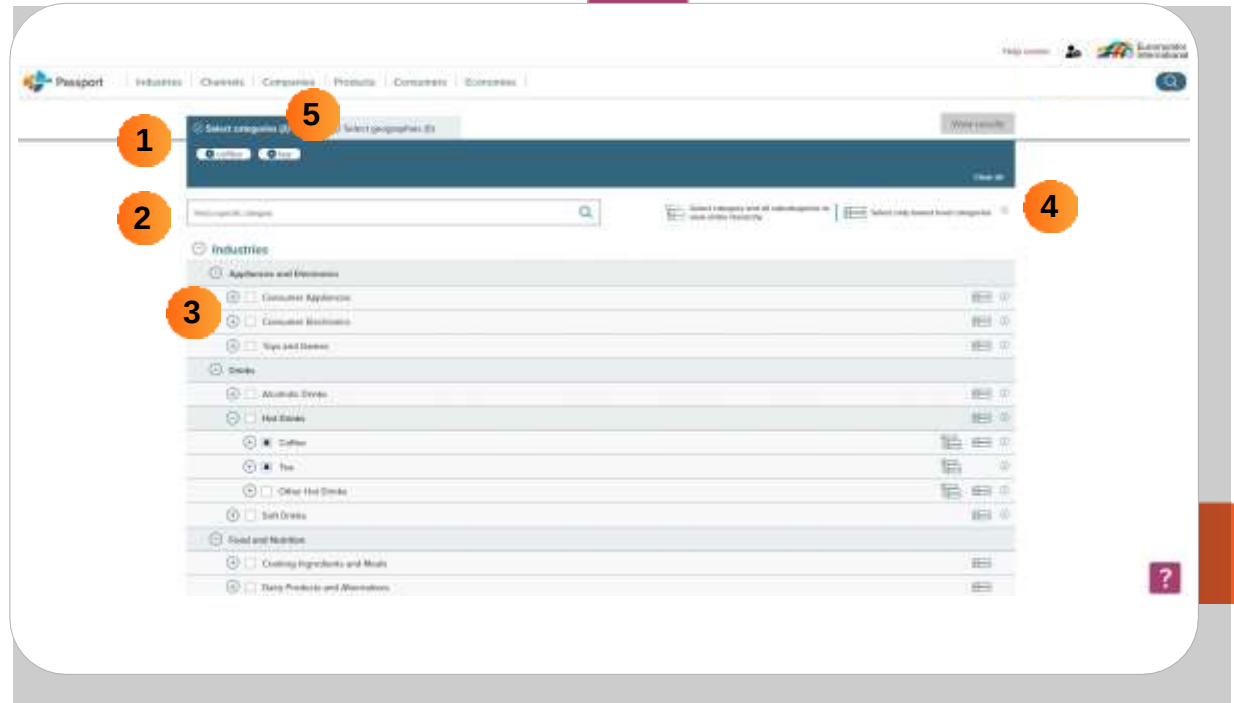
1 Use the icon of a clock to view your previous search history and dates searched



Explore categories menu

Explore categories of interest from the full list of categories we research. You will find an 'Explore categories' menu on the homepage, all industry pages and all topic pages.

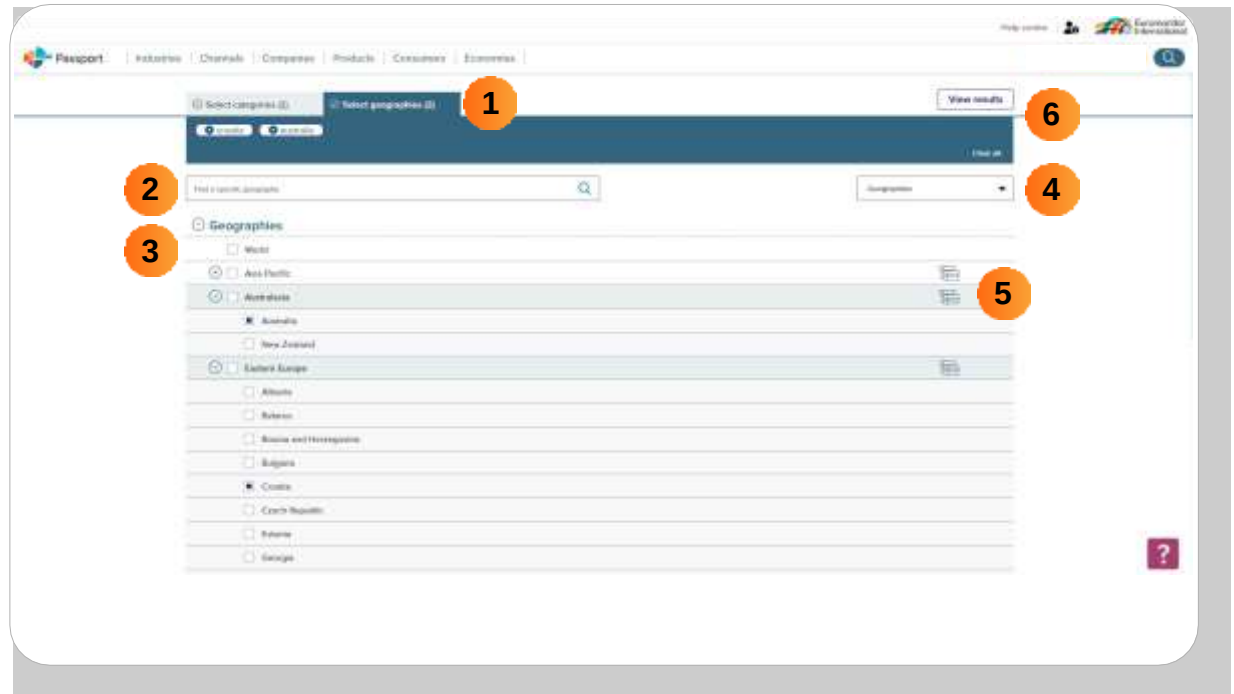
1. **Categories tab:** View selected categories or erase a category by clicking the corresponding 'x'.
2. **Type a specific category:** Filter by a specific category or topic by typing in the search box.
3. **Select categories:** Click the '+' to expand a category or subcategory > Click the 'i' to view the category's definition.
4. **Select all subcategories:** Click to quickly add all subcategories of any category.
5. **Choose geographies:** Click the 'Geographies' tab to select geographies for your search.



Selecting geographies

Now select geographies to complete your search.

1. **Geographies tab:** View selected geographies or erase a geography by clicking the corresponding 'x'.
2. **Type a specific geography:** Filter by a specific geography by typing in the search box.
3. **Geography hierarchy:** Select a single region or drill down to select counties > Click the '+' to expand the tree section.
4. **Select a predefined list:** Click to see a drop-down list of predefined regions or countries.
5. **Select all countries:** Click to quickly add all country subcategories.
6. **Run search:** Click to see a list of all statistics and analysis related to your search parameters.



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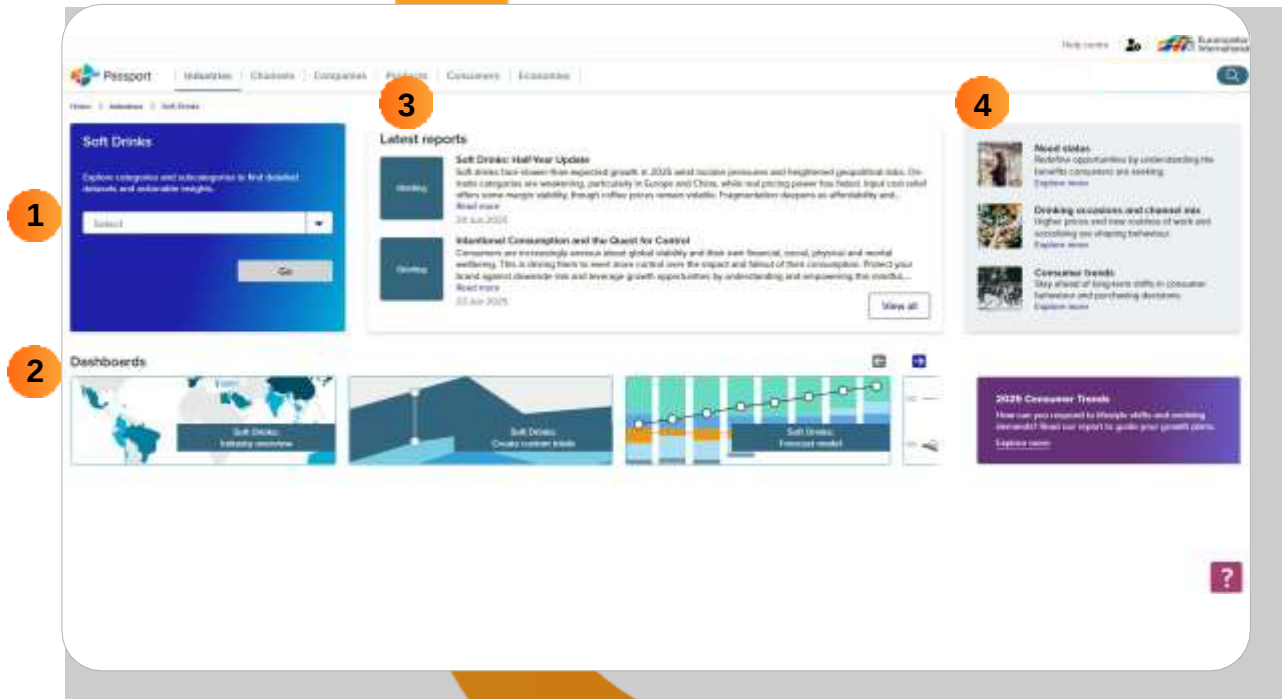
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Navigating industry and topic pages

Access statistics and analysis on a select industry.

1. **Explore the sector/industry page:** Explore categories and subcategories to find detailed datasets and actionable insights.
2. **Dashboards:** Visualise data and spot trends.
3. **Latest reports:** Browse the latest analysis.
4. **Trending topics:** Explore cross-industry trends that businesses are prioritising.



Content beyond your subscription

You will be able to preview industries and sectors outside of your subscription, including direct access to request a demo.

The screenshot displays the Passport user interface for the Beauty and Personal Care industry. The top navigation bar includes links for Passport, Industries, Channels, Companies, Products, Consumers, and Economics. Below this, a blue banner states "19 of the world's top 20 beauty and personal care companies use our data analytics" with a "Request a demo" button. The main section is titled "Beauty and Personal Care" and includes a sub-header "Our data analytics are more than skin-deep". A paragraph explains that the user is viewing this page in Passport and that the data is available to all users. Below this, there are three main sections: "15 companies out of 201 use Passport", "Insights of coverage", and "Premium subscription data sets". The "15 companies out of 201 use Passport" section lists various companies and their respective data sets. The "Insights of coverage" section lists various insights and data points. The "Premium subscription data sets" section lists various data sets and their respective data points. At the bottom, there is a section titled "How our data analytics can support you" with three sub-sections: "Ingredients companies use our research to understand consumer performance and market trends to position themselves appropriately for launch", "Retail and consulting firms use our research to identify opportunities around new market entry, mergers and acquisitions and IPOs for their clients", and "Brands outside the beauty space use our research to explore emerging trends applicable to them and assess for product diversification". A "Request a demo" button is located at the bottom right of the page.

Contact your librarian

For questions and more information, login to Passport or reach out to your librarian.



About Euromonitor International

Euromonitor International leads the world in data analytics and research into markets, industries, economies and consumers. We provide truly global insight and data on thousands of products and services to help our clients maximise opportunities, and we are the first destination for organisations seeking growth. With our guidance, our clients can make bold, strategic decisions with confidence. We have 16 offices around the world, with 1000+ analysts covering 210 countries and 99.9% of the world's consumers, and use the latest data science and market research techniques to help our clients to make sense of global markets.

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