

PASSPORT

Passport is an award-winning market research database used by the world's top academic institutions and Fortune 500 companies to understand the global business environment in a time of rapid change and increased globalization.

Passport features millions of statistics and in-depth reports on 27 industries with demographic, macro and socioeconomic data and analysis on consumers and economies in 210 countries worldwide.

PASSPORT FEATURES

- Forward-looking analysis of consumer and industrial markets
- Market performance of leading companies and brands
- Comprehensive population, socioeconomic and lifestyle data
- Timely and topical commentary on factors influencing the business environment
- Surveys exploring consumer opinions, attitudes and behaviours
- The same research approach for all countries to allow cross-country comparisons
- Historic data from 1997 and forecasts to 2020
- An unrivalled level of detail across all categories
- Powerful and easy-to-use analysis and visualisation tools

PASSPORT SUPPORTS TEACHING AND RESEARCH ACROSS A RANGE OF DISCIPLINES

- International business & marketing
- Economics
- Social studies
- Humanities
- Geography
- Travel and tourism
- International hospitality management
- Food marketing
- International relations

FACULTY CAN DESIGN TEACHING MATERIALS AND PROJECTS WITH REAL WORLD RELEVANCE

- Strategic planning
- Economic analysis
- Opportunity assessments
- Competitive threats
- Market entry studies
- Merger and acquisition possibilities
- Competitor intelligence
- Industry benchmarking
- Sales channel management
- Consumer insight



98% OF THE WORLD'S LEADING

BUSINESS SCHOOLS, UNIVERSITIES
AND COLLEGES **RENEW**

THEIR SUBSCRIPTIONS EACH YEAR.

Industry Research

Passport industry research includes global statistics and analysis for 27 major consumer industries worldwide. Users have access to historic and forecast market sizes, distribution channel analysis, company and brand share data, company profiles, global industry reports, expert and breaking news articles and more.

INDUSTRIES RESEARCHED

- Alcoholic Drinks
- Apparel
- Automotive
- Beauty and Personal Care
- Consumer Appliances
- Consumer Electronics
- Consumer Finance
- Consumer Foodservice
- Consumer Health
- Eyewear
- Fresh Food
- Health and Wellness
- Home and Garden
- Home Care
- Hot Drinks
- Industrial
- Ingredients
- Luxury Goods
- Packaged Food
- Packaging
- Personal Accessories
- Pet Care
- Retailing
- Soft Drinks
- Tissue and Hygiene
- Tobacco
- Toys and Games
- Travel and Tourism

Passport: Countries and Consumers

Passport: Countries and Consumers provides in-depth analysis on trends impacting consumers and in countries around the world, delivering an unrivalled level of research and analysis on the evolving economy, business environment, population, income and expenditure patterns in 210 countries worldwide.

- Consumer Trends and Lifestyles
- Economy, Finance and Trade
- Government, Labor and Education
- Income and Expenditure
- Industry, Infrastructure and Environment
- Population and Homes
- Technology, Communications and Media

“With students and staff from all over the world, we find the international coverage invaluable.”

–Judge Business School
University of Cambridge

Passport: Industrial

Passport: Industrial is a breakthrough economic research solution analyzing the industrial makeup of the world's 18 largest economies, covering 78% of global GDP. It splits each economy into 177 industries, providing extensive cross-country and cross-industry comparable statistics and a strategic assessment.

Passport: Survey

Passport: Survey provides real-time profiling of consumer attitudes, motivations and behaviours around the world.

Dashboards and Vis Apps

For many students, seeing data represented visually is easier to understand. Dashboards and Vis Apps allow users to visually make sense of thousands of data points at one time, moving the user from asking “What is happening?” to “Why is this happening?”

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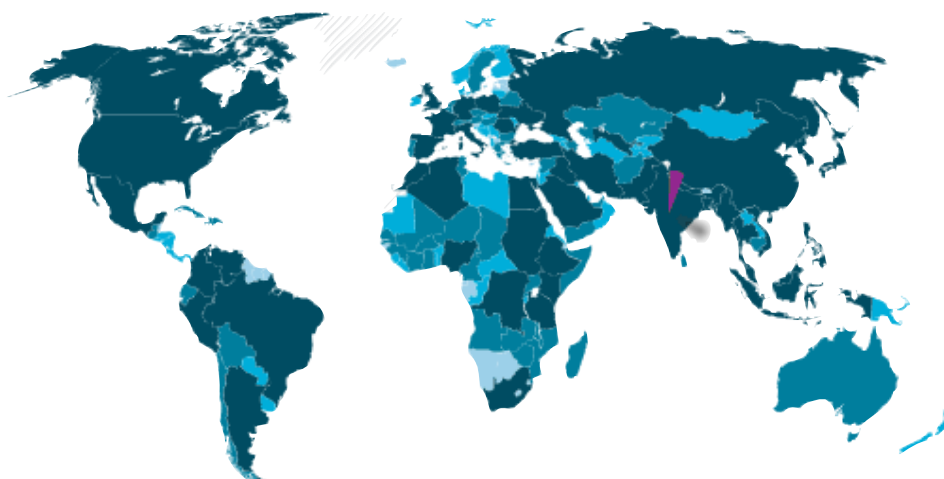
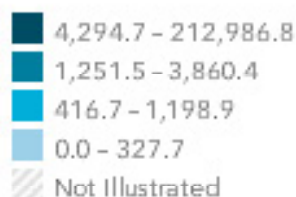
PASSPORT

DASHBOARD EXAMPLE: CONCENTRATION OF GENERATION Y BY REGION

GENERATION Y

Actual

'000, 2011



A Customisable System

Each Passport subscription is customisable to your institution's needs. Access top level industry, country and consumer data and additional research including data customisations, deep-dive granular data, visualisation and datagraphic tools and full industry vertical data including brand, company shares and distribution research.

Dedicated Account Management

Your personal account manager is always available to help with specific research queries and to set up personalised training sessions, ensuring you get the most out of the system. Passport can be fully networked throughout your organization, allowing you to save searches and share insights.

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