

# Researching International Markets

Euromonitor International's  
Award-winning Books and  
Databases

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Director of Sales and Marketing

# About Euromonitor

- **Established**
- **International**
- **Independent**
- **Growing**

# Products and services

- **Market analysis**
  - Countries
  - Consumers
  - Industries
- **Business reference books**
- **Research consultancy**

# Global Reach

- **Core countries**

*75% of the world population and 90% of the global GDP*

Western Europe: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Turkey, UK

Eastern Europe: Bulgaria, Czech Republic, Hungary, Poland, Romania, Russia, Slovakia, Ukraine

North America: Canada, USA

Latin America: Argentina, Brazil, Chile, Colombia, Mexico, Venezuela

Asia: China, Hong Kong, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam

Australasia: Australia, New Zealand

Africa & Middle East: Egypt, Israel, Morocco, Saudi Arabia, South Africa

- **205 countries in total**

# Industries

## Core consumer markets

- Beverages
- Domestic appliances
- Food
- Packaged foods
- Healthcare
- Household products
- Personal care
- Retail
- Tobacco
- Travel and tourism

## Industrial and service

- Aerospace and defence
- Automotives
- Banking and finance
- Building and construction
- Chemicals
- Computers and electronics
- Energy
- Entertainment and leisure
- Industrial
- Manufacturing
- Marketing services
- Metals
- Office equipment
- Packaging
- Paper and textiles
- Plastics
- Publishing and media services
- Telecommunications
- Transportation

# Adding value to official data

## Comparable across countries

- Same category definitions
- Same research methodology
- Complete datasets where possible

# Methodology: Country Data



# Adding value to research

Manipulate data to get a deeper insight

- Volume and value analysis
- Per capita and per household analysis
- Growth rate calculations



# Largest beer market by value

http://194.119.138.1 - GMID data - Microsoft Internet Explorer

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Convert data

Euro mn (year-on-year ex rates) • Value = current • sorted by 2004

	Original order ▾	1999 ▾	2000 ▾	2001 ▾	2002 ▾	2003 ▾	2004 ▾
<b>Beer<sup>51</sup></b>							
<input type="checkbox"/>	Russia - Retail value rsp	4,150.04	5,928.14	7,445.35	7,930.86	7,437.13	7,658.78
<input type="checkbox"/>	Poland - Retail value rsp	1,445.58	1,724.49	1,991.27	2,042.81	1,868.60	1,777.64
<input type="checkbox"/>	Ukraine - Retail value rsp	640.06	730.33	937.61	981.98	923.68	960.84
<input type="checkbox"/>	Czech Republic - Retail value rsp	499.82	533.72	574.85	648.85	653.78	658.16
<input type="checkbox"/>	Romania - Retail value rsp	588.26	751.85	642.99	561.14	574.31	579.69
<input type="checkbox"/>	Hungary - Retail value rsp	336.54	390.63	451.10	522.18	541.53	565.20
<input type="checkbox"/>	Slovakia - Retail value rsp	171.03	181.27	186.06	203.13	217.49	229.06
<input type="checkbox"/>	Bulgaria - Retail value rsp	147.19	146.03	154.35	136.57	137.69	166.32
	<b>Sum selected rows</b>	0.0	0.0	0.0	0.0	0.0	0.0

Note: Historical value data is shown at current prices

[Macro data](#)

[Product definitions](#)

**Sources**

1 Beer : Euromonitor from trade sources/national statistics

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# Largest beer market per capita

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litres per capita • sorted by 2004

	Original order ▾	1999 ▾	2000 ▾	2001 ▾	2002 ▾	2003 ▾	2004 ▾
<b>Beer<sup>51</sup></b>							
<input type="checkbox"/>	Czech Republic - Retail volume	83.45	83.41	84.07	83.32	83.11	81.70
<input type="checkbox"/>	Slovakia - Retail volume	54.79	52.53	54.96	57.42	57.68	56.56
<input type="checkbox"/>	Russia - Retail volume	27.42	34.38	39.94	44.60	48.29	51.78
<input type="checkbox"/>	Hungary - Retail volume	49.97	49.28	48.79	49.42	50.35	51.39
<input type="checkbox"/>	Poland - Retail volume	34.74	38.54	39.34	42.46	46.64	48.94
<input type="checkbox"/>	Bulgaria - Retail volume	32.89	34.15	36.46	34.80	38.16	42.02
<input type="checkbox"/>	Romania - Retail volume	33.69	37.63	35.20	36.16	40.35	41.07
<input type="checkbox"/>	Ukraine - Retail volume	13.44	17.29	21.17	24.14	27.14	30.51
<b>Sum selected rows</b>		0.0	0.0	0.0	0.0	0.0	0.0

Note: Historical value data is shown at current prices

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# Fastest growing beer market

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Convert data

Time series...  
Select data type...  
Select growth...

Export, print and save

Change selection

Add/remove geography...  
Add/remove category...

Related data

Market reports...  
Companies and shares...  
Company profiles...  
Socio-economic data...

Information sources

Country profiles...

Original search results

total period growth (%) • sorted by 1999-04

	Original order ▾	1999-04 ▾	1999-04 CAGR ▾
<b>Beer<sup>S1</sup></b>			
<input type="checkbox"/>	Ukraine - Retail volume	115.54	16.60
<input type="checkbox"/>	Russia - Retail volume	83.80	12.95
<input type="checkbox"/>	Poland - Retail volume	40.62	7.06
<input type="checkbox"/>	Bulgaria - Retail volume	22.04	4.06
<input type="checkbox"/>	Romania - Retail volume	21.25	3.93
<input type="checkbox"/>	Slovakia - Retail volume	3.08	0.61
<input type="checkbox"/>	Hungary - Retail volume	2.91	0.57
<input type="checkbox"/>	Czech Republic - Retail volume	-2.49	-0.50
<b>Sum selected rows</b>		0.0	0.0

Note: Historical value data is shown at current prices

[Macro data](#)  
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# Adding value to research

## Use analysis to put statistics in context

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Change selection

Select geography...  
Select product...

Related data

Statistics

Market reports...  
Companies and shares...  
Company profiles...  
Socio-economic data...

Information sources

Country profiles...

Original search results

### Alcoholic Drinks in Slovakia (May 2004)

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#### 5.6 Distribution

*On-trade vs Off-trade Trends*

Distribution of beer is dominated by the off-trade, which in 2003 is expected to account for 61.5% of total volume sales of beer. This share remained stable over the review period as Slovak drinking habits have not changed over the years. Beer is commonly purchased for home consumption, while spirits are more likely to be consumed in on-trade establishments.

The share of total sales held by the on-trade in value terms has increased slightly over the review period, rising from 46% in 1998 to 48% in 2003, which was caused by a slight increase in the average price of beer though on-trade channel. The fact that price increase did not have a negative effect on the volume share held by this channel, reflects growing prosperity of the average consumer.

**Table 32 On-trade vs Off-trade Sales of Beer: Volume 1998-2003**

	1998	1999	2000	2001	2002	2003
<i>Million litres</i>						
Off-trade	287.7	276.7	283.6	295.6	308.9	316.1
On-trade	180.1	172.6	178.8	184.1	191.6	198.1
TOTAL	467.8	449.3	462.4	479.7	500.5	514.2

Source: Official sources (National Office of Statistics), Trade associations (Slovak Beer Producers Association), Trade press (Moderni Obchod, Slovensky Vyber), Company research, Trade interviews, Euromonitor estimates

**Table 33 On-trade vs Off-trade Sales of Beer: Value 1998-2003**

# Methodology: Market Data



# Why Euromonitor?

- Unique source
- Global solution
- Internationally comparable
- Desktop analysis
- Expert commentary
- Easy access
- Discounts for library consortia