PASSPORT: YOUR GATEWAY TO GLOBAL STRATEGIC INTELLIGENCE

INFORUM 2015

MAY 2015
Euromonitor International

- A global strategic market intelligence source for 40+ years
- Helping clients make informed strategic decisions

- Consumer-focused: industries, countries, consumers
- Annually-updated syndicated research in 80 countries
- Customised ad-hoc projects conducted globally

- 1000 analysts in 80 countries
- Regional research hubs and industry specialist support teams
## Passport content

### 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

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

### Suppliers
- Industrial
- Ingredients
- Packaging

### Countries and Consumers
- Countries and Consumers
- Consumer Trends and Lifestyles
- Economy, Finance and Trade
- Government, Labour and Education
- Income and Expenditure

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GEOGRAPHIC COVERAGE

Industries – 80 countries
■ 85% of world population
■ 98% of global consumer spending

Countries & Consumers – 210 countries
**Homework for Dishwasher Manufacturers**

_Did you know?_ Germany accounts for one-third of electric toothbrushes volume sales in Western Europe.

Built-in hobs sell the most in Asia Pacific. Japanese households prefer 4-door fridge freezers.

_Did you know?_ Super premium was the fastest growing jeans segment in Western Europe in 2013. Per capita volume sales of socks in China will overtake the US in 2014. Global volume sales of ties are set to grow by 49% by 2018.  

**EVALUATE Companies**

**Identify TRENDS**

**Smooth Sailing for Old Navy in China?**

_Anaheem Kondal_

_Apparel and Accessories_

_Head of Consumer Services_

rogate and manage the same business models and strategies.”

**7-Eleven’s New Fresh Coffee Offer Boosts Takeaway Trend in Japan**

_Elizabeth Friend_

_Senior Analyst - Consumer Services_

Coffee is incredibly popular in Japan, but not in the form you might expect. It comprises nearly 10% of the total liquid volume of non-alcoholic beverages sold in the off-trade channel, but the majority of this demand stems from canned RTD coffee, a very inexpensive, convenience-focused product that is typically purchased at convenience stores, grocery stores, or from vending machines. Hot fresh coffee also has a historic following, but much of it skews toward inexpensive coffee served at traditional Japanese cafes. More modern, premium consumption is now also growing with the help of Starbucks, but there remains a broad experience in white space in the market between convenience-based RTD coffee, consumed quickly and with little regard to quality, and the much more premium experience of dining-in at a specialist coffee shop. Until now that is, with the emergence of 7-Eleven’s Seven Café. (continued reading)
In 2014 over 147 liters of beer was sold in Czech Republic per person.

Saudi Arabia, Iran and India are forecast to be the fastest growing markets of beer (2014-2019)
Weight management continued to be led by Herbalife Czech Republic, which held a 30% value share in 2014. The company benefited from its strong position within meal replacement slimming and weight loss supplements, the most developed product categories, where it led sales in 2014.
In Eastern Europe, the company is mainly present in the Czech Republic, Romania and Poland, which represent a combined 66% of Schwarz’s total sales in the region in 2013.
As pets become increasingly humanized, the forecasted growth for more premium and higher-quality pet care products is strong.

Emerging economies account for some of the strongest growth within the pet care industry.
The rise of internet retailing within the apparel industry has key players scrambling to uncover means to maintain brand identity in a world in which there may be little or no shop-front exposure.

Understand key routes to market and emerging trends

The pros and cons of internet retailing

- **The Pros**
  - Lower cost and easier to experiment/test demand for retailers online
  - Communication tool direct to customer
  - Branding opportunity
  - Opens up the market globally

- **The Cons**
  - Requires strong distribution network

Apparel and Footwear Internet Retailing

Forecast Growth


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ANALYSIS WITH CROSS – INDUSTRY FOCUS
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ACADEMIC CLIENTS: SOME EXAMPLES
Governmental Passport users
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