



## **ENRICHING YOUR SOURCES WITH MARKET RESEARCH SOLUTIONS. CASE STUDY OF PASSPORT DATABASE**

MAY 2017

ABOUT EUROMONITOR INTERNATIONAL

RESEARCH APPROACH AND METHODOLOGY

PASSPORT OVERVIEW

HOW OUR RESEARCH HELPS



## ABOUT EUROMONITOR INTERNATIONAL

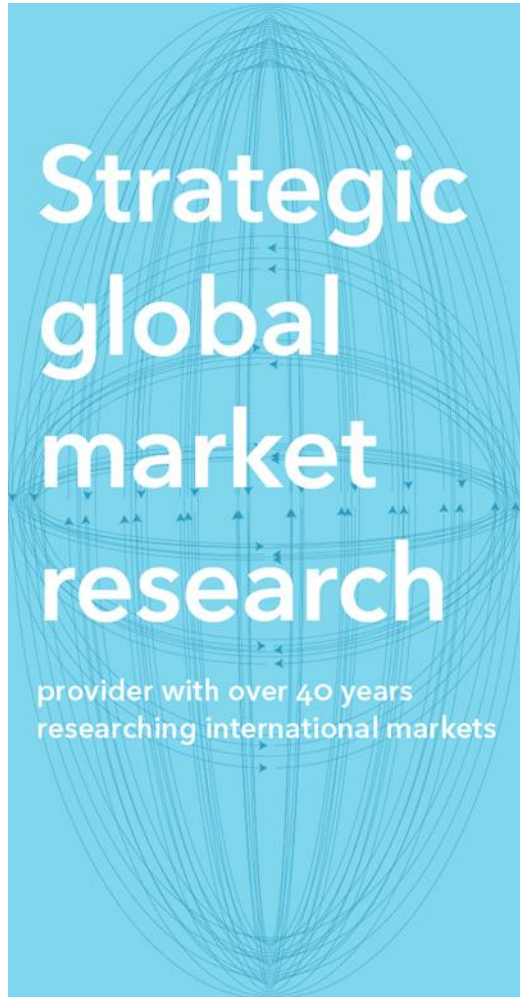
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# About Euromonitor International



## **Our services**

- Syndicated market research: Passport
- Consulting solutions

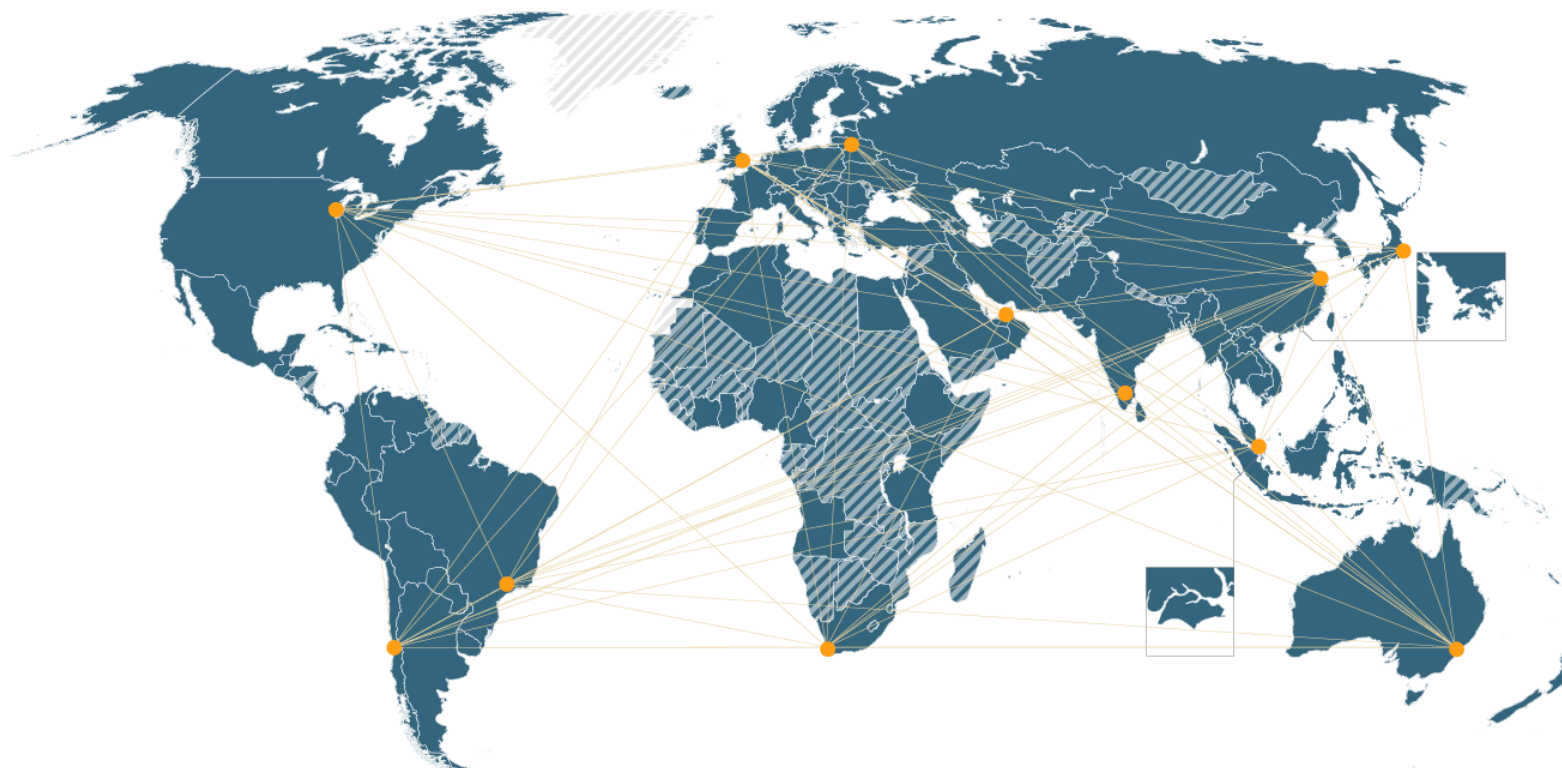
## **Expansive network**

- 1200+ researchers in 100 countries
- Global view
- Cross-comparable data across every market

## **Our expertise**

- Consumers
- Economies
- Product categories and distribution
- Companies and brands
- Production and supply chains

# Research Coverage



**12 OFFICE LOCATIONS**  
London, Chicago, Singapore, Shanghai,  
Vilnius, Santiago, Dubai, Cape Town,  
Tokyo, Sydney, Bangalore, and São Paulo

**100 COUNTRIES**  
in-depth analysis on consumer  
goods and service industries

**+ 210 COUNTRIES**  
demographic, macro- and  
socio-economic data on  
consumers and economies



## Academic





## Corporate





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# Research methodology

## TOP DOWN GLOBAL INSIGHT

### INDUSTRY SPECIALISATION

Dialogue with key players,  
global research inputs

### COMPANY ANALYSIS

Global and local company  
data and accounts

### DESK RESEARCH

All public domain material  
accessed and interpreted

### STORE CHECKS

A first-hand view of place,  
product, price and promotion

### TRADE SURVEY

Discussion on data and  
dynamics with local industry

## LOCAL KNOWLEDGE BOTTOM UP

## MARKET ANALYSIS

Data substantiated,  
market trends explained

### DATA VALIDATION

Exhaustive audit and  
cross-referencing of data

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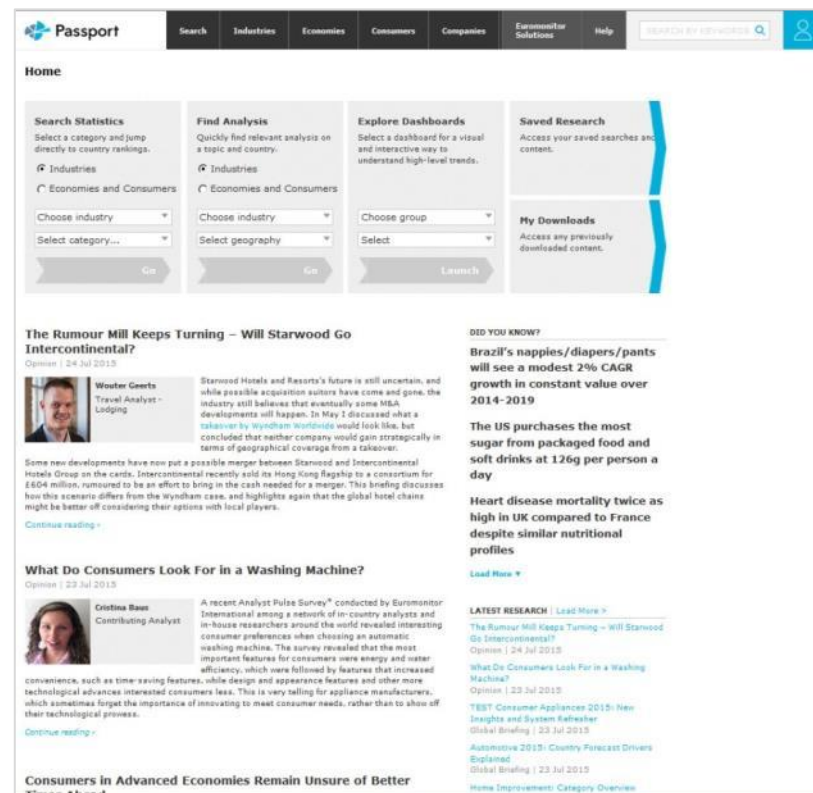
# Online market research database Passport

## What is it?

- A well-recognised reliable market research source:
  - Local and international statistics
  - Analysis: reports and ongoing comment
  - Historic view and forecasts

## What is it for?

- Supports teaching and multiple projects
- Encourages commercial thinking
- Access to the source used by top level organisations globally

























Above: Passport home page








## Research Expertise

### Consumer Products



-  Alcoholic Drinks
-  Apparel and Footwear
-  Automotive
-  Beauty and Personal Care
-  Consumer Appliances
-  Consumer Electronics
-  Consumer Health
-  Eyewear
-  Fresh Food
-  Health and Wellness
-  Home and Garden
-  Home Care
-  Hot Drinks
-  Luxury Goods

-  Nutrition
-  Packaged Food
-  Personal Accessories
-  Pet Care
-  Soft Drinks
-  Tissue and Hygiene
-  Tobacco
-  Toys and Games





### Services

-  Consumer Finance
-  Consumer Foodservice
-  Institutional Channels
-  Retailing
-  Travel






### Supply

-  Ingredients
-  Packaging

### Economies

-  Business Dynamics
-  Cities
-  Economy, Finance and Trade
-  Industrial

### Consumers

-  Digital Consumer
-  Households
-  Income and Expenditure
-  Lifestyles
-  Population

## Examples of data and analysis from Passport

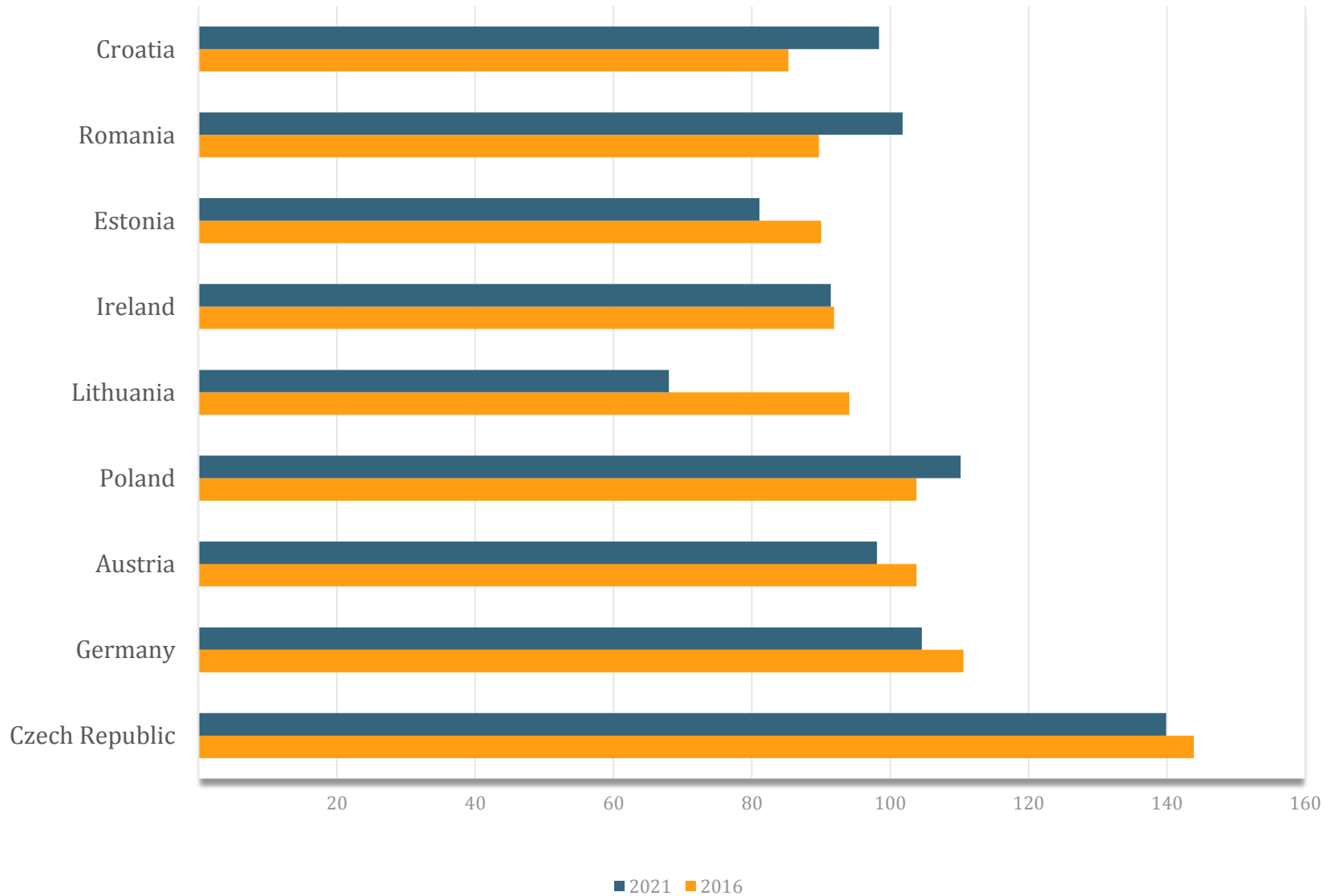


## Key consumer trends in Czech Republic

- Internet Retailing Booms
- Home Alone
- Increasing demand for healthy food



## Beer Volume (liters per capita) 2016 vs 2021





# Asahi Group Holdings leads Czech Republic's beer market

Czech Republic								
	Velkopopovický Kozel	Asahi Group Holdings Ltd	-	-	-	-	-	13.0
	Gambrinus	Asahi Group Holdings Ltd	-	-	-	-	-	12.4
	Pilsner Urquell	Asahi Group Holdings Ltd	-	-	-	-	-	10.7
	Staropramen	Molson Coors Brewing Co	-	9.8	9.6	9.6	8.8	8.8
	Radegast	Asahi Group Holdings Ltd	-	-	-	-	-	6.9
	Branik	Molson Coors Brewing Co	-	4.1	4.4	4.4	4.6	4.5
	Krušovice	Heineken NV	2.9	2.8	2.9	2.9	3.3	3.7
	Zlatopramen	Heineken NV	3.6	4.3	4.2	4.3	3.8	3.4
	Svijanský Maz 11	LIF as	2.6	2.8	2.9	2.8	3.0	3.1
	Budweiser	Budejovický Budvar np	2.9	2.9	2.8	2.8	3.0	3.0
	Starobrno	Heineken NV	2.5	2.4	2.3	2.3	2.2	2.3
	Hostan	Heineken NV	2.9	2.6	2.4	2.2	2.0	1.8
	Ostravar	Molson Coors Brewing Co	-	1.9	2.0	1.8	1.8	1.8
	Klasik	Asahi Group Holdings Ltd	-	-	-	-	-	1.6
	Pardal	Budejovický Budvar np	1.5	1.5	1.4	1.4	1.5	1.5
	Holba Serak	PMS as Prerov	1.3	1.3	1.3	1.4	1.4	1.5
	Zubr	PMS as Prerov	1.5	1.4	1.4	1.5	1.4	1.4
	Primus Klasik	Asahi Group Holdings Ltd	-	-	-	-	-	1.1
	Jezek	Lapasan sro	-	-	-	-	-	1.0

# Beer in Czech Republic

## Beer in the Czech Republic

Category Briefing | 15 Jun 2016

### HEADLINES

- Total volume sales of beer decline marginally in 2015 to 10.1 billion litres
- Category witnesses increasing demand for stronger and more premium beers
- Weissbier/weizen/wheat beer the best performing category
- Average unit price rises by 1% in current terms
- Plzenský Prazdroj remains the leading player with a 46% market share
- Beer expected to post a total volume CAGR decline of 1% over the forecast period

### TRENDS

- Despite an optimistic prognosis for the recovery of the overall economy in 2015, beer consumption patterns continued to change in the reviewed period. Demand for premium speciality and stronger beers as well as for "live" beer. Both the production and consumption of unpasteurised beer increased.
- Total volume sales of beer remained fairly flat in 2015, at the review period average. This can be largely attributed to increasing competition from wine and cider/perry. Nevertheless, Czechs generally love their beer.
- Weissbier/weizen/wheat beer posted the strongest total volume growth. It benefited from the changing taste preferences of Czech consumers, traditional lager and are becoming more enthusiastic about ciders. and on-trade availability of wheat beer also helped to drive sales

## Beer in Germany

Category Briefing | 15 Jun 2016

### HEADLINES

- In 2015 beer declines by 2% in total volume terms, to reach 8.9 billion litres
- Renewed interest in traditional and regional beers leads brewers to refocus on new product developments
- Non/low alcohol beer increases by 5% in total volume terms in 2015, to reach 471 million litres
- After a price increase in 2014, the total average unit price of beer remains stable in 2015, at €3.00 per litre
- Domestic premium lager brands outperform their mid-priced and economy counterparts
- Beer in Germany is expected to see a negative total volume CAGR of 2% over the forecast period

### TRENDS

- After the performance of beer in 2014, which owed its success to the FIFA World Cup and pleasant weather in the first half of the year, beer continued its decline in 2015. In addition to demographic changes in Germany, which have been driving the declining consumption of beer domestically for years, the absence of a major sporting event and the relatively unfavourable weather conditions also contributed to the overall decline of beer in Germany in 2015. Decreasing beer consumption can partly be attributed to the declining number of "best agers"; a group of consumers above 50 which thus far has guaranteed steady beer consumption. Similarly, the number of people who completely reject the consumption of alcohol increased throughout the last few years.
- Lager remained by far the largest category in beer in Germany in 2015, mainly due to the most popular type of beer, pils. However, because pils competes with speciality beer, its current decline is expected to continue over the forecast period. Domestic premium lager continued to be the largest

## Czech Republic in 2030

- Number of people will reach 10.5 million, a slight increase of 0.2%
- Average age at first marriage will reach 31.6 years for men and 28.8 for women
- Czech Republic will be the 19th oldest country globally
- Average life expectancy will have the second highest level in 2030 in Eastern Europe



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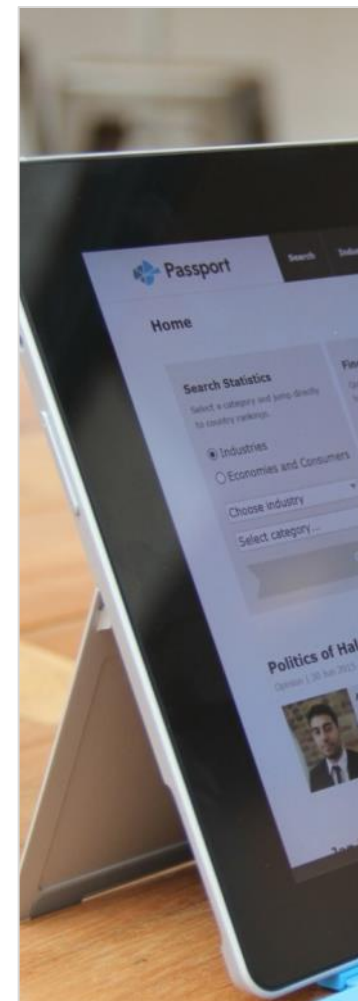
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## Benefits for the academic community

- Global perspective
- Supports teaching and research
- Encourages to think commercially
- Enhances employability
- Offers unique content
- Saves time
- Updated daily





## **CONTACT DETAILS**

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