Euromonitor International’s Passport is an integrated online information system providing business intelligence on industries, countries and consumers. Its simple to use interface makes it easy to find relevant research:

- Internationally comparable statistics
- Forward-looking analysis from global, regional, country and company perspectives
- Insightful comment from expert industry and country analysts

Understanding the homepage

The home page provides quick access to the functions and resources you need most.

**HOME:** Return to your homepage from anywhere on the site

**MY PAGES:** Allows you to see an aggregation of all your content at once, manage your profile, and access to saved research and downloads

**SEARCH:** allows you to find data in the category tree

**DASHBOARDS:** new interactive tool allowing users to visualise data in a compelling and efficient way. With dashboards, users can access consumer trends using economic, socio economic and demographic data and discover future opportunities.

**HELP:** Access the help file and glossary of terms

**TOP NAVIGATION BAR** provides quick access to the latest research

**Industries:** access to articles, key trends and latest reports

**Countries and Consumers:** access to economic, demographic and marketing statistics for 208 countries along with reports and comments on consumers.
Searching for data

The Menu Search allows you to access all of our data by selecting categories or countries from the hierarchical menus. The number of menus to select from will depend on your subscription and type of search being carried out.

STEP ONE: Select Categories

These symbols indicate the content available for different categories:

- Indicates statistics, analysis and info sources are available.
- Click the icon to delete categories from your selection.
- Click the + icon to expand categories in the menu.
- Select the category checkboxes to add them to your search query.
- Double click a category name to select all sub-categories at one level below.

STEP TWO: Select Countries

- Predefined geographical selections are listed here. For example, click on BRIC to select Brazil, Russia, India, China.
- Click to generate data results only.
- Click the icon to delete unwanted items.
- Takes you back to the categories page.
- Clears the selected items.
- Once you have built your search query, click run search to generate your results.

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Understanding the results page

The results list contains all the data matching your search criteria. You can view: All Results, Statistics, Reports, Analysis and Sources and create a personalised results list.

Takes you back to the menu search to modify selections

The number of results returned are in brackets

Filter results by category, geography, statistics, analysis and information sources, click more filters for further results

Click to sort by relevance, A-Z or date

Gives you an overview of the data returned

Click to save research

Analysis takes you directly to reports and articles

Click to sort by relevance, A-Z or date

This drop down menu allows you to change the number of results displayed.

Shows the data type
Analysing your results

CONVERT DATA
Use the analysis tools to create customised data sets

CURRENCY CONVERSIONS
Local currency including $, €, £, Yen and Swiss Franc

CURRENT/CONSTANT
Assess the impact of inflation by swapping the current (nominal) to constant (real) value data

UNIT MULTIPLIER
Thousands, millions, billions

VOLUME CONVERSIONS
Litres, Hecto-litres, UK/US barrels, Cases of different sizes

GROWTH
Year-on-Year growth, period growth, growth index

PER CAPITA/HOUSEHOLDS

OUTPUT OPTIONS
Export to Excel*
Export to PDF
Print
Move to Saved Research
*Includes export to my downloads

CHANGE VIEW
Reset or Select Pivot Rows and Columns
Change Groupings
Combine Data

VIEW
Related Analysis
Chart this Row
Company Shares
Brand Shares
Distribution
Products by Ingredients

Navigate to data easily

Displays the top categories within a specific geography for that industry

Geographic reach for leading companies in an industry and their market share

Did you Know:
see the detail behind this insight

Dashboards and Visual Apps
Access Dashboards, an interactive tool that allows users to visualise data in a compelling and efficient way. Access Vis Apps, snapshots of interesting information broken down by industry, company and brand and country.

Access the latest research on your chosen industry

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Visualise data

Use our Dashboards to explore category, company and channel data for your industries and dive deeper into consumer trends using our economic, socioeconomic and demographic data.

Spot opportunities for growth markets and categories

Focus on the major players on the market for each category

Identify quickly which channel is the most efficient for each category

Use Vis Apps to browse by industry to uncover categories, companies and countries of interest at the global level.
Access high level data fast

Analyse leading company and brand size, growth and top-line geographic portfolios across each FMCG industry

Compare business environmental factors, key economic indicators, social and cultural factors within and across countries with our **country overview**.
Depending on the type of results you have selected, there are a number of ways in which you can navigate and output your analysis easily.

- Navigate to the sections of interest within a report
- Access to other related reports

### Chilled Processed Food in the US

**Headlines**
- Retail volume sales of chilled processed food increased by 11%, while retail current value sales increase by 2% to reach US$27.2 billion in 2011.
- Chilled processed food is viewed as a convenient, meal-preparation option.
- In 2011, retail current value sales of chilled pizza increased by 15% to reach US$246 million, as Americans look for convenient options.
- Unit price increased by 1% in 2011.
- Kraft Foods leads chilled processed food with a 19% value share in 2011.
- Retail constant value and volume sales of chilled processed food are projected to increase by 7% and 3% respectively over the forecast period, reaching US$30.6 billion by 2016.

**Trends**
- Chilled processed food typically takes less time to prepare than its frozen, dried, and canned/preserved counterparts. There is no need to defrost or open cans, and in many cases the products are ready-to-eat out of the packaging. As Americans place a high value on their time — in some cases, more than they value their money — chilled processed food has been successful in the US despite higher unit prices than their counterparts. Sales of chilled processed food are expected to increase by 2% in current value terms to reach US$27.2 billion in 2011, marking the fourth year of consecutive growth. What makes this growth unique is that it occurred during the economic recession, in which Americans were expected to be trying to save money. The success during the recession in the near-term period suggests that Americans are willing to spend more if it saves them in another area (in this case preparation time).
- Many Americans are looking for ways to improve their health and wellbeing, by looking for products with high amounts of protein and minerals, whilst simultaneously having fewer calories. As such, Americans are taking more fish and seafood, since these products provide high amounts of protein with fewer calories than red meat products. Chilled processed fish/meat helped benefit from the health

For further information, email Passport@euromonitor.com