

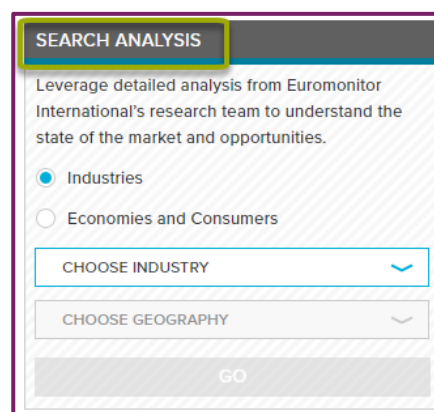
How to find reports and analysis

Passport (formerly Euromonitor) is a database containing reports and statistics on markets, products and industries. You can use it to find market analysis in the form of reports and datagraphics.

Connect to **Passport** through the Moodle database course or the [library website](#).

To start looking for reports, look for the SEARCH ANALYSIS box on the homepage.

Select either 'Industries' or 'Economies and Consumers' and then choose appropriate sectors from the drop-down menus underneath.



If you search for an industry and a country, you will get some search results including a 'Country Report' for that industry and country like the example below.



Click the link to see the report.

The report has information organised under several different tabs:

Analysis: written analysis of the industry or sector

Datagraphics: visual representations of market data

Context: information about the wider market

Download: download the report or its sub-sections

Related: explore these reports for related information

The screenshot shows the Passport interface for 'Alcoholic Drinks in Austria'. At the top, there is a navigation bar with tabs: ANALYSIS, DATAGRAPHICS, CONTEXT, DOWNLOAD, and RELATED. A callout box points to these tabs with the text 'Choose between these tabs to see different information'. Below the navigation bar is a 'Save to my content' checkbox. The main content area is divided into two sections. On the left is the 'EXECUTIVE SUMMARY' with the title 'Stable volume and good value performance for alcoholic drinks in 2017' and a paragraph of text. On the right is the 'Market Sizes' section, titled 'Sales of Alcoholic Drinks' with the subtitle 'Total Volume - million litres'. It features a large number '1,218' and a bar chart showing data from 2010 to 2017, with a forecast for 2018. A callout box points to the chart with the text 'View and export the data in different ways', and a small icon set (calendar, grid, image) is shown next to it.

Where you see datagraphics, click the buttons shown above to view and export the data in different ways.