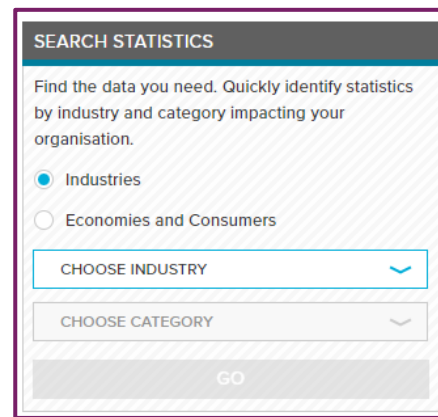## How to find statistics on Passport (Euromonitor)

Passport (formerly Euromonitor) is a database containing reports and statistics on markets, products and industries. It features brand and market share statistics for specific countries and market sectors.

Connect to **Passport** through the Moodle database course or the library website.

To start looking for statistics, look for the SEARCH STATISTICS box on the homepage.

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

Data will appear in table like the one below – which gives you the total value of the fast food market in lots of different countries.

Market Sizes

Forecast

Stats Type	Geography	Category	Data Type	Unit	Currency Conversion	Current Constant	2018
	USA	Fast Food	Foodservice Value RSP	USD million	Fixed 2017 ex rates	Constant 2017 Prices	253,721.8
	China	Fast Food	Foodservice Value RSP	USD million	Fixed 2017 ex rates	Constant 2017 Prices	131,541.0
	Japan	Fast Food	Foodservice Value RSP	USD million	Fixed 2017 ex rates	Constant 2017 Prices	45,459.9
	Brazil	Fast Food	Foodservice Value RSP	USD million	Fixed 2017 ex rates	Constant 2017 Prices	27,777.5
	India	Fast Food	Foodservice Value RSP	USD million	Fixed 2017 ex rates	Constant 2017 Prices	22,762.3
	United Kingdom	Fast Food	Foodservice Value RSP	USD million	Fixed 2017 ex rates	Constant 2017 Prices	22,140.0
	Canada	Fast Food	Foodservice Value RSP	USD million	Fixed 2017 ex rates	Constant 2017 Prices	20,336.1
	Australia	Fast Food	Foodservice Value RSP	USD million	Fixed 2017 ex rates	Constant 2017 Prices	14,331.4
	France	Fast Food	Foodservice Value RSP	USD million	Fixed 2017 ex rates	Constant 2017 Prices	14,225.7
	Germany	Fast Food	Foodservice Value RSP	USD million	Fixed 2017 ex rates	Constant 2017 Prices	15,190.9
	South Korea	Fast Food	Foodservice Value RSP	USD million	Fixed 2017 ex rates	Constant 2017 Prices	13,932.7
	Mexico	Fast Food	Foodservice Value RSP	USD million	Fixed 2017 ex rates	Constant 2017 Prices	11,113.7
	Russia	Fast Food	Foodservice Value RSP	USD million	Fixed 2017 ex rates	Constant 2017 Prices	9,155.8

Left side of results screen

Click 'Convert data' to change units and currencies.

Click 'Change data types' to look at different elements of the dataset.

You can change the date range that is covered in the dataset.

Right side of results screen

Click 'Change stats type' to change the whole dataset, for example from Market size to Brand share.

Click any column heading to sort data in ascending or descending order. Values in *italics* are future projections.

You can download your dataset as a spreadsheet or a PDF. You will need to enter your name and email address.