Passport GMID

What is Passport GMID?

Passport Global Market Information Database, from Euromonitor International, is a global market research database providing statistics, market reports and comment on emerging industry, country and consumer trends.

When should I use Passport GMID?

Passport GMID is an ideal starting point for international marketing analysis and can be used for a wide range of research such as:

- business and marketing planning
- consumer and lifestyle profiling
- market performance and analysis
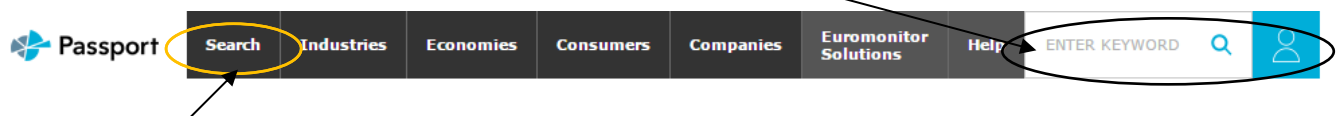- strategic profiling.

Accessing Passport GMID

Passport GMID is accessed via the **E-resources Guide**.

1. To open the E-resources Guide, go to: http://subjectguides.york.ac.uk/e-resources
2. When the E-resources Guide has opened select the **P** tab from the A-Z list at the top of the screen. An alphabetical list of resources is then displayed.
3. Click on **Passport: Global Market Information Database**. You may be asked to log in with your IT Services username and password. The resource will now open in a new window.

Searching Passport GMID

There are two ways to search Passport GMID:

- Quick Search using the search box at the top right of the screen to search by keywords. Predictive text allows you to target your search more accurately.

- Menu Search to browse the database, first by choosing an industry sector and then a geographic region.

The next part of this guide will take you through a Menu Search.

Menu Search

Click on **Search** to perform a Menu Search and a category tree will display. Step one of a Menu Search is adding industries to your search.

Individual categories can be selected and then subcategories can be selected using the drop down menus. For example, we have selected *Soft Drinks* as a header and broke down our search to focus on *Energy Drinks*.

🛒 **Soft Drinks**

SEARCH TREE	RANK COUNTRIES	RANK CATEGORIES	REVIEW TOP COMPANIES	
Sports and Energy Drinks ▼	Choose category ▼	Choose geography ▼	Choose company ▼	
	○ Size ● Forecast	Choose country ▼	Choose category ▼	DASHBOARDS VISUALISE DATA
Go ›	○ Growth ○ Historic	○ Size ● Forecast		
ANALYSIS FINDER	○ Per cap.	○ Growth ○ Historic		
All Analysis ▼		○ Per cap.		Choose dashboard ▼
Choose geography ▼				
	Go ›	Go ›	Go ›	Go ›

Step two of a Menu Search is adding countries or geographical areas to your search. Click on [Now Choose Geographies ›] to pick specific countries from the Geography Tree:

🛒 **Soft Drinks**

Predefined Selections can be checked automatically

SEARCH TREE	RANK COUNTRIES	RANK CATEGORIES	REVIEW TOP COMPANIES	
Sports and Energy Drinks ▼	Soft Drinks ▼	Western Europe ▼	Choose company ▼	
	○ Size ● Forecast	Spain ▼	Choose category ▼	DASHBOARDS VISUALISE DATA
Go ›	○ Growth ○ Historic	○ Size ● Forecast		
ANALYSIS FINDER	○ Per cap.	○ Growth ○ Historic		
All Analysis ▼		○ Per cap.		Choose dashboard ▼
Choose geography ▼				
	Go ›	Go ›	Go ›	Go ›

Viewing and downloading results

The Results List contains all the data matching your search criteria. Click on the Statistics or Analysis tabs to see your research results displayed in the manner of your choice.

All reports can be saved, printed and exported.

Statistics

Market Sizes | Historic/Forecast | Off-trade Volume | mn litres
Key: ☐ Related Analysis ☐ View Chart ☐ Company Shares ☐ Brand Shares ☐ Distribution ☐ Off-trade vs On-trade ☐ Pricing ☐ Urban vs Rural

Convert Data
☐ Volume conversions
☐ Unit multiplier
☐ Growth
☐ Per capita/household
☐ Unit price

Change View ▼	2015 ▼	2016 ▼	2017 ▼	2018 ▼	2019 ▼	2020 ▼
Soft Drinks						
China	80,427.5	83,115.6	85,980.4	89,792.5	94,259.3	99,379.0
USA	84,535.9	85,303.6	85,935.6	86,725.4	87,644.1	88,592.7
Nigeria	29,505.2	32,615.3	35,644.1	38,449.9	41,104.2	43,311.6
Mexico	37,242.7	38,169.2	39,147.7	40,189.7	41,259.1	42,371.6
Indonesia	21,934.0	22,958.6	24,087.0	25,432.9	26,992.7	28,737.6
Brazil	22,563.5	23,236.0	23,992.2	24,790.0	25,667.7	26,571.8
Japan	20,675.2	20,735.2	20,716.2	20,685.5	20,663.0	20,644.2
Germany	19,937.6	19,802.8	19,797.0	19,713.0	19,637.0	19,551.3
India	8,332.1	9,767.1	11,430.8	13,366.4	15,598.2	18,166.7
France	13,067.7	13,469.9	13,614.7	13,754.4	13,888.0	14,028.0

Change Time Series ▶
Change Data Types ▶
Change Categories ▶
Change Geographies ▶

Results List | Statistics | Analysis

+ Modify Search

▼ TABLE OF CONTENTS
Key Events
Corporate Summary
Financial Information
Number of Employees
Market Share
Subsidiaries
Brands
Websites

Danone, Groupe: Company Factfile

Address:
15 rue du Helder, Cedex 09, 75439 Paris, , France
Tel: +33 1 4435 2020
Fax: +33 1 4435 2500
www: http://www.danonegroup.com
Chairman/CEO: Franck Riboud (Chairman and Chief Executive Officer)

▶ RELATED INFORMATION
▶ INDUSTRY REPORTS
Bottled Water in France
Carbonates in France
RTD Tea in France
Soft Drinks in France
Sports and Energy Drinks in France

The tools in the left menu can be used to analyse the data and change the selections.

Statistical data is always formatted as a table. It can be exported to Excel or as a PDF document.

You can easily navigate between the sections of a report using the hyperlinked table of contents on the left.

Related Information provides links to allow easy navigation between supporting documents.