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.

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

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.

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.