

# PASSPORT USER VIDEO GUIDE

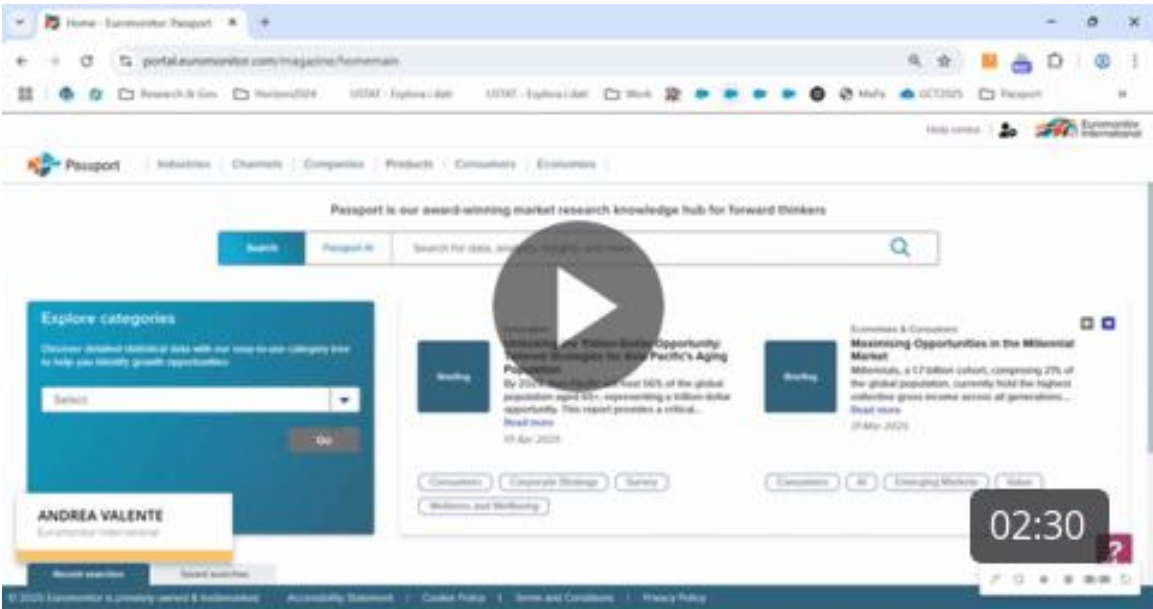
Passport is our award-winning market research knowledge hub for forward thinkers.

This guide provides a detailed overview of how to use Passport, allowing you to find the information you need more efficiently.



# PASSPORT : Your Homepage

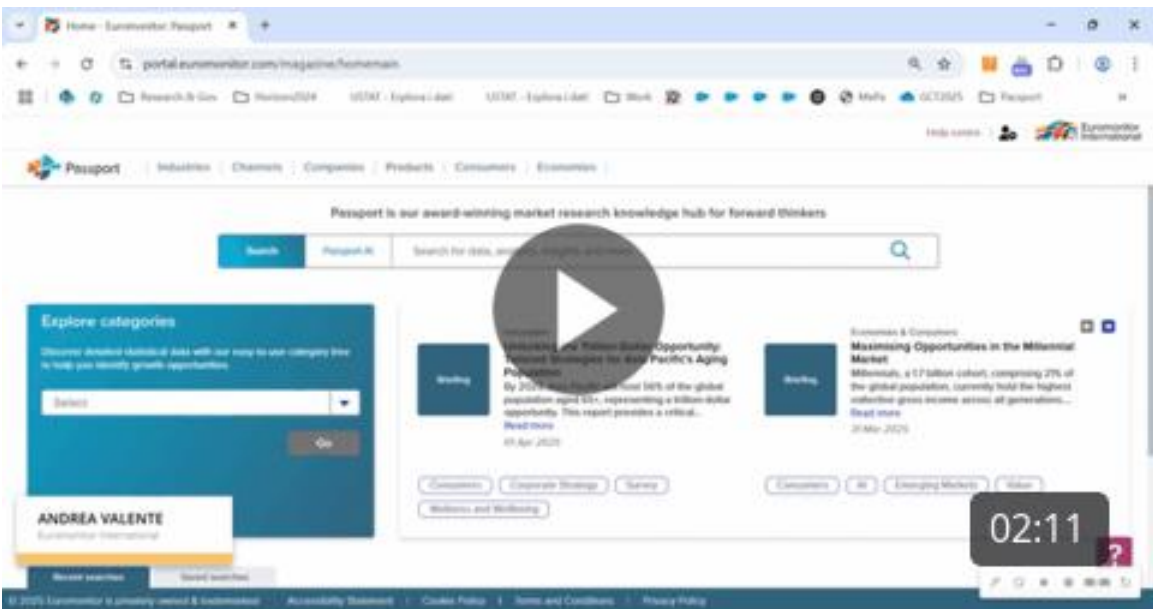
Log-in from your Library website.



## [Introduction to Passport](#) (2.30 min)

Euromonitor International leads the world in data analytics and research into markets, industries, economies and consumers.

We provide global insight and data on thousands of products and services, making us the first destination for organisations seeking growth.



## [Industry Page overview](#) (2.11 min)

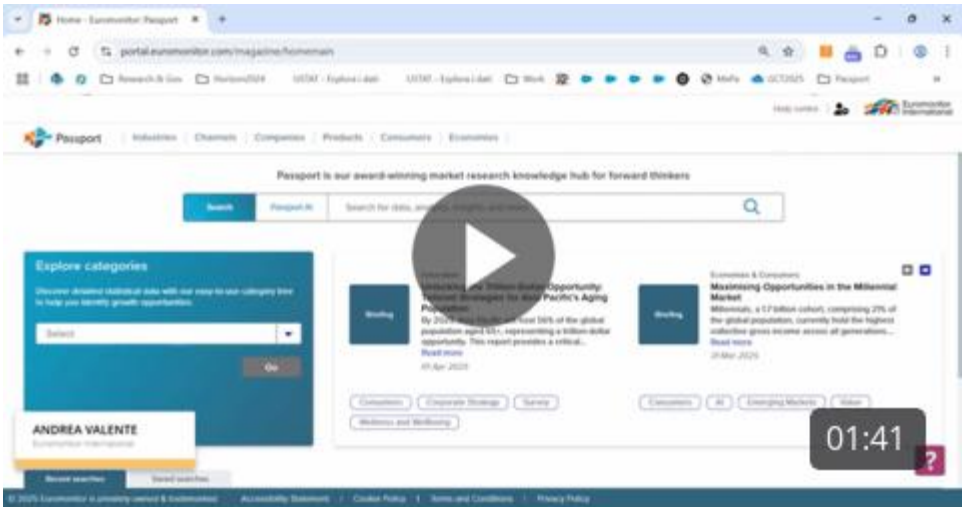
We research 210 countries and jurisdictions, which represent 99.9% of the world’s consumers

We have on-the-ground researchers in 100+ countries

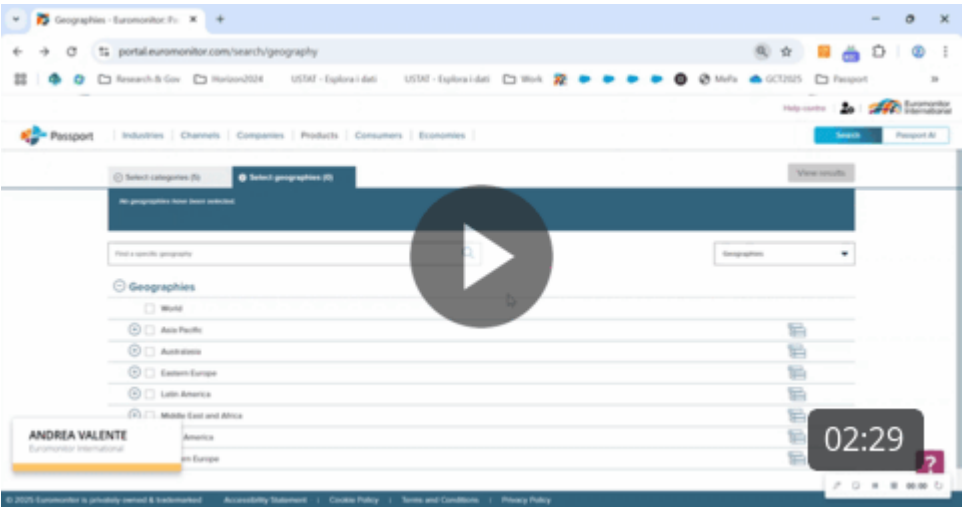
We have 16 offices around the globe



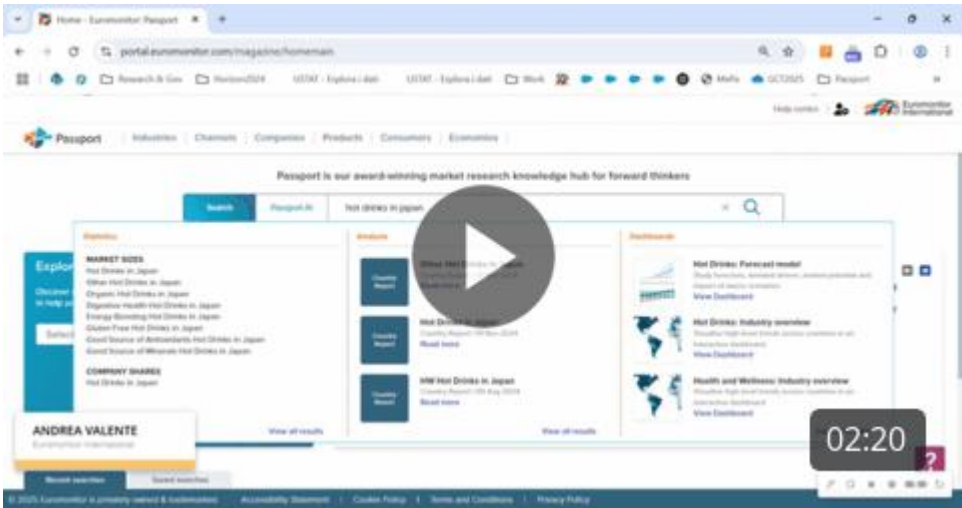
# PASSPORT : Key Strategies to do your search



Using the Keyword Tab Search (1.41min)



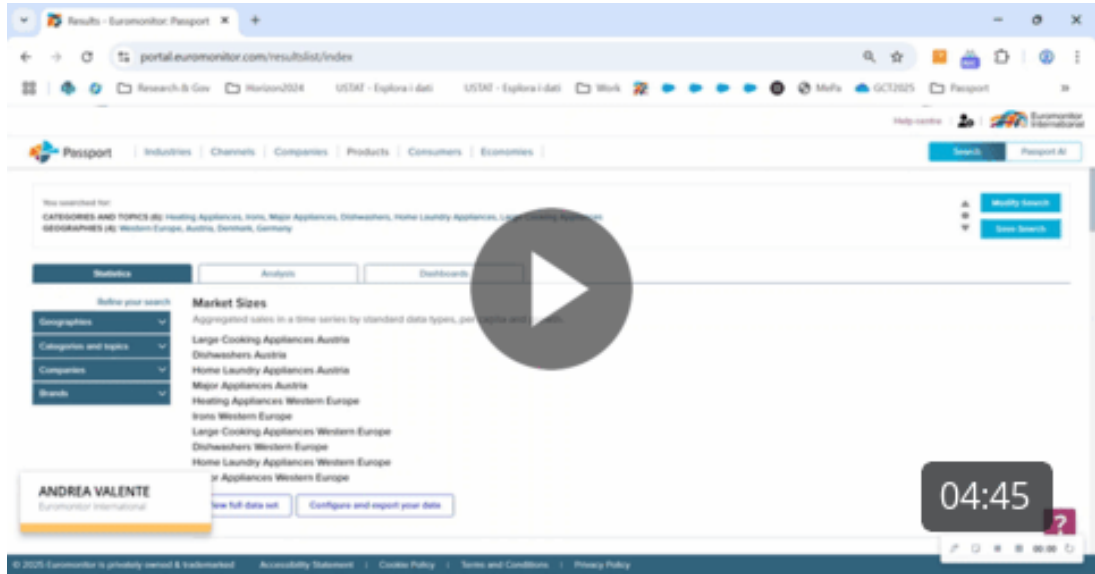
Exploring the Category tree (2.29 min)



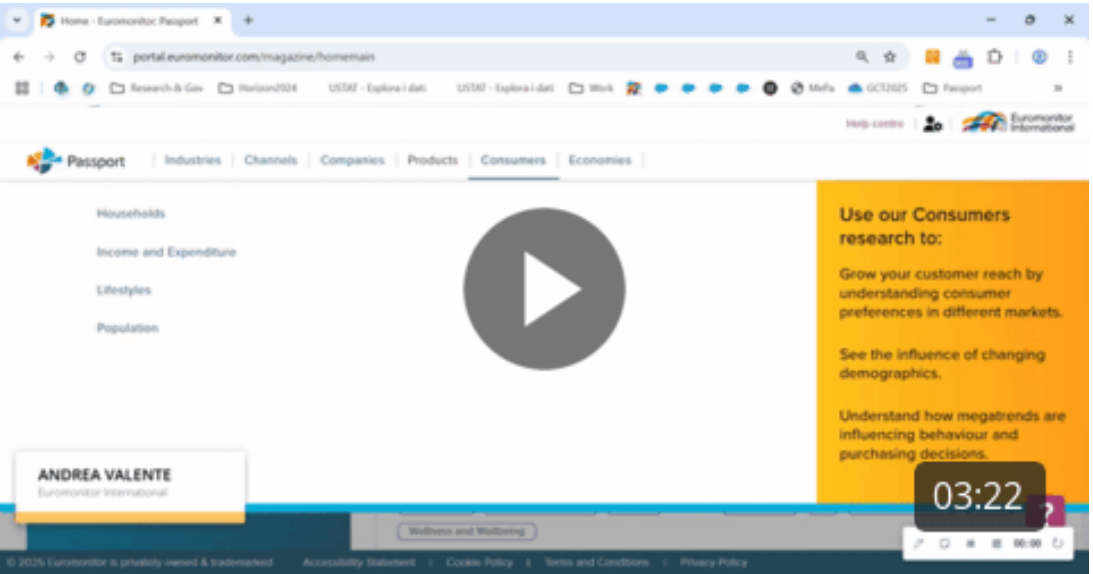
Using the category tree (2.20min)

# PASSPORT : Deep Dive & Best Practices

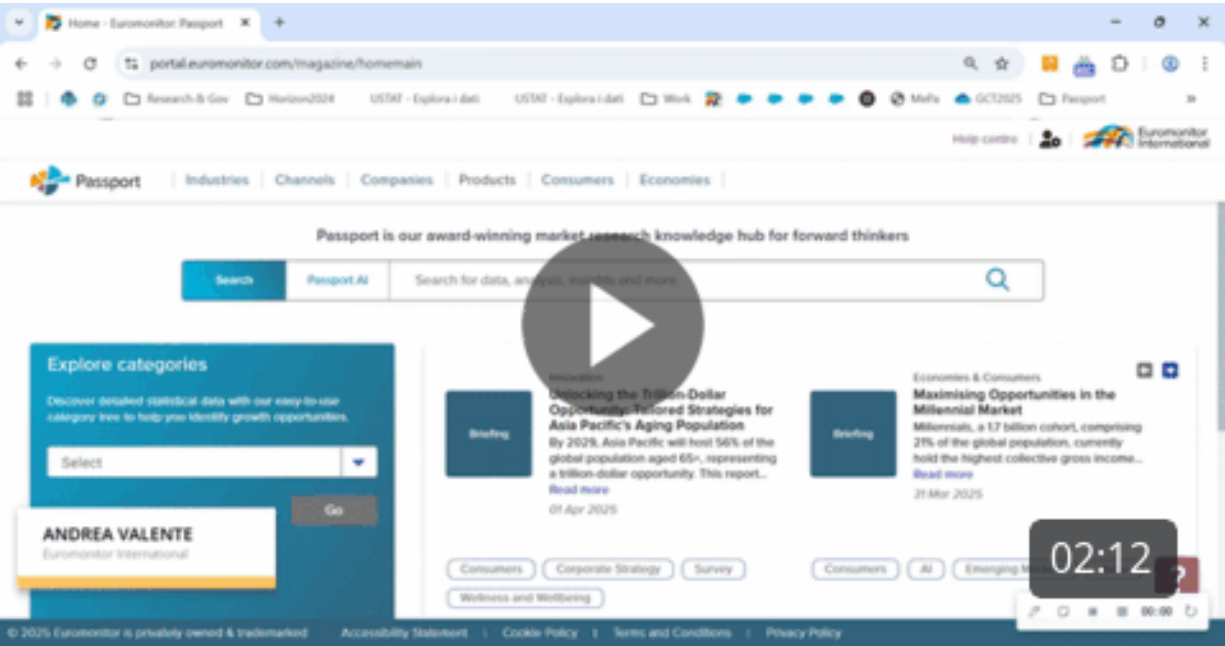
## Deep Dive: Statistics & Analysis (4.45 min)



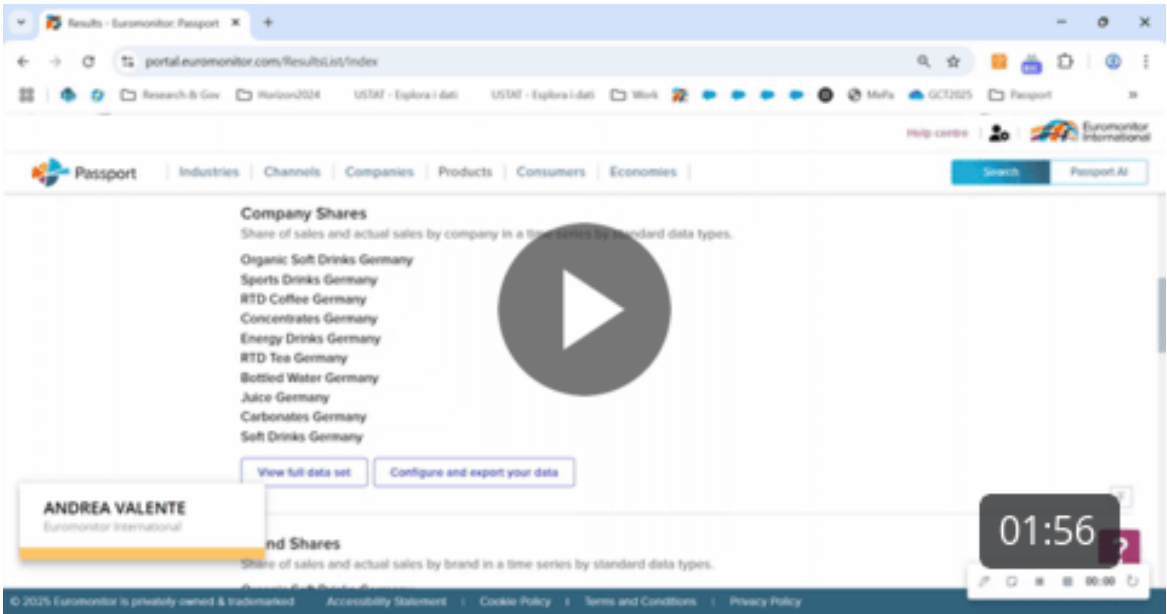
## Consumer Lifestyle survey (3.22 min)



## Suggested reports to Download (2.12 min)



## Company Profiles (1.56 min)



# PASSPORT : Help Centre

Navigate to useful resources - a glossary of terms, FAQs, category definitions and research methods.

[Help Centre](#) (1.27 min)

