



Global market research database providing statistics and analysis on industries, countries, consumers and companies.

Featuring 115 million internationally comparable statistics and 25,000 market research reports, Passport provides an understanding of the global business and economic environment in 210 countries.

## IDEAL STARTING POINT FOR INTERNATIONAL MARKET RESEARCH

- Forward-looking analysis of consumer and industrial markets
- Industry and category market sizes, shares and growth forecasts
- Company strategies, positioning, strengths and weaknesses
- Understanding of the wider business and economic landscape
- As much detail for emerging as developed economies
- Real insight into what is driving change and the consequences

## SUPPORTS TEACHING AND RESEARCH ACROSS A WIDE RANGE OF DISCIPLINES

- International Business; Marketing; Management; Entrepreneurship
- Economics; Social Studies; International Relations; Geography
- Hospitality and Tourism; Fashion; Food Marketing; Health Studies

### INDUSTRY EXPERTISE

Alcoholic Drinks	Eyewear
Apparel and Footwear	Fresh Food
Automotive	Health and Wellness
Beauty and Personal Care	Home and Garden
Consumer Appliances	Home Care
Consumer Electronics	Hot Drinks
Consumer Finance	Ingredients
Consumer Foodservice	Institutional Channels
Consumer Health	Luxury Goods
Ethical Labels	Nutrition

Packaged Food
Packaging
Personal Accessories
Pet Care
Retailing
Soft Drinks
Tissue and Hygiene
Tobacco
Toys and Games
Travel

### ECONOMIES AND CONSUMERS

Business Dynamics
Cities
Economy, Finance and Trade
Industrial
Natural Resources
Digital Consumer
Households
Income and Expenditure
Lifestyles
Population

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