



Passport

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.

ENCOURAGE COMMERCIAL THINKING

POLITICAL, ECONOMIC, SOCIAL, TECHNOLOGICAL (PEST) ANALYSIS

Forecasting

Export strategy

CONSUMER SEGMENTATION

Product and brand strategy

Marketing and advertising strategy

Customer profiles

TREND MONITORING

Industry benchmarking

Consumer behaviours

Consumer trends

INDUSTRY EXPERTISE

 Alcoholic Drinks

 Apparel

 Automotive *

 Beauty and Personal Care

 Consumer Appliances

 Consumer Electronics

 Consumer Health

 Eyewear

 Fresh Food

 Health and Wellness

 Home and Garden

 Home Care

 Hot Drinks

 Luxury Goods *

 Ethical Labels *

 Nutrition *

 Packaged Food

 Personal Accessories

 Pet Care

 Soft Drinks



COMPETITOR ANALYSIS

Competitor intelligence

4P Strategy

MARKET ENTRY STRATEGY

Scenario planning

Market entry studies

Route to market strategy

SWOT ANALYSIS

Risk assessment

Supply chain management

ECONOMIC INSIGHT

Investment planning

Economic analysis

Portfolio management

ECONOMIES & CONSUMERS

 Business Dynamics

 Cities *

 Economy, Finance and Trade

 Industrial *

 Natural Resources

 Digital Consumer

 Households

 Income and Expenditure

 Lifestyles

 Population

*your access might differ from the above coverage

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