Euromonitor International’s Passport provides business intelligence on industries, countries and consumers. You can use it to find:

- millions of statistics and in-depth reports on 27 consumer and 177 B2B industries across 89 markets worldwide;
- with demographic, macro- and socio-economic data and analysis on consumers and economies in 210 countries.

由 Euromonitor International 提供的 Passport 集各國的商業情報、行業、市場、公司和消費者的資訊於一身，你可以在此找到：

- 數以百萬項 統計數據 和 市場報告· 橫跨 89 個市場· 27 種消費品和 177 個 B2B 行業；
- 有關人口、宏觀經濟和社會的 數據 和 分析· 涵蓋 210 個國家的經濟及消費者。

Searching Methods

There are three ways to search information in the database:

1. Text Search
   Enter the industries, countries or products...etc. in the search box and get the information directly.

2. Browsing Search:
   You can select the criteria of Industry, Category or Geography step by step to browse the results through the following entries:
   - SEARCH BY INDUSTRIES, CATEGORIES AND TOPICS: with 6 searching types allows you to narrow the results in a Category Tree by entering keywords.
   - COUNTRY REPORTS: DATAGRAPHICS: access to articles, key trends and latest reports from various industries.
   - SEARCH STATISTICS: select Industry and Category and then jump directly to country rankings.
   - SEARCH ANALYSIS: Quickly find relevant analysis / market reports on Industries or Economies and Consumers.

3. SEARCH DASHBOARDS:
   Dashboard is an interactive tool allowing you to visualize data of industries, economies and consumers in an efficient way. You can access consumer trends using economic, socio-economic and demographic data and discover future opportunities.

Statistics Page

- Convert Data & Change Selections: Use the analysis tools to create customized data sets and change the results displayed.
- Output Options: Open PDFs from Download icon first for printing. The function of direct printing in this page is not enabled.
- Click icons to view Related Analysis, Chart, Company Shares, Distribution...etc.

Analysis Page

- SORT RESULTS for display by Relevance, A-Z, Z-A, or Data.
- FILTER ANALYSIS by category, Analysis, and Date, click more filters for refining the results.
Accessing High Level Data: Vis Apps

Vis Apps (Visual Apps) with over 60 no. of visualized data tools such as Consumers Overview and Economies Overview helps you to browse industries, categories, companies and countries of interest at the global level.

You can enter “vis app” in the text search box to access them in the result list.

1. Consumers Overview: explore the consumer profile of a particular economy and compare it against 85 of the world’s largest economies benchmarking it against regional peers.

2. Economies Overview: explore strengths and weaknesses of a particular economy and compare its performance against 85 of the world’s largest economies benchmarking it against regional peers.

Printing Arrangement

1. Click on the Print icon or open PDFs from Download option first for printing.
2. Follow the standard procedures to pay for and collect the printouts.
3. The total number of pages printed out should not be more than 20 pages per user.

Available At 使用地點

Reference Libraries of Hong Kong Central Library and City Hall Public Library

香港中央圖書館及大會堂公共圖書館（參考圖書館）

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