

# MBS Library Service

## Passport GMID: International Country and Market Research

### Introduction

Passport GMID (Formerly “Euromonitor: Global Market Information Database”), is a research tool providing access to international economic, demographic and lifestyle data in addition to market analyses and company profiles. Passport GMID contains:

- Country Data
- Market Sizes
- Lifestyle Indicators
- Market Analysis
- Companies and Brands
- Country Profiles

**Note:** Passport GMID is one of several databases which provide market research & industry sector data from established market intelligence providers. Others available to view include for International data, Frost and Sullivan, and for UK Consumer and industrial data Keynote and Mintel.

### How can Passport GMID Help Me?

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 the Database

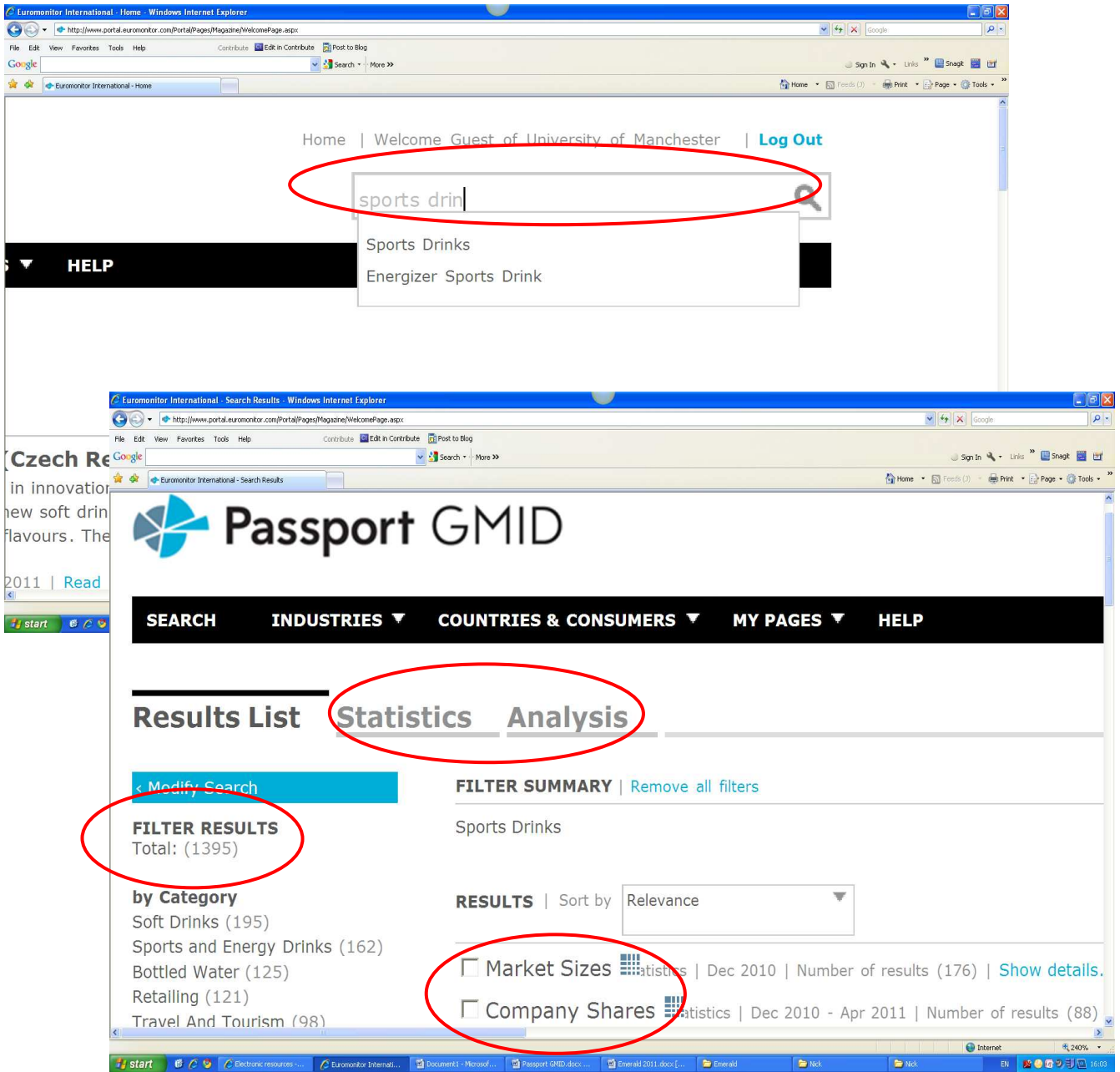
- Passport GMID can be accessed via the “E-Resources” section of the MBS Library Website:  
<http://www.mbs.ac.uk/library>
- Select “**Databases**”, “**Markets and Sectors**” or “**Countries and Regions**”
- Your Central University username and password is required for off-campus access

### Search Tips

There are two ways to Search.

- “**Quick Search**” Use the Search Bar, with the benefit of predictive text searches.
- “**Menu Search**” with the option of “Advanced Text” searches.

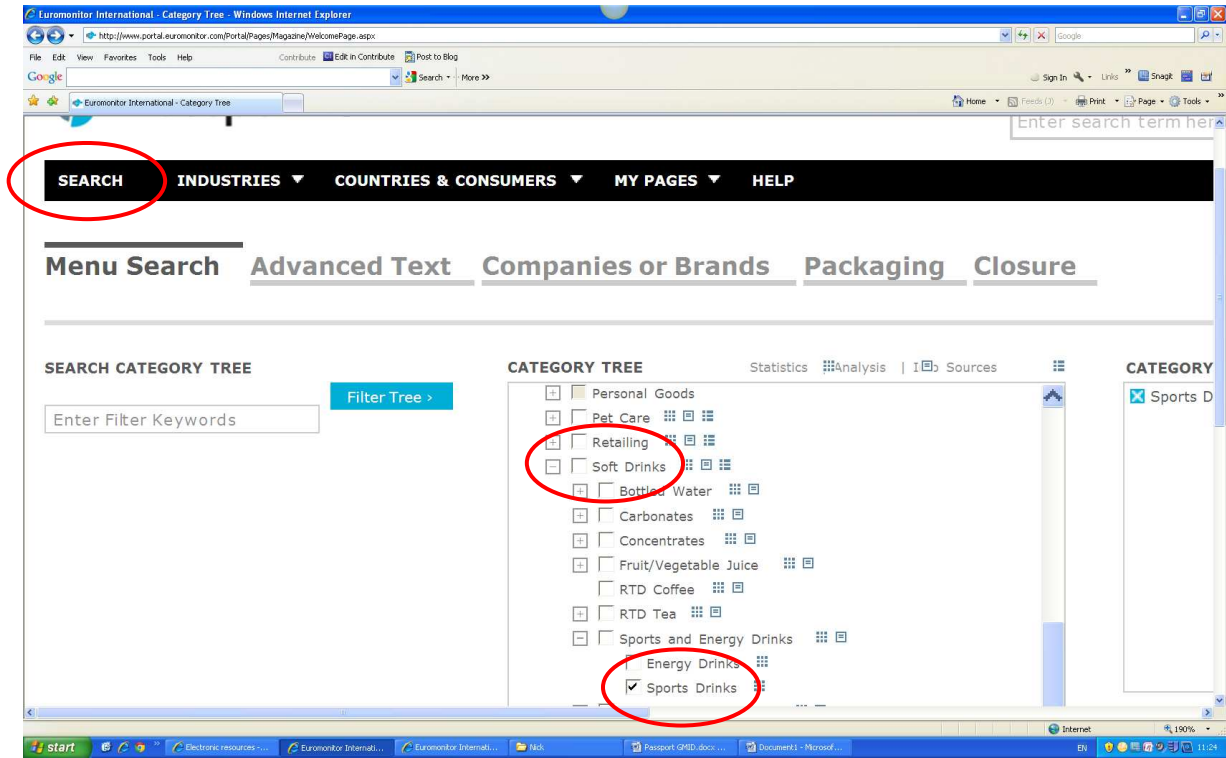
# Searching Passport GMID Quick Search



## Quick Search

- Use the "Search" bar at the top of the screen. Predictive text allows you to target your search more accurately eg. Sports Drinks.
- A list of associated reports are displayed in the central results field, "Markets Sizes", "Company Shares" etc.
- Results can be filtered by category eg. Geography, Date etc. in the left hand column. Clicking on "More Filters" will yield further search limiters.
- At any point during your search you can check on the "Statistics" or "Analysis" tabs to view the content you have selected.

# Searching Passport GMID Menu Search



## Menu Search

- Find the Main Navigation Bar and click “Search” – This will bring you to a search page with several options, the main one being “Menu Search” – with the Category tree displayed.
- Individual categories can be selected using the tick-box next to each header, or click to expand the sub-categories you want to explore. For example we have selected “soft drinks” as a header and broken down our search to focus on “sports drinks”.
- Click the “Now Choose Geographies” tab at the bottom of the page to advance to the Geography tree.

The image displays two screenshots of the Euromonitor International Geography Tree interface. The top screenshot shows the 'GEOGRAPHY TREE' with 'World', 'Asia Pacific', and 'China' selected. The bottom screenshot shows the 'PREDEFINED SELECTIONS' on the left and the 'GEOGRAPHY SUMMARY' on the right, with 'China' selected. Red circles highlight the 'Filter Tree' button, the 'PREDEFINED SELECTIONS' section, the 'World', 'Asia Pacific', and 'China' items in the tree, and the 'See Data Now' and 'Run Search' buttons.

### Menu Search

- Select your Geographical area of interest
- Pre-defined selections can be picked on the left hand side of the tree
- To see the results for the data you have created click "See Data Now" or select "Run Search".
- As with the "Quick Search" choose the "Statistics" or "Analysis" tabs to see your search results displayed in the manner of your choice.

## Viewing/Downloading Results

The screenshot shows the GMID website interface. At the top, there is a search bar and navigation links. Below the search bar, there are tabs for 'Analysis' and 'Statistics'. A table displays market size data for 'Sports Drinks' in 'China' from 2005 to 2010. The table has columns for years and a row for 'Sports Drinks' with values: 578.7, 614.9, 646.3, 675.4, 678.6, 730.1. A red circle highlights the export options (Excel, PDF, Print, My Downloads, My Pages) in the top right corner of the table area.

Change View	2005	2006	2007	2008	2009	2010
China						
Sports Drinks	578.7	614.9	646.3	675.4	678.6	730.1

### Viewing/Downloading Results

- “Current View” or “Full Dataset” Statistical findings can be exported to Excel using the Excel icon
- PDF and Print options are also available
- The “My Research” option along with the “My Downloads” and “My Pages” tabs provide added value and allow you to shape research findings to help leverage your data more easily
- An instruction video outlining all the detailed features of the database is available on the launch page on the site.



.library during core

rd House)

00

uestions, providing  
s on business research

1 Twitter