

# SOLUTIONS FOR ACADEMICS

Euromonitor International is a global market research company providing strategic intelligence on industries, companies, economies and consumers.

Our research is widely used and trusted in the academic community, supporting students, faculty and library staff at leading colleges, universities, business schools and academic-affiliated research centres worldwide.



EUROMONITOR  
INTERNATIONAL



## HOW OUR RESEARCH HELPS

Our research provides a complete view of the global industry and economic landscape in more than 200 countries and territories.

Students gain experience using the same professional-level research database that successful companies rely on, increasing their employment prospects.

Faculty leverage our global intelligence for independent research projects, teaching and when promoting their department and courses to prospective candidates and commercial partners.

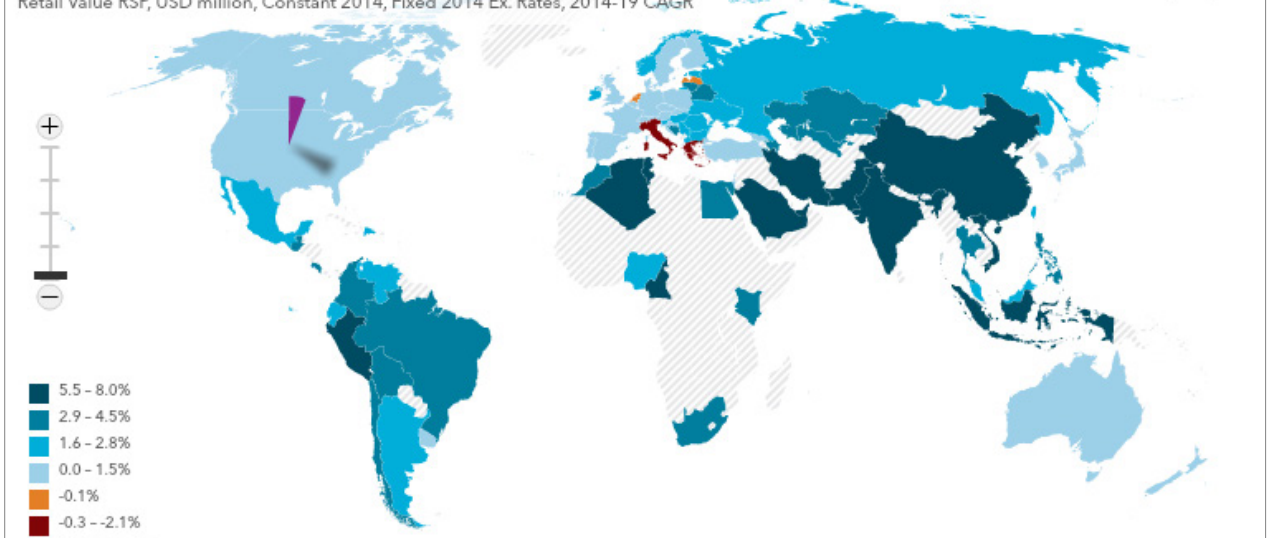
Library staff use our research to answer a broad range of inbound enquiries.

### Packaged Food

#### Forecast Growth ▼

Retail Value RSP, USD million, Constant 2014, Fixed 2014 Ex. Rates, 2014-19 CAGR

Currency ▼ Highlight Countries ▼

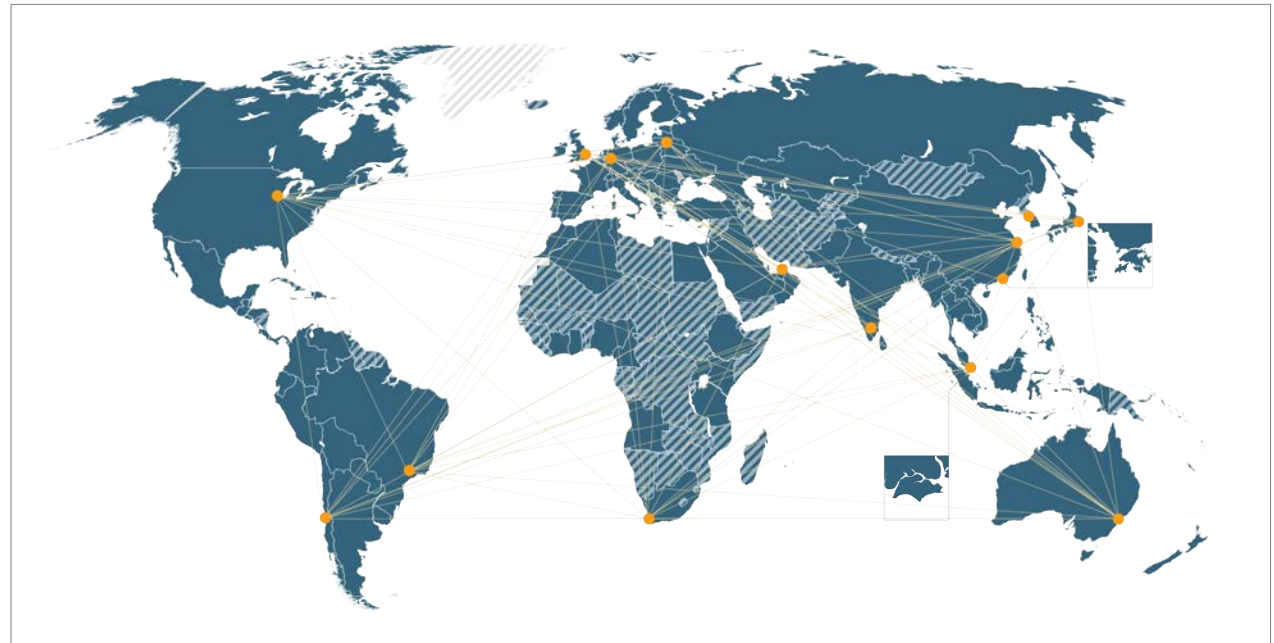
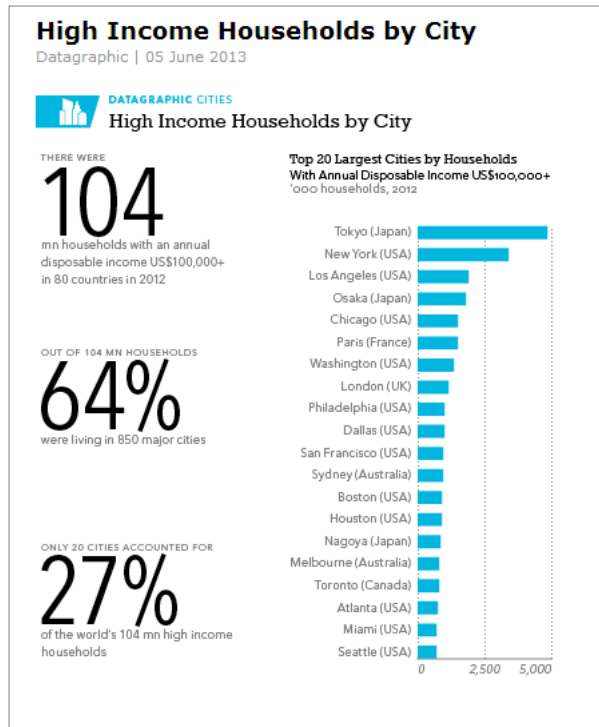


Global offices and research coverage map

### Encourage commercial thinking

Create assignments and research projects with a genuinely commercial outlook. Whether writing market entry plans for a marketing assignment, doing investment due diligence for a financial decisions course, or completing detailed consumer segmentation for an urban planning project, put classroom theory into practice and create reports with real-world relevance.

- » Scenario planning
- » Economic analysis
- » Risk assessment
- » Market entry studies
- » Product and brand strategy
- » Competitor intelligence
- » Industry benchmarking
- » Route to market strategy
- » Supply chain management
- » Marketing and advertising strategy
- » Export strategy
- » Consumer segmentation and customer profiles
- » Consumer insight
- » SWOT analysis
- » PEST analysis
- » Mergers and acquisitions evaluation
- » Investment due diligence
- » Forecasting



Global offices and research coverage map

### Gain a wider global outlook

Make international comparisons easily, encouraging students to widen their outlook. Leverage local insight from our global network of 1,000+ on-the-ground analysts in 100 developed, emerging and frontier markets. Use their knowledge of the local market, fluency in the local language and access to the best research sources.

### Focus on “why” not “what”

Use information graphics, statistical dashboards and visually engaging research to make sense of thousands of data points. Highlight trends and insights easily, shifting the focus from ‘what is happening’ to ‘why is this happening?’

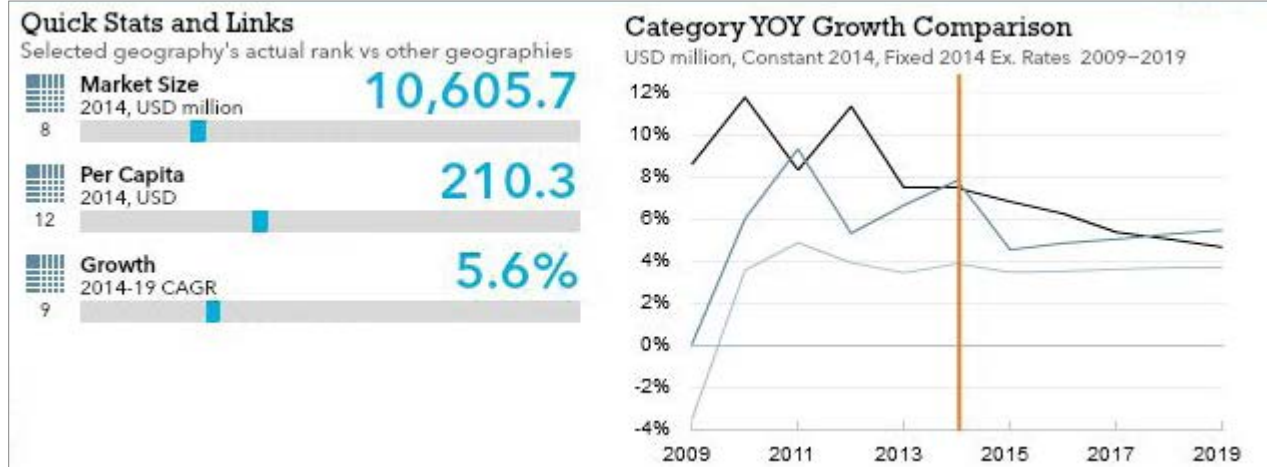
### Rely on expert support

Have full confidence in our research with our transparent research methodology, category definitions and sources. Rely on our research experts to offer support when additional insight and clarification of published data is required.

# RESEARCH EXPERTISE

With expertise across consumer goods, business-to-business and service industries, our analysis supports many programs.

- »International Business
- »Marketing
- »Management
- »Entrepreneurship
- »Economics
- »International Relations
- »Foreign Affairs
- »Political Sciences
- »Social Studies
- »Geography
- »Humanities
- »Anthropology
- »Hospitality and Tourism
- »Fashion
- »Packaging
- »Food Marketing
- »Health Studies
- »Engineering



Passport Luxury Goods Dashboard

## Market entry strategy

Assess market demand across a wide range of industry sectors with internationally comparable market sizes, company shares, brands shares, retail distribution, pricing and product positioning statistics. Examine the drivers and constraints on industry growth using forecasts and forward-looking analysis.

- » How big is the market?
- » How is it forecast to grow in the next 5 years?
- » What is influencing demand?

## SWOT analysis

Benchmark industry and company performance against “best in class” to identify where growth will come from and commercial threats. Track and anticipate changes in the competitive landscape by evaluating strategies making companies successful.

- » Which companies have the biggest market share
- » Which categories, market and channels are performing well?
- » Which new markets offer the best growth opportunities?

## Economic insight

Be aware of how economies are structured, key economic drivers and the barriers to successful trade. Evaluate macro-economic trends such as employment, inflation and urbanisation and analyse how they impact growth.

- » How is the economy performing?
- » How educated and productive is the workforce?
- » What is the impact of immigration and emigration?

## Trend monitoring

Learn from successes in other countries by monitoring emerging industry and consumer trends. Assess the consequences of big industry events, such as company mergers, new product launches or regulatory issues to spot opportunities.

- » What is the story behind consumer attitudes and behaviour?
- » Which marketing, packaging and pricing strategies are successful?
- » What can I learn from successes in other sectors?

## Political, economic, social, technological (PEST) analysis

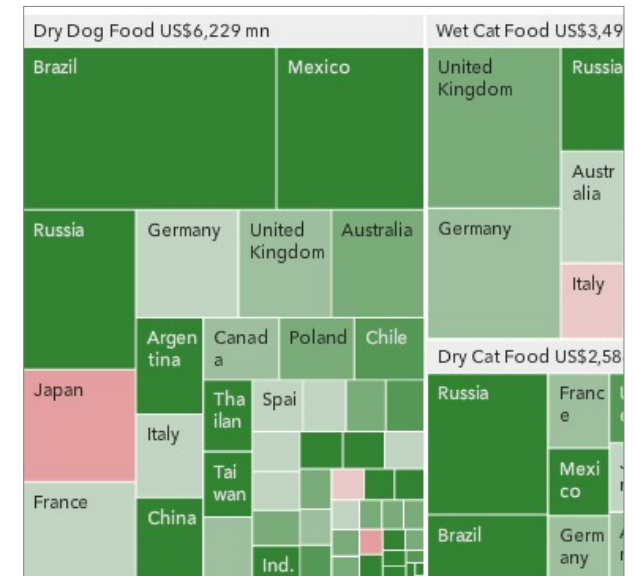
Understand the wider business environment, the ease of doing business, technological challenges and the political and economic risks associated with investing in new country markets.

- » How easy is it to do business?
- » What is the country infrastructure like?
- » What are the barriers to successful trade?

## Consumer segmentation

Analyse demographics, incomes, lifestyles, attitudes and opinions to become an expert on your target audience, Recognise what influences behaviour and how it differs across nations.

- » What is the size of the target audience?
- » What does a typical family and household look like?
- » Are there cultural preferences to be aware of?



Competitor Analytics Treemap comparing many market shares

Consumer Types examples for targeted marketing



# OUR RESEARCH SOLUTIONS

## Passport

Passport is our syndicated global research database offering shared access to internationally comparable market research quickly and cost-effectively.

Passport advances an understanding of the global industry and economic landscape in more than 200 countries and territories, providing actionable business insight.



### INDUSTRIES

- » Alcoholic Drinks
- » Apparel and Footwear
- » Automotive
- » Beauty and Personal Care
- » Consumer Appliances
- » Consumer Electronics
- » Consumer Finance
- » Consumer Foodservice
- » Consumer Health
- » Eyewear
- » Fresh Food
- » Health and Wellness
- » Home Care
- » Home and Garden
- » Hot Drinks
- » Ingredients
- » Luxury Goods
- » Nutrition
- » Packaged Food
- » Packaging
- » Personal Accessories
- » Pet Care
- » Retailing
- » Soft Drinks
- » Sports
- » Tissue and Hygiene
- » Tobacco
- » Toys and Games
- » Travel

### ECONOMIES

- » Business Dynamics
- » Cities
- » Economy, Finance and Trade
- » Industrial
- » Natural Resources

### CONSUMERS

- » Digital Consumer
- » Households
- » Income and Expenditure
- » Lifestyles
- » Population

## Euromonitor Consulting

Euromonitor Consulting designs research solutions to reach our client's specific needs. Our consulting team works to answer your commercial questions with data and insights generated by our research experts, industry knowledge and worldwide network of on-the-ground analysts.

Euromonitor Consulting works collaboratively with you to identify growth opportunities, supporting functions from strategy, finance, innovation and insights, to category and marketing teams.

Our cost-effective research will change the way you think about, approach and take action in global markets. With more than 8,000 projects completed, Euromonitor Consulting has the expertise to work on a variety of projects.

Frequent topics we help with include:

- » Market Context and Measurement
- » Competitive Information
- » Supply Chain and Distribution
- » Positioning and Innovation
- » IPO Research
- » Fast Turnaround Industry Overviews
- » Expert Speakers at Events



## WHAT CLIENTS SAY

More than 95% of the Top 100 Global Business Schools subscribe to Euromonitor International's global market research (Financial Times Ranking 2014) and 98% of our academic clients renew their Passport subscription every year.

Our research is also used and trusted by the most successful brand-owning companies, including many of the Fortune Global 500.



With students and staff from all over the world, we find the international coverage invaluable.



Judge Business School  
*University of Cambridge*



## CONTACT US

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