



The Sainsbury Library

One of the Bodleian Libraries

Passport

Passport from Euromonitor International is a global market research database providing statistics, market reports and comment on emerging industry, country and consumer trends.

Accessing the database

To access the databases, go to the Sainsbury Library website at <http://www.bodleian.ox.ac.uk/business> and click on DATABASES. You will be prompted for your **Single Sign-On (SSO)**

It can also be accessed on the MySBS intranet at <https://my.sbs.ox.ac.uk/user/login> (for SBS members only).

Searching the database

Use the search box to the top right of the webpage to search by keywords.

It's also possible to browse the database, by using the Search Statistics and Find Analysis fields:

The screenshot shows the Passport database interface. At the top, there is a navigation bar with tabs for Search, Industries, Economies, Consumers, Companies, Euromonitor Solutions, and Help. To the right of these tabs is a search box labeled 'ENTER KEYWORD' with a magnifying glass icon and a user profile icon. Below the navigation bar, the 'Home' section is visible, featuring four main panels: 'Search Statistics', 'Find Analysis', 'Explore Dashboards', and 'Saved Research'. The 'Search Statistics' panel includes radio buttons for 'Industries' and 'Economies and Consumers', dropdown menus for 'Choose industry' and 'Choose category', and a 'Go' button. The 'Find Analysis' panel has similar radio buttons and dropdown menus for 'Choose industry' and 'Choose geography', with a 'Go' button. The 'Explore Dashboards' panel has dropdown menus for 'Choose group' and 'Choose dashboard', and a 'Launch' button. The 'Saved Research' panel has a heading and a brief description. A 'My Downloads' section is also visible below 'Saved Research'.

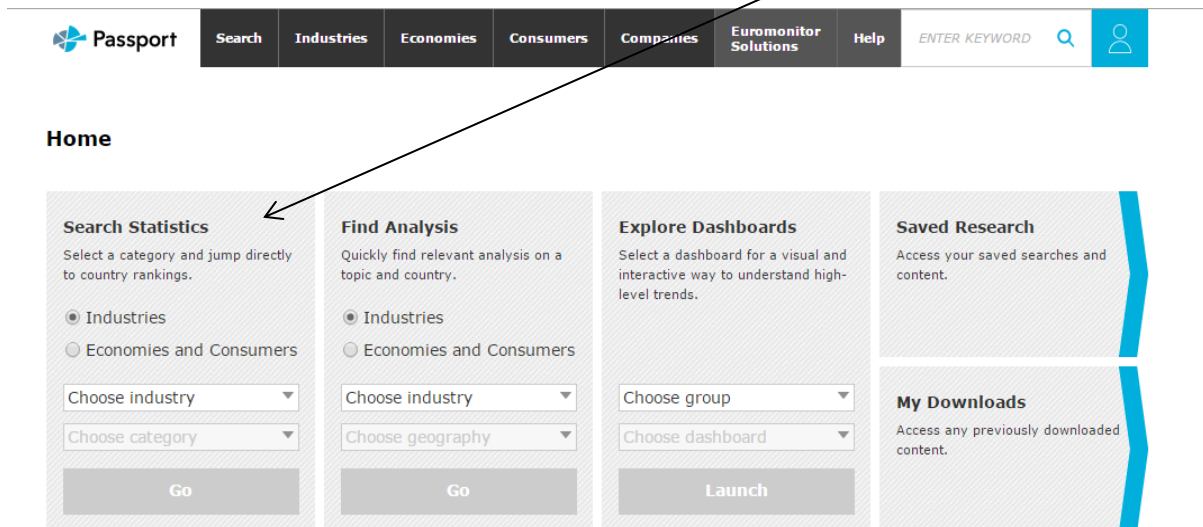
To find industry analysis first select your industry from the drop down list and then your country/region before clicking on GO.

The screenshot shows the Passport website's home page. At the top is a navigation bar with the Passport logo and menu items: Search, Industries, Economies, Consumers, Companies, Euromonitor Solutions, and Help. A search bar with the placeholder 'ENTER KEYWORD' and a magnifying glass icon is on the right, along with a user profile icon. Below the navigation bar is a 'Home' section with four main panels: 'Search Statistics', 'Find Analysis', 'Explore Dashboards', and 'Saved Research'. The 'Find Analysis' panel is the focus, showing a dropdown menu for 'Industries' with 'Hot Drinks' selected, and another dropdown for 'Country' with 'Italy' selected. Below these are 'Go' and 'Launch' buttons. To the right of the 'Find Analysis' panel is the 'Explore Dashboards' panel with a 'Launch' button. Below the 'Home' section are three smaller panels: 'Introducing New Passport' (a videoocast from Feb 2016), 'Sport Consumers', and 'DID YOU KNOW?' with a headline about steam generators/ironing systems in China.

You'll be given a list of results which can be further refined using the options on the left.

The screenshot shows the search results page for 'Hot Drinks, Italy'. The navigation bar is the same as in the previous screenshot. Below it is the title 'All Analysis: Hot Drinks, Italy'. On the left side, there are two filter panels. The first is 'SORT RESULTS' with options: Relevance (selected), A-Z, Z-A, and Date. The second is 'FILTER ANALYSIS (0)' with a 'By Category' section containing radio buttons for Coffee, Hot Drinks (selected), Other Hot Drinks, and Tea. Below that is a 'By Analysis' section. On the right side, there are three search results. The first is 'Casa del Caffè Vergnano SpA in Hot Drinks (Italy)' with a 'LOCAL COMPANY PROFILE | FEB 2016' tag and a brief description. The second is 'Coffee in Italy' with a 'CATEGORY BRIEFING | FEB 2016' tag and a brief description. The third is 'Hot Drinks in Italy' with an 'INDUSTRY OVERVIEW | FEB 2016' tag and a brief description. Below that is another result for 'Illycaffè SpA in Hot Drinks (Italy)' with a 'LOCAL COMPANY PROFILE | FEB 2016' tag and a brief description. Arrows from the text above point to the 'Hot Drinks' radio button and the 'Hot Drinks in Italy' result.

In addition to Industry and country analysis Passport has a wide range of economic, industry and demographic statistics which can be browsed through the Search Statistics section.



Viewing and exporting reports and statistics

Reports:

Analysis

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Hot Drinks in Italy
Industry Overview | 04 Feb 2016

EXECUTIVE SUMMARY

A positive year for hot drinks
There was a slight decline in retail volume terms in 2015, which was a consequence of the prolonged economic crisis and the changed consumption behaviour of Italian consumers, who are trying to limit unnecessary purchases and waste. Nevertheless, hot drinks was seen to have performed well in 2015, with positive current value growth thanks to the good performance of various categories including fresh ground coffee pods and tea.

Pods continue to surprise
Fresh ground coffee pods continued to see very positive growth in 2015, as a large number of Italian consumers favour the convenience and ease of use provided by the product. At the same time, new players are offering their own brands of fresh ground coffee pods, with many more providing innovative pods within impacting the market. In addition, sustainability is also a key factor in the development of new pods being launched.

Branded products continue to surprise
Luigi Lavazza's share of 39% of the market in 2015, with a combined value of 1.2 billion euros. The company's success is mainly due to its focus on niche and premium products, which has allowed it to increase its value share in hot drinks through product differentiation, innovation, as well as

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Statistics:

Statistics

Unit multiplier
 Growth

Change Time Series ▶
 Change Categories ▶
 Change Geographies ▶

All reports can be saved, printed and exported.

Use the links on the left to modify the statistics.

Historic

Key: [icon] [icon]

Change V

Adult Liter

| | | 2015 | | | | | | |
|--|----------------|-------|-------|-------|-------|-------|-------|-------|
| | United Kingdom | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| | North Korea | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| | Japan | 99.9 | 99.9 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| | Ireland | 99.9 | 99.9 | 99.9 | 100.0 | 100.0 | 100.0 | 100.0 |
| | France | 99.9 | 99.9 | 99.9 | 100.0 | 100.0 | 100.0 | 100.0 |
| | Austria | 99.9 | 99.9 | 99.9 | 100.0 | 100.0 | 100.0 | 100.0 |
| | Denmark | 99.9 | 99.9 | 99.9 | 100.0 | 100.0 | 100.0 | 100.0 |
| | Slovakia | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 100.0 | 100.0 |
| | Czech Republic | 99.9 | 99.9 | 99.9 | 99.9 | 100.0 | 100.0 | 100.0 |
| | New Zealand | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 100.0 | 100.0 |
| | Finland | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 |
| | Belgium | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 |
| | Sweden | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 |
| | Norway | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 |