



Passport GMID (Global Market Information Database)

Passport GMID provides comparable international business intelligence on countries, markets, industries. It offers access to more than 8 million statistics on industries, geographic areas and consumers' lifestyles; 4,500 market research reports (global reports, country reports, industry reports, company reports and lifestyle reports); over 205 country profiles; company market share and brand share rankings; product packaging and product closure data; over 35,000 business information sources.

Access Passport GMID

1. At the Library Home Page (<http://www.cityu.edu.hk/lib/>), select the **Databases** tab.
 2. Select **Passport GMID** from the alphabetical list of databases.
- Or
1. At the Library Home Page (<http://www.cityu.edu.hk/lib/>), select **E-Resources**.
 2. Select **Databases: Title List**.
 3. Select **Passport GMID** from the alphabetical list of databases.

The Homepage

Select **Search** to find data using either:

Menu Search – find data by selecting categories or countries from the hierarchical menu

Advanced Text search – find data using keywords.

Companies or Brands, Packaging and Closure

– find data about Companies, Brands, Packaging or Closure and limit by categories or by countries.

Select **Industries** to access key trends, comments and latest reports.

Select **Countries & Consumers** to access economic, demographic and marketing statistics, reports and comments for many countries. Also provides access to statistics, reports and comments on consumers.



Click here to manage your personal account details.

SEARCH INDUSTRIES ▾ COUNTRIES & CONSUMERS ▾ MY PAGES ▾ HELP

Home

SEARCH TREE

Industries

Countries & Consumers

First choose an industry... ▾

▾

Go >

QUICK ANALYSIS FINDER

Select... ▾

▾

Go >

SPOTLIGHT



Meeting the New Challenges – Corporate Strategy in Tobacco

All the major companies apart from CNTC are reporting falling volumes. Pricing strength has been keeping profits rising but can it continue? What are the best strategies now? Acquisition? Going...

Global Briefing | 09 May 2011 | [Read >](#)



Recession: Shifting Consumer Responses – May 2011

Welcome to the latest edition of Euromonitor International's global consumer tracker designed to help you keep in touch with consumer responses to the recession all over the world and more...

Article | 09 May 2011 | [Read >](#)

Select an option to quickly search for data on *Industries* or to search a topic by *Countries & Consumers*.

Click down arrow to select an analysis from the following publication types: articles, latest reports company profiles, country reports and global reports.

Click title to open articles on highlighted topics.

Search

There are several ways to search in Passport GMID:

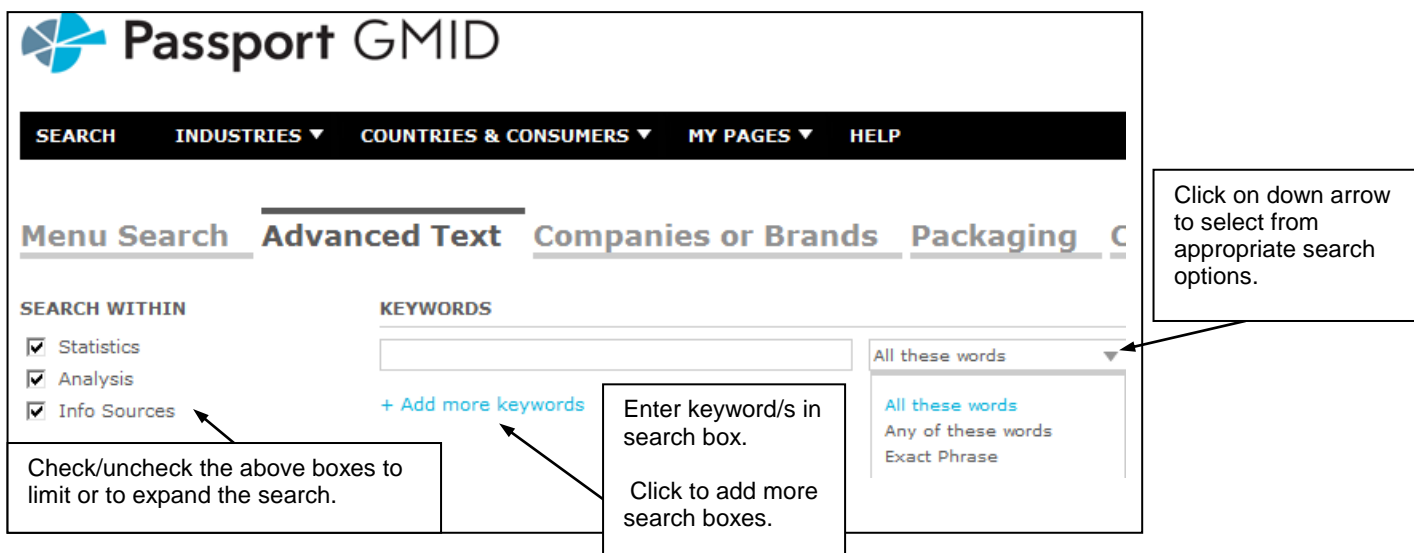
Search Box

The easiest way is to use the search box. Enter the search term(s) and click **Go**



Advanced Text Search

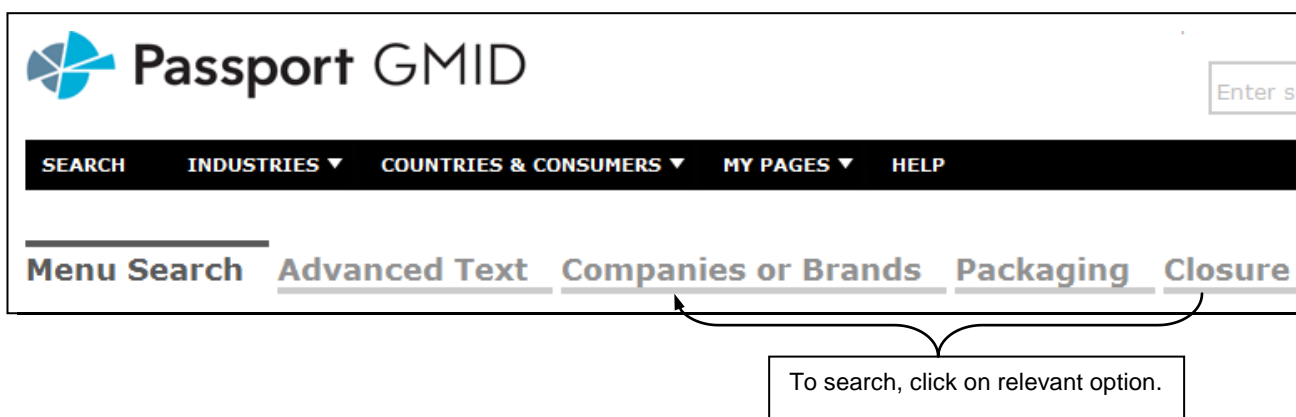
Click *Search - Advanced Text*



Search by Companies or Brands, Packaging, or Closure

Click *Search*.

You can search by *Companies or Brands*, *Packaging* or *Closure* (types of closures for products) then limit the search by category (for example, an industry) and then next by a geographic area or specific country. See *Menu Search* below for details on selecting categories and geographic areas.



Menu Search

Click *Search – Menu Search*

Use **Menu Search** to select a category/categories and then limit to a specific geographic area or country.

Step 1: Select a category

1. Select from options listed under **Category Tree**
2. OR Use the **Search Category Tree** option

The screenshot shows the Passport GMID interface. At the top, there is a search bar with the text "Enter search term here". Below it is a navigation bar with "SEARCH", "INDUSTRIES", "COUNTRIES & CONSUMERS", "MY PAGES", and "HELP". The main content area has tabs for "Menu Search", "Advanced Text", "Companies or Brands", "Packaging", and "Closure". The "Menu Search" tab is active. On the left, there is a "SEARCH CATEGORY TREE" section with a search box and a "Filter Tree" button. The "CATEGORY TREE" is the central focus, showing a list of categories with expand/collapse icons and checkboxes. The "CATEGORY SUMMARY" on the right lists selected categories with checkboxes. A "Now Choose Geographies" button is at the bottom.

Check box/es to select from categories listed under **Category Tree**.
Click + to expand categories in the menu.

These symbols indicate the content available for different categories

Selected categories are listed here.
Click the icon to remove categories from the summary.

Click to go to **Step 2** to choose a geographic area or country/ies.

Step 2 : Geography Search

1. Select a region from the **Geography Tree** or click + to expand regions and select countries.
2. OR Select from predefined areas. For example, click on BRIC to select Brazil, Russia, India and China.
3. OR Enter a geographic area or a specific country.

The screenshot shows the Passport GMID interface for geography search. It features a "SEARCH GEOGRAPHY TREE" section with a search box and a "Filter Tree" button. The "GEOGRAPHY TREE" is the central focus, showing a list of regions and countries with expand/collapse icons and checkboxes. The "PREDEFINED SELECTIONS" on the left lists various geographic areas. The "CATEGORY SUMMARY" on the right lists selected categories, and the "GEOGRAPHY SUMMARY" on the right lists selected geographic areas. At the bottom, there are buttons for "< Back | Clear Selection", "See Data Now", and "Run Search".

Click + to expand regions and select individual countries.

Selected geographic areas are listed here.
Click the icon to remove areas from the summary.

Select **Back** to return to Category Search.

Select **See Data Now** to quickly view **statistical** results.
Select **Run Search** to generate a list of **all results**.

Search Results

All search results are automatically displayed.

Click *Statistics* or *Analysis* to limit search to specific data.

Click on heading to open a result.

You can filter search results using the options listed here.

SEARCH INDUSTRIES ▼ COUNTRIES & CONSUMERS ▼ MY PAGES ▼ HELP

Results List **Statistics** Analysis

← Modify Search RESULTS | Sort by: Relevance ▼

FILTER RESULTS
Total: (32)

by Category
Colour Cosmetics (5)
Apparel (3)
Baby Care (1)
Bath and Shower (1)
Beauty and Personal Care (1)
[more filters...](#)

by Geography
Hong Kong, China (13)
Japan (6)
France (5)
USA (5)
South Korea (2)
[more filters...](#)

by Statistics
Market Sizes
Company Shares
Brand Shares

by Analysis
Company Profiles (28)
Country Reports (1)

by Date
More than 1 year (11)
Last Year (21)
Last 3 Months (4)

Market Sizes Statistics | Mar 2011 - Apr 2011 | Number of results (2) | [Show details...](#)

Company Shares Statistics | Mar 2011 - Apr 2011 | Number of results (2) | [Show details...](#)

Brand Shares Statistics | Mar 2011 - Apr 2011 | Number of results (2) | [Show details...](#)

Colour Cosmetics in Hong Kong, China Category Briefing | Jun 2010 | [Show details...](#)

Fantastic Natural Cosmetics Ltd in Beauty and Personal Care (Hong Kong, China) 2010 | [Show details...](#)

Estée Lauder Cos Inc Company Factfile | Mar 2011

LVMH Moët Hennessy Louis Vuitton Company Factfile | Jan 2011

Shiseido Co Ltd Company Factfile | Jan 2011

Kao Corp Company Factfile | Sep 2010

Mary Kay Inc Company Factfile | Sep 2010

L'Oréal Groupe Company Factfile | Aug 2010

AmorePacific Corp Company Factfile | Jul 2010

Coreana Cosmetics Co Ltd Company Factfile | Jul 2010

Kanebo Ltd Company Factfile | Jul 2010

Amway Hong Kong Ltd Company Factfile | Jun 2010

Body Shop Plc, The Company Factfile | Jun 2010

Fand Corp Company Factfile | Jun 2010

Kosé Corp Company Factfile | Jun 2010

Nu Skin Enterprises HK Inc Company Factfile | May 2010

Check box/es to mark results for later viewing.

Saving, Exporting or Printing

To print or save, use the browser's **Print/Save As** function.

To export/print or to save to *My Research** the **full text** of an individual search result click on one of the available options displayed on the top right of screen.



My Pages

*Select **My Pages** on the home page to login or to register for a personal account to:

- Customise research home page
- Receive e-mail alerts
- Create RSS feeds
- Save searches and more
- Access your selected downloads

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