

**Biblioteca de la Universidad de Lima  
Gestión de Servicios al Usuario**

# **Bases de datos:**



**Guía básica**

Febrero 2013



# Ficha técnica

## BASE DE DATOS: Euromonitor

Información general	Base de datos que ofrece información de estudios de mercado, industrias, comportamiento del consumidor, de empresas , una cobertura mundial (información de 205 países) para los mercados de consumo y que la Biblioteca suscribe anualmente.
Contenido	Datos estadísticos, artículos e informes.
Acceso	Fuera y dentro del campus, desde la Web de la biblioteca y luego logueándose a través de MiULima.
Áreas temáticas	Multidisciplinaria (marketing, negocios, administración de empresas, ingeniería industrial, comunicación, etc.)
Otras funciones	Descarga artículos e informes a texto completo por correo electrónico, alertas, rss. Además permite la creación de una área personalizada donde se pueden almacenar los textos seleccionados.
Entrenamiento	Reúne a tres o más compañeros y solicita una sesión de entrenamiento, enviando un correo a la siguiente dirección: <a href="mailto:dsoto@ulima.edu.pe">dsoto@ulima.edu.pe</a>

# ¿Cómo acceder?

## Biblioteca

En la Biblioteca de la Universidad de Lima encontrarás un personal dispuesto a ayudarte y todos los recursos de información impresos, electrónicos y audiovisuales que necesitas para formarte profesionalmente, aprender más o inspirarte con una buena lectura.



### Biblioteca Ulma

Ofrece los servicios de estantería abierta, préstamo a domicilio, lectura en sala, computadoras con internet, fotocopia, escaneo y un catálogo donde puedes realizar tus consultas bibliográficas.

[Leer más +](#)



### Guías y tutoriales

Aquí encontrarás una presentación interactiva para que aprendas a usar todos los servicios que ofrecemos en la biblioteca.

[Leer más +](#)

1



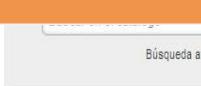
### Catálogo de la Biblioteca

En el catálogo en línea u OPAC (Online Public Access Catalog) encontrarás las referencias



### Reglamento

La Biblioteca de la Universidad de Lima ofrece a sus usuarios recursos de información en diversos



## BIBLIOTECA

### Acerca de

- Presentación
- Usuarios
- Horario de atención
- Reglamento

### Catálogo

- Busca y encuentra
- Bibliografía de curso
- Novedades Bibliográficas
- Gestiones en línea
- Bibliografía más consultada

### Recursos de la Biblioteca

- Colecciones impresas
- Recursos electrónicos
- Revistas
- Audiovisuales

## BIBLIOTECA

[Inicio/Buscar](#) [Novedades](#) [Recursos electrónicos](#) [Mi cuenta](#) [Salir](#)

### RECURSOS ELECTRÓNICOS

En línea, previa validación como miembro de la ULIMA, puedes acceder a diversos recursos electrónicos que la Biblioteca tiene en su Web.

#### Humanidades

[ver](#)

#### Negocios

[ver](#)

#### Ciencia

[ver](#)

#### Multidisciplinarias

[ver](#)

#### Agencia de noticias

[ver](#)

#### Bibliotecas digitales / Repositorios

[ver](#)

#### Base de datos

[ver](#)

#### Diarios y semanarios

[ver](#)

2

[Inicio/Buscar](#) [Novedades](#) [Recursos de información](#) [Recomendar compra](#) [Mi cuenta](#) [Consejos](#)

[Regresar](#) [Ayuda](#) [Salir](#)

**Bases de datos**

En línea (previa validación como miembro de la ULIMA), así como desde la propia biblioteca, puedes acceder a diversos recursos adquiere.

Base de datos en línea (previo logueo de la ULIMA)

3

**Loguearse como miembro de la ULIMA**

**Usuarios registrados**

Usuario

Contraseña

**ingresar**

**Olvidó su contraseña? clic aquí.**

4

# Opciones de búsqueda

The screenshot shows the Euromonitor Passport search interface. Several features are highlighted with orange callouts:

- Búsqueda por industrias** (Search by industry) points to the "INDUSTRIES" menu item.
- Búsqueda por categorías en forma de árbol.** (Search by tree-like categories) points to the "COUNTRIES & CONSUMERS" menu item.
- Búsqueda rápida** (Quick search) points to the search bar at the top right labeled "Enter keywords".
- Búsqueda por países y consumidores** (Search by countries and consumers) points to the "SEARCH" button on the main navigation bar.
- Herramienta visual de datos** (Data visualization tool) points to the "DASHBOARDS" section.
- Ayuda para aclarar dudas sobre la terminología utilizada en esta base. Opción para crearse una cuenta personal para guardar búsquedas, crear alertas y rss.** (Help to clarify doubts about the terminology used in this base. Option to create a personal account to save searches, create alerts and rss.) points to the "HELP" section and the "Create profile" link in the sidebar.

Other visible elements include the Euromonitor logo, "Euromonitor.com | Welcome Guest of Universidad de Lima, Perú | Log Out", the "SEARCH" button, "COMING SOON", "MY PAGES", and "HELP" menu items, and a "Watch an Overview" button in the sidebar.

# Búsqueda por categorías

The screenshot shows the Passport GMID homepage. At the top, there is a navigation bar with the logo "Passport GMID", the text "Euromonitor.com | Welcome Guest of Universidad de Lima, Perú | Log Out", and a search bar labeled "Enter keywords" with a magnifying glass icon. Below the navigation bar is a black horizontal bar containing the menu items: SEARCH, INDUSTRIES ▾, COUNTRIES & CONSUMERS ▾, COMING SOON ▾, MY PAGES ▾, and HELP. A large orange arrow points from the text "De clic en SEARCH o Menu search" to the "SEARCH" button in the top navigation bar. Another orange arrow points from the same text to the "Menu Search" option in the sidebar menu. The sidebar menu also includes "Watch an Overview", "Create profile", and "See More in Help". To the right of the sidebar, there is a "WELCOME LEARN WHAT PASSPORT DOES" section with a large yellow question mark icon, a "SEARCH FIND WHAT YOU NEED NOW" section with a magnifying glass icon, and a "DASHBOARDS VISUALISE DATA" section with a blue circle icon. A dropdown menu labeled "Select..." is shown above a "Launch Dashboard" button.

De clic en **SEARCH** o  
Menu search

SEARCH

INDUSTRIES ▾

COUNTRIES & CONSUMERS ▾

COMING SOON ▾

MY PAGES ▾

HELP

Home

WELCOME  
LEARN WHAT PASSPORT DOES

SEARCH  
FIND WHAT YOU NEED NOW

DASHBOARDS  
VISUALISE DATA

Watch an Overview

Create profile

See More in Help

Menu Search

Companies or Brands

Packaging

Closures

Advanced Text

Select...

Launch Dashboard

# Búsqueda por categorías (2)

Passport GMID

Euromonitor.com | Welcome Guest of Universidad de Lima, Perú | Log Out

Enter keywords 

SEARCH INDUSTRIES ▾ COUNTRIES & CONSUMERS ▾ COMING SOON ▾ MY PAGES ▾ HELP 

Me Aparecerá esta caja

Digite el término de búsqueda. Por ejemplo:

Brands Packaging Closures Advanced Text

CATEGORY TREE Statistics Analysis Info Sources Filter Tree

**COFFEE**

- Industries
  - + Alcoholic Drinks
  - + Apparel
  - + Beauty and Personal Care
  - + Consumer Appliances
  - + Consumer Electronics
  - + Consumer Finance
  - + Consumer Foodservice
  - + Consumer Health
  - + Eyewear
  - + Fresh Food
  - + Health and Wellness
  - + Home and Garden
  - + Home Care
  - + Hot Drinks
  - + Packaged Food
  - + Packaging
  - + Personal Accessories
  - + Pet Care

CATEGORY SUMMARY



# Búsqueda por categorías (3)

CATEGORY TREE

Statistics | Analysis | Info Sources

CATEGORY SUMMARY

**COFFEE**

Coffee

Coffee price

RTD coffee

Fresh Coffee

Instant coffee

Index of Coffee, Tea and Cocoa Prices

Cost of Instant Coffee per 250g

Exports (fob) of Coffee, Tea, Cocoa and Spices

Imports (cif) of Coffee, Tea, Cocoa and Spices

Consumer Expenditure on Coffee, Tea and Cocoa

+ Fresh Food

+ Health and Wellness

+ Home Care

+ Hot Drinks

+ Housewares and Home Furnishings

+ Packaged Food

+ Packaging

+ Personal Goods

Filter Tree >

Por último, haga clic en esta caja

Aparecerá esta ayuda. Escoja el término que se acerque más a lo que busca. En este caso, nos quedaremos con COFFEE

SCIENTIA ET PRAEVIA

# Búsqueda por categorías (4)

SEARCH CATEGORY TREE  
**COFFEE** Filter Tree > Clear filter

1) Aparecerá este listado con su término de búsqueda iluminado

CATEGORY TREE Statistics | Analysis | Info Sources

Industries

- Consumer Foodservice
  - Consumer Foodservice by Type
    - Cafés/Bars
      - Specialist Coffee Shops
  - Hot Drinks
    - Coffee
      - Fresh Coffee
      - Instant Coffee
    - RTD Coffee
  - Soft Drinks
  - Countries and Consumers
    - Consumer Expenditure and Prices
      - Consumer Expenditure
        - Consumer Expenditure on Food and Non-Alcoholic Beverages
        - Consumer Expenditure on Non-Alcoholic Beverages
          - Consumer Expenditure on Coffee, Tea and Cocoa
    - Consumer Prices and Costs
      - Index of Consumer Prices
        - Index of Item Prices
          - Index of Food and Non-Alcoholic Beverage Prices
          - Index of Non-Alcoholic Beverages Prices
            - Index of Coffee, Tea and Cocoa Prices

2) Seleccione, colocando un visto, los tipos de café y otros datos deseados.

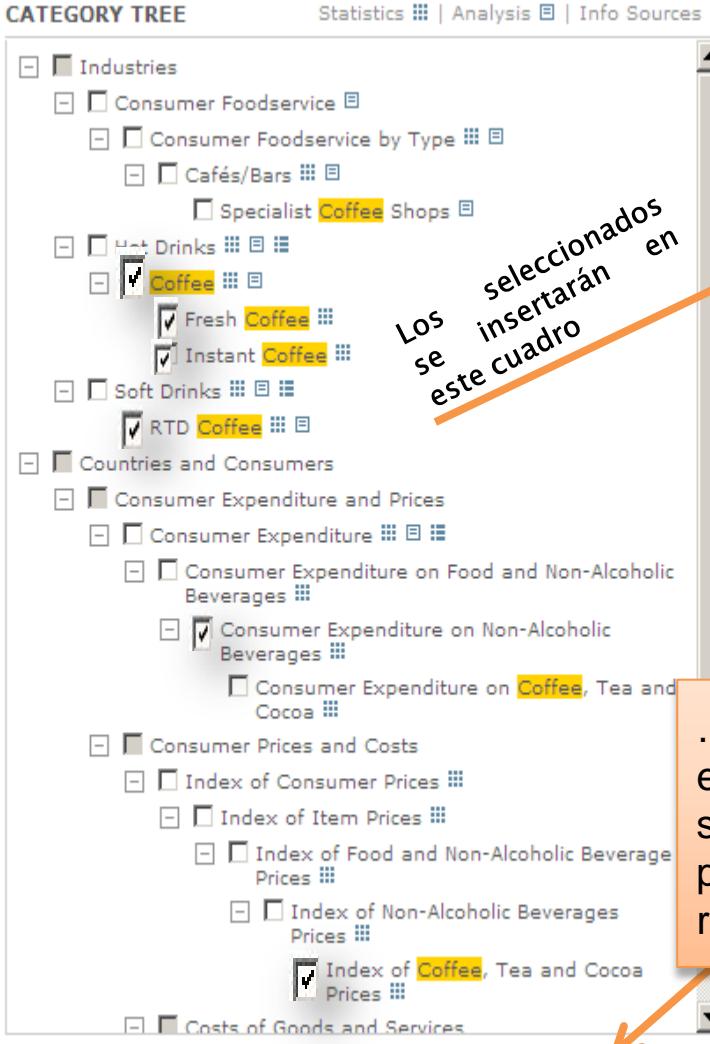
Los seleccionados se insertarán en este cuadro

CATEGORY SUMMARY

  - Coffee
  - Fresh Coffee
  - Instant Coffee
  - RTD Coffee
  - Consumer Expenditure on Non-Alcoholic Beverages
  - Index of Coffee, Tea and Cocoa Prices

...Luego, haga clic en esta caja para seleccionar por países o por regiones.

Clear Selection Now Choose Geographies >



# Búsqueda por categorías (5)

SEARCH GEOGRAPHY TREE

Filter Tree >

PREDEFINED SELECTIONS

- All countries
- Americas
- APEC
- ASEAN
- BRIC
- Developed Countries
- Emerging and Developing Countries
- EU
- Europe
- EuroZone
- G20
- G8
- GCC
- MENA
- Mercosur
- Middle East and North Africa
- NAFTA
- OECD
- Sub-Saharan Africa

GEOGRAPHY TREE

Statistics | Analysis | Info Sources

Coffee  
Fresh Coffee

Otra opción es, seleccionar zonas geográficas predefinidas como por ejemplo APEC, Unión Europea, OECD, Mercosur, entre otros.

Aparecerá este árbol geográfico. De clic al ícono + para expandir regiones y seleccionar países manualmente. Por ejemplo: **LATIN AMERICA**

See Data Now | Run Search

GEOGRAPHY SUMMARY

# Búsqueda por categorías (6)

**SEARCH GEOGRAPHY TREE**

Filter Tree >

**PREDEFINED SELECTIONS**

- All countries
- Americas
- APEC
- ASEAN
- BRIC
- Developed Countries
- Emerging and Developing Countries
- EU
- Europe
- EuroZone
- G20
- G8
- GCC
- MENA
- Mercosur
- Middle East and North Africa
- NAFTA
- OECD
- Sub-Saharan Africa

**GEOGRAPHY TREE**

Statistics | Analysis | Info Sources

- World
- Asia Pacific
- Australasia
- Eastern Europe
- Latin America
  - Argentina
  - Bolivia
  - Brazil
  - Chile
  - Colombia
  - Costa Rica
  - Dominican Republic
  - Ecuador
  - Guatemala
  - Mexico
  - Peru
  - Uruguay
  - Venezuela
- Middle East and Africa
- North America
- Western Europe
- Economic regional total

**CATEGORY SUMMARY**

- Coffee
- Fresh Coffee
- Instant Coffee
- RTD Coffee
- Consumer Expenditure on Non Alcoholic Beverages
- Index of Coffee, Tea and Coo Prices

**GEOGRAPHY SUMMARY**

- Brazil
- Colombia
- Peru

Si desea acceder directamente a los resultados estadísticos de clic a **See data now**

Seleccionar países. Por ejemplo: **Brazil, Colombia y Peru**

Los seleccionados se insertarán en este cuadro

Finalmente, haga clic en estas opciones, para generar los resultados

See Data Now > Run Search >

Si desea acceder a todos los resultados: estadísticas, artículos, perfiles de compañías, de clic a **Run search**

# Búsqueda por categorías

## Resultados de la búsqueda

En esta columna, encontrará un resumen del tipo de información obtenida. El número de resultados figura entre paréntesis.

[< Modify Search](#)

**FILTER RESULTS**  
Total: (42)

**by Category**

- Coffee (33)
- Hot Drinks (23)
- Rtd Coffee (7)
- Tea (7)
- Fruit/vegetable Juice (6)
- Other Hot Drinks (6)
- Soft Drinks (6)
- Rtd Tea (5)
- Carbonates (4)
- Bottled Water (3)
- RTD Coffee (3)
- Sports and Energy Drinks (1)

**by Geography**

- World (11)
- Asia Pacific (9)
- Australasia (2)
- Eastern Europe (10)
- Latin America (19)
- Middle East and Africa (3)
- North America (7)
- Western Europe (7)
- Argentina (2)
- Australia (2)
- Brazil (36)

**Estadísticas**

**Reportes**

RESULTS | Sort by Relevance ▾

- Countries and Consumers Annual Data
- Market Sizes Statistics | Jan 2012 | [Show details...](#)
- Company Shares Statistics | Jan 2012 | [Show details...](#)
- Brand Shares statistics | Jan 2012 | [Show details...](#)
- Coffee in Brazil Category Briefing | Apr 2012 | [Show details...](#)
- Coffee in Colombia Category Briefing | Apr 2012 | [Show details...](#)
- RTD Coffee in Brazil Category Briefing | Apr 2012 | [Show details...](#)
- Coffee in Peru Category Briefing | Mar 2012 | [Show details...](#)
- 3 Corações SA in Hot Drinks (Brazil) Local Company Profile | Apr 2012 | [Show details...](#)
- Cacique de Café Solúvel, Cia in Hot Drinks (Brazil) Local Company Profile | Apr 2012 | [Show details...](#)
- Casa Luker SA in Hot Drinks (Colombia) Local Company Profile | Apr 2012 | [Show details...](#)
- Fedecafé Federación Nacional de Cafeteros de Colombia in Hot Drinks (Colombia) Local Company Profile | Apr 2012 | [Show details...](#)
- Indústrias Alimentícias Maratá Ltda in Hot Drinks (Brazil) Local Company Profile | Apr 2012 | [Show details...](#)
- Melitta do Brasil Indústria e Comércio Ltda in Hot Drinks (Brazil) Local Company Profile | Apr 2012 | [Show details...](#)
- Nestlé Brasil Ltda in Hot Drinks (Brazil) Local Company Profile | Apr 2012 | [Show details...](#)
- Sara Lee Cafés do Brasil Ltda in Hot Drinks (Brazil) Local Company Profile | Apr 2012 | [Show details...](#)
- Wow Indústria e Comércio Ltda in Soft Drinks (Brazil) Local Company Profile | Apr 2012 | [Show details...](#)

De clic en **MARKET SIZES**, para ver el tamaño del mercado de café en los países seleccionados.

# Búsqueda por categorías

# Análisis de resultados

Información exportable:

- Exportar a Excel
- Exportar a PDF

Modify Search Results List Statistics Analysis



Herramienta para crear estadísticas a medida.

Convert Data

- + Currency conversions
- + Current/constant
- + Volume conversions
- + Unit multiplier
- + Growth
- + Per Capita/household

Change Time Series

Change Data Types

Change Categories

Change Geographies

More Results

Countries and Consumers Annual Data

Market Sizes | Historic Reports Gráficos Comparación de cías. Comparación de marcas

Key: Related Analysis Chart this Row Company Shares Brand Shares

Datos históricos de los últimos cinco años; también podrás cambiar esta información por datos de proyección (próximos 5 años)

Change View ▾ 2006 ▾ 2007 ▾ 2008 ▾ 2009 ▾ 2010 ▾

Brasil

	Coffee - Retail Value RSP - R\$ mn - Current Prices	5,814.7	7,046.9	6,972.5	7,635.7	9,020.6
■	Coffee - Retail Volume - Tonnes	555,131.9	569,740.9	578,138.7	596,132.7	624,580.1
■	Fresh Coffee - Retail Value RSP - R\$ mn -	4,855.5	5,849.1	5,754.3	6,337.0	7,607.9
■	Instant Coffee - Retail Volume - Tonnes	534,316.0	546,480.7	554,947.4	572,457.1	599,931.5
■	RTD Coffee - Off-trade	959.2	1,197.8	1,218.3	1,298.7	1,412.7

Si, por ejemplo, quiere cambiar la data histórica, de clic en **CHANGE TIME SERIES**

Herramienta para cambiar datos en los resultados.

# Búsqueda por categorías

## Opciones para cambiar resultados

Modify  
Search

Results List

Statistics

Analysis

Convert Data

- + Currency conversions
- + Current/constant
- + Volume conversions
- + Unit multiplier
- + Growth
- + Per capita/household

Change Time Series

- + Quick selections
- + By year

Si da clic a estas opciones modificará los resultados como por ejemplo: Índice de crecimiento, Consumo per capita, etc.

Company Shares    Brand Shares

		2006 ▾	2007 ▾	2008 ▾	2009 ▾
Brazil					
	Coffee - Retail Value RSP - R\$ mn - Current Prices	5,814.7	7,046.9	6,972.5	7,631.1
	Coffee - Retail Volume - Tonnes	555,131.9	569,740.9	578,138.7	596,131.9
	Fresh Coffee - Retail Value RSP - R\$ mn - Current Prices	4,855.5	5,849.1	5,754.3	6,331.1
	Fresh Coffee - Retail Volume - Tonnes	534,316.0	546,480.7	554,947.4	572,451.0
	Instant Coffee - Retail Value RSP - R\$ mn - Current Prices	959.2	1,197.8	1,218.3	1,291.0
	Instant Coffee - Retail Volume - Tonnes	20,815.9	23,260.2	23,191.3	23,671.0

Haga clic en el ícono + de estas dos opciones

# Búsqueda por categorías (2)

## Opciones para cambiar resultados

Change Time Series

- Quick selections
  - Historic
  - Forecast
  - All
- By year
  - 1997
  - 1998
  - 1999
  - 2000
  - 2001
  - 2002

Apply

Change Data Types

Change Categories

Change Geographies

More Results

**CHANGE TIME SERIES** tiene las opciones:

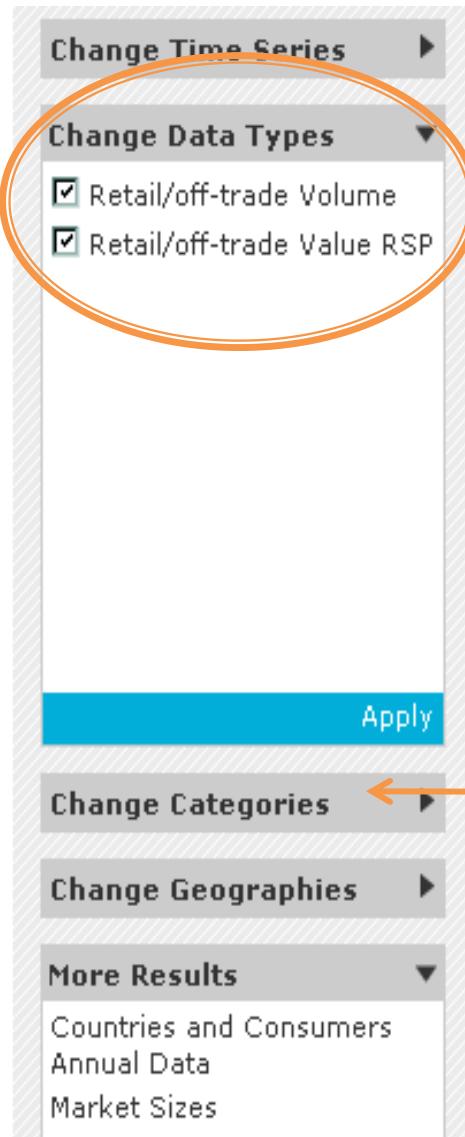
- Datos históricos y de proyección.
  - Por años

Haga clic en **CHANGE DATA TYPES**, para cambiar por tipo de datos

		Current Prices	
	Instant Coffee - Retail Volume - Tonnes	20,815.9	23,260.2
	RTD Coffee - Off-trade Value RSP - R\$ mn - Current Prices	1.1	1.4
	RTD Coffee - Off-trade Volume - mn litres	0.1	0.1
	Coffee - Retail Value RSP - Col\$ bn - Current Prices	1,082.6	1,097.3
	Coffee - Retail Volume - Tonnes	62,423.9	61,610.0
	Fresh Coffee - Retail Value RSP - Col\$ bn -	870.8	867.8

# Búsqueda por categorías (3)

## Opciones para cambiar resultados



**CHANGE DATA TYPES** tiene las opciones:

- Venta al por menor por volumen.
  - Venta al por menor por valor monetario

	Value RSP - Col\$ bn - Current Prices	534,316.0	546,480.7	5
Instant Coffee - Retail Volume - Tonnes	20,815.9	23,260.2		
RTD Coffee - Off-trade Value RSP - R\$ mn - Current Prices	1.1	1.4		
RTD Coffee - Off-trade Volume - mn litres	0.1	0.1		
Coffee - Retail Value RSP - Col\$ bn - Current Prices	1,082.6	1,097.3		
Coffee - Retail Volume - Tonnes	62,423.9	61,610.0		
Fresh Coffee - Retail Value RSP - Col\$ bn - Current Prices	870.8	867.8		
Fresh Coffee - Retail	57,744.1	56,864.1		

De clic en **CHANGE CATEGORIES** para cambiar o aumentar categorías

# Búsqueda por categorías (4)

## Opciones para cambiar resultados

The screenshot shows a data analysis interface with a sidebar on the left and a main content area on the right.

**Sidebar (Left):**

- Change Time Series** (dropdown menu)
- Change Data Types** (dropdown menu)
- Change Categories** (dropdown menu)
  - Industries
    - Alcoholic Drinks
    - Apparel
    - Beauty and Personal Care
    - Consumer Appliances
    - Consumer Electronics
    - Consumer Finance
    - Consumer Foodservice
    - Consumer Health
    - Eyewear
    - Fresh Food
    - Health and Wellness
    - Home and Garden
    - Home Care
    - Hot Drinks
      - Coffee
        - Fresh Coffee
        - Instant Coffee
      - Tea
      - Other Hot Drinks
    - Packaged Food
- Apply** (button)
- Change Geographies** (dropdown menu)
- More Results** (dropdown menu)

# Búsqueda por categorías (5)

## Opciones para cambiar resultados

Change Data Types ▶

Change Categories ▶

Change Geographies ▶

- World
- Asia Pacific
- Australasia
- Eastern Europe
- Latin America
- Middle East and Africa
- North America
- Western Europe
- Economic regional totals
  - Americas
  - APEC
  - ASEAN
  - BRIC
  - Developed Countries
  - Emerging and Developing Countries
  - EU
  - Europe
  - EuroZone

Apply

More Results ▾

	Volume - Tonnes	
Instant Coffee - Retail Value RSP - R\$ mn - Current Prices	959.2	
Instant Coffee - Retail Volume - Tonnes	20,815.9	
RTD Coffee - Off-trade Value RSP - R\$ mn - Current Prices	1.1	
RTD Coffee - Off-trade Volume - mn litres	0.1	
Coffee - Retail Value RSP - Col\$ bn - Current Prices	1,082.6	
Coffee - Retail Volume - Tonnes	62,423.9	
Fresh Coffee - Retail Value RSP - Col\$ bn - Current Prices	870.8	
Fresh Coffee - Retail Volume - Tonnes	57,744.1	
Instant Coffee - Retail Value RSP - Col\$ bn - Current Prices	211.9	
Instant Coffee - Retail Volume - Tonnes	4,679.7	
RTD Coffee - Off-trade Value RSP - Col\$ bn -		

Se despliega información sobre países o regiones económicas

# Búsqueda por industrias

Passport GMID

Euromonitor.com | Welcome Guest of Universidad de Lima, Perú | Log Out

SEARCH INDUSTRIES ▾ COUNTRIES & CONSUMERS ▾

Modify Search Results List Statistics Analysis

Otra opción de búsqueda es por: **INDUSTRIAS**. De clic aquí

Convert Data

- + Currency conversions
- + Current/constant
- + Volume conversions
- + Unit multiplier
- + Growth
- + Per capita/household

Market Sizes | Historic

Key: Related Analysis Chart this Row Company Shares Brand Shares

Change View	2006	2007	2008	2009	
Brazil					
	Coffee - Retail Value RSP - R\$ mn - Current Prices	5,814.7	7,046.9	6,972.5	7,635.7
	Coffee - Retail Volume - Tonnes	555,131.9	569,740.9	578,138.7	596,132.7
	Fresh Coffee - Retail Value RSP - R\$ mn - Current Prices	4,855.5	5,849.1	5,754.3	6,337.0
	Fresh Coffee - Retail Volume - Tonnes	534,316.0	546,480.7	554,947.4	572,457.1
	Instant Coffee - Retail Value RSP - R\$ mn -	959.2	1,197.8	1,218.3	1,298.7

# Búsqueda por industrias (2)

INDUSTRIES ▾ COUNTRIES & CONSUMERS ▾ COMING SOON ▾ MY PAGES ▾ HELP

CONSUMER PRODUCTS	SERVICES	SUPPLY
Alcoholic Drinks	Packaged Food	Consumer Finance
Apparel	Personal Accessories	Consumer Foodservice
Beauty and Personal Care	Pet Care	Retailing
Consumer Appliances	Soft Drinks	Travel and Tourism
Consumer Electronics	Tissue and Hygiene	
Consumer Health	Tobacco	
Eyewear	Toys and Games	
Fresh Food		
Health and Wellness		
Home and Garden		
Home Care		
Hot Drinks		

Seleccione,  
por ejemplo:  
**HOT DRINKS**

1 5,754.

Time Series ►

Current Prices

Se despliega esta información donde las industrias están organizadas por categorías.

# Búsqueda por industrias (3)

The screenshot shows a user interface for searching across various industries. It includes four main search boxes: 'SEARCH TREE' (Select category...), 'VIEW TOP COUNTRIES' (Choose a category: Size, Forecast, Growth, Historic), 'VIEW TOP CATEGORIES' (Choose a geography...: Size, Forecast, Growth, Historic), and 'VIEW TOP COMPANIES' (Select company...). To the right is a large circular icon labeled 'DASHBOARDS VISUALISE DATA' with a dropdown menu for selecting a dashboard.

## More Than a Remedy Medicine to Everyday Beverage

Opinion | 30 Nov 2012



**Jonas Feliciano**  
Analyst - Beverages

ranging from flu-like symptoms to kidney health. Beverage companies have expanded their fruit and herbal offerings rather than just treatment. By positioning themselves with the current health trend, opportunities for premiumisation and interesting new flavours and formulations could drive growth for these markets.

[Continue reading >](#)

Cada categoría ofrece diversas opciones de búsqueda

Muestra reportes actualizados sobre las **BEBIDAS CALIENTES** en el mundo.

### DID YOU KNOW?

Value of Russian instant coffee market jumped to #1 in 2011

[See the Data >](#)

Brazil set to lead per capita coffee consumption growth

Want coffee preferences by

## Outlook of Twinings Tea Geographic Split

Published 14 Nov 2012

**LATEST RESEARCH** | [More >](#)

10 Global Consumer Trends for the Next Five Years --  
Strategy Briefing

Opinion | 23 November 2012

Drona Kolinska dd in Hot Drinks (Slovenia)



# Búsqueda por industrias (4)

The screenshot shows a user interface for searching across various industries. On the left, there's a 'SEARCH TREE' section with a dropdown for 'Select category...' and a 'Go >' button. In the center, there are two sections: 'VIEW TOP COUNTRY' and 'VIEW TOP COMPANIES', each with dropdowns for 'Select company...' and 'Go >' buttons. Both sections have filter options for 'Choose a category' (Size, Forecast, Growth, Historic, Per cap.) and 'Metric' (Size, Forecast, Growth, Historic, Per cap.). An orange callout box with the text 'Haga clic en SEARCH TREE' and an arrow pointing to the 'SEARCH TREE' section is overlaid on the interface. On the right, there's a large circular icon labeled 'DASHBOARDS VISUALISE DATA' with a 'Select...' dropdown and a 'Go >' button.

## More Than a Remedy: Shifting Fruit/Herbal Teas from Medicine to Everyday Beverage

Opinion | 30 Nov 2012



**Jonas Feliciano**  
Analyst - Beverages

While many beverage manufacturers search for ways to make their products more appealing to health and wellness consumers, fruit and herbal teas have long been associated with health. This is particularly true in central European countries such as Germany, Switzerland, Poland and the Czech Republic where fruit and herbal teas are used to treat ailments ranging from flu-like symptoms to kidney health. Based on the strength of these medicinal teas, companies have expanded their fruit and herbal offerings to products that promote overall health, rather than just treatment. By positioning themselves with the current health trend, opportunities for premiumisation and interesting new flavours and formulations could drive growth for these markets.

[Continue reading >](#)

## Outlook of Twinings Tea Geographic Split

Published 19 Nov 2012

### DID YOU KNOW?

Value of Russian instant coffee market jumped to #1 in 2011

[See the Data >](#)

Brazil set to lead per capita coffee consumption growth

[See the Data >](#)

Fresh and instant coffee preferences by region

[See the Data >](#)

### LATEST RESEARCH | [More >](#)

10 Global Consumer Trends for the Next Five Years -- Strategy Briefing

Opinion | 23 November 2012

[Dražen Kulinčić on Hot Drinks \(Slovenia\)](#)



# Búsqueda por industrias (5)

The screenshot shows the Passport GMID search interface. On the left, there's a 'SEARCH TREE' section with dropdown menus for 'Select category...' and 'Select Geography ...'. A callout bubble points to the 'Select category...' dropdown with the text: 'Se desplegará este listado donde podrá seleccionar la sub categoría deseada...'. Below the search tree is a 'VIEW TOP COUNTRIES' section with a dropdown menu. At the top of the page is a navigation bar with links for Passport GMID, Euromonitor.com, Welcome Guest of Universidad de Lima, Perú, Log Out, and Enter keywords. The main content area has tabs for SEARCH, INDUSTRIES, COUNTRIES & CONSUMERS, COMING SOON, MY PAGES, and HELP. The INDUSTRIES tab is active, showing a 'Menu Search' dropdown and several search options: Companies or Brands, Packaging, Closures, and Advanced Text. To the right of the search options is a 'CATEGORY TREE' sidebar with a tree view of industries. An orange arrow points from the 'SEARCH TREE' callout to the 'Industries' node in the category tree. The 'Industries' node is expanded, showing categories like Alcoholic Drinks, Apparel, Beauty and Personal Care, etc. Underneath the 'Hot Drinks' node, the 'Coffee' node is selected, indicated by a checked checkbox. A callout bubble points to this selection with the text: '.... luego procederá con los mismos pasos que ejecutó bajo la opción SEARCH TREE'. To the right of the category tree is a 'CATEGORY SUMMARY' box containing a single entry: 'Coffee'. At the bottom of the page are buttons for 'Clear Selection' and 'Now Choose Geographies'.

SEARCH TREE

Select category...

Select category...

Hot Drinks

Coffee

Tea

Other Hot Drinks

Select Geography ...

VIEW TOP COUNTRIES

Choose...

SEARCH

INDUSTRIES

COUNTRIES & CONSUMERS

COMING SOON

MY PAGES

HELP

Passport GMID

Euromonitor.com | Welcome Guest of Universidad de Lima, Perú | Log Out

Enter keywords

Menu Search Companies or Brands Packaging Closures Advanced Text

CATEGORY TREE

Enter Filter Keywords

Filter Tree

Industries

- + Alcoholic Drinks
- + Apparel
- + Beauty and Personal Care
- + Consumer Appliances
- + Consumer Electronics
- + Consumer Finance
- + Consumer Foodservice
- + Consumer Health
- + Eyewear
- + Fresh Food
- + Health and Wellness
- + Home and Garden
- + Home Care
- + Hot Drinks
- +  Coffee
- Fresh Coffee
- Instant Coffee
- Tea
- Other Hot Drinks
- Packaged Food

Clear Selection

Now Choose Geographies

CATEGORY SUMMARY

Coffee

# Búsqueda por industrias (6)

**VIEW TOP COUNTRIES**

Choose a category ▾

Size       Forecast  
 Growth       Historic  
 Per cap.

Si no selecciona, por descarte, obtendrá los datos marcados

Go ▶

1) Para ver los países mejores posicionados en una determinada industria, posiciónese en la opción **VIEW TOP COUNTRIES** y de clic en la flecha de esta caja.

**VIEW TOP COUNTRIES**

Choose a category ▾

Choose a category

Hot Drinks

**Coffee**

Other Hot Drinks

Tea

2) Se desplegará este listado donde podrá seleccionar la sub categoría deseada. Por ejemplo, de clic en **COFFEE**

**VIEW TOP COUNTRIES**

Coffee ▾

Size       Forecast  
 Growth       Historic  
 Per cap.

Go ▶

3) El término se insertará en la caja de búsqueda...

...luego haga clic en **GO**

# Búsqueda por industrias (7)

Modify  
Search

Results List

Statistics

- 4) Aparecerá este cuadro con los países mejor posicionados en la industria del café, y con los datos de tamaño del mercado y su proyección al 2016.

Venta al por menor expresado en millones de \$ Precio real Tipo de cambio

Historic/Forecast | Retail Value RSP | US\$ mn | Constant 2011 Prices | Fixed 2011 Exchange Rates

Analysis Chart this Row Company Shares Brand Shares

2011 ▾ 2012 ▾ 2013 ▾ 2014 ▾ 2015 ▾ 2016 ▾

	USA	9,032.1	9,434.7	9,489.5	9,517.8	9,515.5	9,620.3
	Brazil	6,560.6	6,964.1	7,328.0	7,774.6	8,215.0	8,686.6
	Germany	6,872.4	6,818.6	7,091.2	7,359.1	7,641.2	7,918.9
	Russia	4,117.2	4,288.2	4,551.0	4,929.9	5,257.0	5,691.6
	Japan	5,448.5	5,484.5	5,526.9	5,567.7	5,607.9	5,646.1
	France	3,486.5	3,635.3	3,775.8	3,886.2	3,984.3	4,069.8
	Italy	2,294.1	2,369.1	2,436.9	2,519.3	2,587.2	2,634.4
	Mexico	1,550.7	1,623.0	1,694.4	1,767.0	1,839.2	1,911.9
	United Kingdom	1,721.8	1,770.9	1,812.2	1,848.2	1,875.8	1,906.1
	Poland	1,736.2	1,738.0	1,733.3	1,725.7	1,726.9	1,729.1



[Category definitions](#) | [Calculation variables](#)

Research Sources:

1. Hot Drinks: Euromonitor from trade sources/national statistics

# Búsqueda por industrias (8)



1) Para ver el posicionamiento de una determinada industria en un país específico, posiciónate en **VIEW TOP CATEGORIES**, y da clic en la flecha de esta caja.



2) Se desplegará una lista de continentes. Por ejemplo, de clic en **LATIN AMERICA**



3) El término se insertará en la caja de búsqueda.

...luego de clic en la flecha de esta otra caja para seleccionar el país.

# Búsqueda por industrias (9)

VIEW TOP CATEGORIES

- Latin America
- Brazil
- Now choose a country...
- Latin America
- Argentina
- Bolivia
- Brazil**
- Chile
- Colombia
- Costa Rica
- Dominican Republic
- Ecuador
- Guatemala
- Mexico
- Peru
- Uruguay
- Venezuela

4) Se desplegará una lista de países. Por ejemplo, de clic en **BRAZIL...**

VIEW TOP CATEGORIES

- Latin America
- Brazil

Size       Forecast  
 Growth       Historic  
 Per cap.

Go >

... luego haga clic en **GO**

5) Aparecerá este cuadro con información sobre el posicionamiento de la industria del café en Brasil.

Modify Search Results List Statistics

Convert Data

- + Currency conversions
- + Current/constant
- + Unit multiplier
- + Growth
- + Per capita/household
- + Unit price

Change Time Series ▶ Change Data Types ▶ Change Categories ▶

Market Sizes | Historic/Forecast | Retail Value RSP | US\$ mn | Constant 2011 Prices | Fixed 2011 Exchange Rates

Key:  Related Analysis  Chart this Row

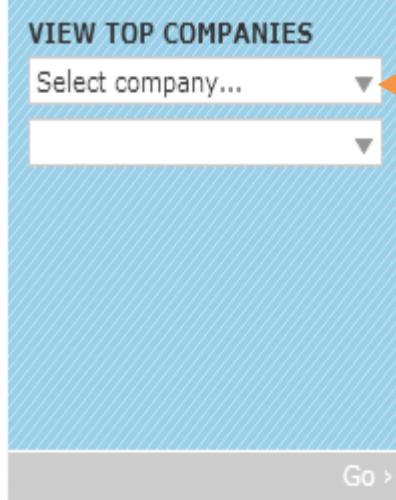
		2011 ▾	2012 ▾	2013 ▾	2014 ▾	2015 ▾	2016 ▾
	Brazil						
<input type="checkbox"/>	Fresh Coffee	5,599.2	5,966.3	6,295.1	6,693.7	7,099.9	7,537.7
<input type="checkbox"/>	Flavoured Powder Drinks	1,465.1	1,556.4	1,650.7	1,781.9	1,881.6	1,989.9
<input type="checkbox"/>	Instant Coffee	961.4	997.8	1,032.9	1,080.9	1,115.2	1,149.0
<input type="checkbox"/>	Fruit/Herbal Tea	472.8	502.3	530.5	557.6	582.7	607.1
<input type="checkbox"/>	Other Plant-based Hot Drinks	85.3	82.2	79.4	77.0	75.0	73.2

Category definitions | Calculation variables

Research Sources:

1. Hot Drinks: Euromonitor from trade sources/national statistics

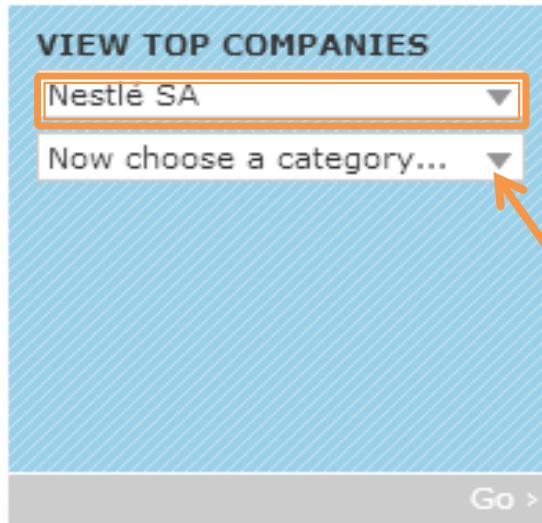
# Búsqueda por industrias (10)



1) Para ver el posicionamiento de una compañía en una determinada industria, posicionarse en **VIEW TOP COMPANIES**, y de clic en la flecha de esta caja.



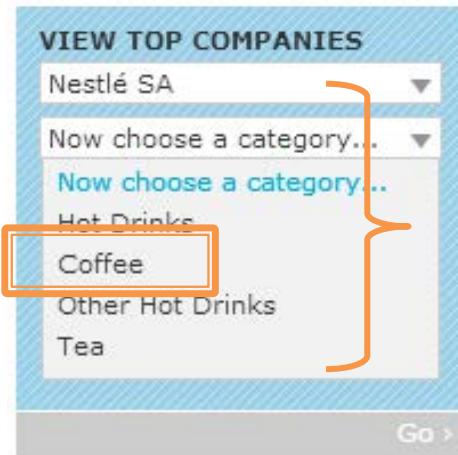
2) Se desplegará una lista de compañías. Por ejemplo, de clic en **NESTLÉ**



3) El término se insertará en la caja de búsqueda.

...luego de clic en la flecha de esta otra caja para seleccionar la industria.

# Búsqueda por industrias (11)



4) Se desplegará una lista de categorías dentro de **HOT DRINKS**. Por ejemplo, de clic en **COFFEE**, y luego a **GO**

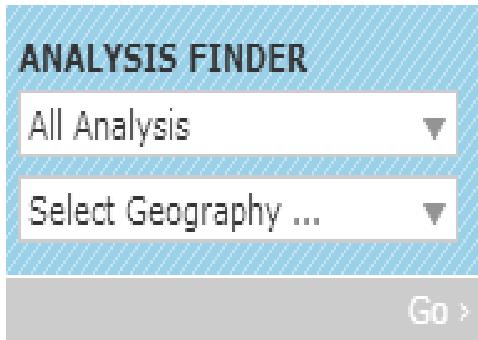
The screenshot shows the homepage of Passport GMID. The top navigation bar includes 'SEARCH', 'INDUSTRIES ▾', 'COUNTRIES & CONSUMERS ▾', 'COMING SOON ▾', 'MY PAGES ▾', and 'HELP'. Below the navigation is a search bar with 'Enter keywords' and a magnifying glass icon. The main content area has tabs for 'Modify Search', 'Results List' (which is selected), and 'Statistics'.

The screenshot shows a detailed data analysis interface. On the left, a sidebar titled 'Convert Data' has options for 'Share type', 'Unit type', and 'Currency conversions'. Below this are buttons for 'Change Time Series ▾', 'Change Data Types ▾', 'Change Categories ▾', and 'Change Geographies ▾'. The main content area shows a table titled 'Company Shares (by Global Brand Owner) | Historic | Retail Value RSP | % breakdown'. The table lists Nestlé SA's market share across various regions from 2006 to 2011. An orange arrow points from the 'Change Categories' button towards the table.

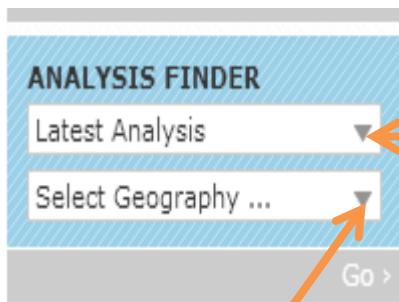
5) Aparecerá este cuadro con información sobre el posicionamiento de Nestlé en el mundo.

Company Shares (by Global Brand Owner)   Historic   Retail Value RSP   % breakdown							
Key: <input type="checkbox"/> Related Analysis <input checked="" type="checkbox"/> Chart this Row <input type="checkbox"/> Brand Shares							
		2006	2007	2008	2009	2010	2011
Nestlé SA							
	<input type="checkbox"/> <input checked="" type="checkbox"/>	World	21.7	21.8	22.2	22.6	22.7
	<input type="checkbox"/> <input checked="" type="checkbox"/>	Asia Pacific	41.5	40.9	41.3	41.3	41.9
	<input type="checkbox"/> <input checked="" type="checkbox"/>	Azerbaijan	4.1	4.1	5.8	6.2	7.4
	<input type="checkbox"/> <input checked="" type="checkbox"/>	China	68.5	68.1	67.6	67.8	69.0
	<input type="checkbox"/> <input checked="" type="checkbox"/>	Hong Kong, China	48.3	50.2	51.4	52.1	52.3
	<input type="checkbox"/> <input checked="" type="checkbox"/>	India	29.5	30.6	32.0	32.8	30.6
	<input type="checkbox"/> <input checked="" type="checkbox"/>	Indonesia	20.1	20.9	22.7	23.5	24.9
	<input type="checkbox"/> <input checked="" type="checkbox"/>	Japan	38.0	35.0	34.6	33.8	34.5
	<input type="checkbox"/> <input checked="" type="checkbox"/>	Kazakhstan	39.6	38.6	37.5	34.6	33.8
	<input type="checkbox"/> <input checked="" type="checkbox"/>	Malaysia	53.5	47.8	45.4	43.6	42.8
	<input type="checkbox"/> <input checked="" type="checkbox"/>	Pakistan	50.9	51.0	52.6	52.1	53.4
	<input type="checkbox"/> <input checked="" type="checkbox"/>	Philippines	87.1	86.7	87.1	87.7	88.5
	<input type="checkbox"/> <input checked="" type="checkbox"/>	Singapore	35.4	35.2	36.7	39.1	39.6
	<input type="checkbox"/> <input checked="" type="checkbox"/>	South Korea	24.6	24.1	22.8	22.2	21.2
	<input type="checkbox"/> <input checked="" type="checkbox"/>						

# Búsqueda por industrias (12)

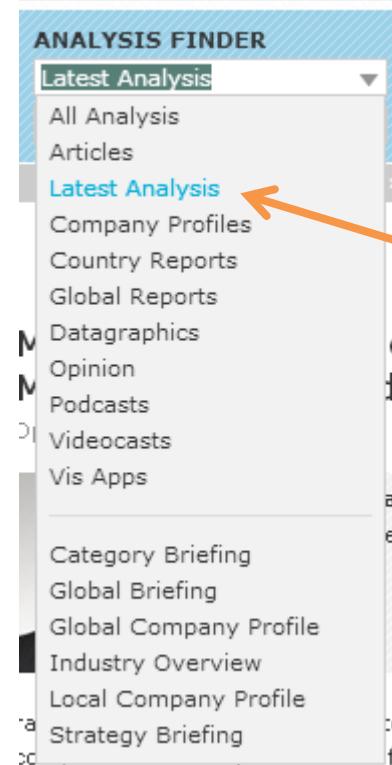


1) Para obtener rápidamente una serie de reportes, diríjase a **ALL ANALYSIS**, y de clic en la flecha de esta caja.



3) El término se insertará en la caja de búsqueda.

...luego haga clic en la flecha de esta otra caja para seleccionar el país.



2) Se desplegará una lista de reportes. Por ejemplo seleccione **LATEST ANALYSIS...**

# Búsqueda por industrias (13)

Latest Analysis

- All Geographies
- World
- + Asia Pacific
- Australasia
  - Australia
  - New Zealand
- + Eastern Europe
- Latin America
  - Argentina
  - Bolivia
  - Brazil
  - Chile
  - Colombia
  - Costa Rica
  - Dominican Republic
  - Ecuador
  - Guatemala
  - Mexico
  - Peru
  - Uruguay
  - Venezuela
- + Middle East and Africa
- North America
  - Canada
  - USA
- Western Europe
  - Austria

4) Se desplegará una lista de países. Por ejemplo, seleccione **PERÚ...** y luego a GO

Passport GMID

Euromonitor.com | Welcome Guest of Universidad de Lima, Perú | Log Out

SEARCH INDUSTRIES ▾ COUNTRIES & CONSUMERS ▾ COMING SOON ▾ MY PAGES ▾ HELP

RESULTS | Sort by Date

**by Category**

- Hot Drinks (6)
- Tea (5)
- Coffee (4)
- Other Hot Drinks (3)
- Bottled Water (1)
- Fruit/vegetable Juice (1)
- Soft Drinks (1)

**by Geography**

- World (1)
- Asia Pacific (1)
- Australasia (1)
- Eastern Europe (1)
- Latin America (2)
- Middle East and Africa (1)
- North America (1)
- Western Europe (1)

5)... los resultados se visualizarán de esta forma; cada reporte podrá ser exportado en PDF.

# Perfiles del consumidor

SEARCH INDUSTRIES ▾ COUNTRIES & CONSUMERS ▾ COMING SOON ▾ MY PAGES ▾ HELP

**Home**

WELCOME  
LEARN WHAT PASSPORT DOES

?

Watch an Overview

Create profile

See More in Help

COUNTRIES

- Economy, Finance and Trade
- Government, Labour and Education
- Industry, Infrastructure and Environment
- Technology, Communications and Media

CONSUMERS

- Consumer Trends and Lifestyles
- Income and Expenditure
- Population and Homes

ARDS DATA

Menu Search

- Companies or Brands
- Packaging
- Closures
- Advanced Text

Para ver perfiles de consumidores, de clic en la flecha de **COUNTRIES AND CONSUMERS**, y seleccione “**Consumers Trends and Lifestyles**”

# Perfiles del consumidor (2)

The screenshot shows the Euromonitor.com homepage. At the top, there's a navigation bar with links for SEARCH, INDUSTRIES, COUNTRIES & CONSUMERS, COMING SOON, and MY PAGES. Below the navigation is a section titled "Consumer Trends and Lifestyles". On the left, there's a "SEARCH TREE" dropdown menu and an "ANALYSIS FINDER" section with "All Analysis" and "Select Geography" dropdowns. In the center, there's a "VIEW TOP COUNTRIES" section with a dropdown menu set to "Forecast". A large orange callout box contains the text: "1) Aparecerá esta pantalla... luego dirígete a ANALYSIS FINDER y haga clic en la flecha de esta caja." An orange arrow points from this callout to the "ANALYSIS FINDER" section on the left.

1) Aparecerá esta pantalla... luego dirígete a **ANALYSIS FINDER** y haga clic en la flecha de esta caja.

The screenshot shows the "ANALYSIS FINDER" section of the Euromonitor.com website. It includes a "SEARCH TREE" dropdown and a list of analysis types: All Analysis, Articles, Latest Analysis, Country Reports, Global Reports, Datagraphics, Opinion, Podcasts, Videocasts, and Vis Apps. A dropdown menu is open under "Articles", showing options like "Consumer Lifestyles" and "Consumers in 2020". An orange callout box contains the text: "2) Se desplegarán una serie de reportes e informes, seleccione CONSUMER LIFESTYLES". An orange arrow points from this callout to the "Consumer Lifestyles" option in the dropdown menu.

2) Se desplegarán una serie de reportes e informes, seleccione **CONSUMER LIFESTYLES**

# Perfiles del consumidor (3)

SEARCH TREE  
Select category... ▾

ANALYSIS FINDER  
Consumer Lifestyles ▾

- Ukraine
- Latin America
  - Argentina
  - Bolivia
  - Brazil
  - Chile
  - Colombia
  - Costa Rica
  - Dominican Republic
  - Ecuador
  - Guatemala
  - Mexico
  - Peru
  - Venezuela
- Middle East and Africa
  - Algeria
  - Bahrain
  - Cameroon
  - Egypt

3)Diríjase al siguiente cajón, se desplegará una lista de países. Por ejemplo, de clic en **PERÚ**, luego haga clic en **GO**.

4) Aparecerá esta información, la que podrás imprimir, guardar y/o descargar en PDF

Passport GMID

Euromonitor.com | Welcome Guest of Universidad de Lima, Perú | Log Out Enter keywords 

SEARCH INDUSTRIES ▾ COUNTRIES & CONSUMERS ▾ COMING SOON ▾ MY PAGES ▾ HELP

Results List Analysis

Table of Contents

- CONSUMER HABITS IN CONTEXT
  - Current Behaviour within the Broader Economic Climate
  - Consumer Confidence
  - Misery Index
- LEARNING
  - School Life
  - University Life
- WORKING HABITS
  - Working Conditions
  - Women in the Workplace
  - Commuting
  - Alternative Work Options
  - Retirement
- EATING HABITS
  - Dining In
  - Food Choices
- Related Statistics

## Consumer Lifestyles in Peru

Consumer Lifestyles | 05 Apr 2012

### CONSUMER HABITS IN CONTEXT

#### Current Behaviour within the Broader Economic Climate

Overall, Peruvian consumers now enjoy higher disposable incomes and a wider variety of options for spending their money than at any point in the country's history. However, despite a continuing fall in the number of Peruvians living in poverty, income inequality remains high, with the richest citizens spending their earnings in ways that the poorest could barely imagine.

Peru did not escape unscathed from the financial crisis. Nonetheless, the country's recovery has been remarkable, particularly considering that some of the world's traditionally stable economies are now staring into a financial abyss. Indeed, Peru's economy was the 12th fastest-growing economy in the world in 2010. Further, in 2011 GDP increased by 7.2% over the previous year.

In 2011, overall consumer expenditure in Peru grew by 6.4% (in real terms) over prior year. This followed an increase of 6% in 2010. This growth was particularly impressive when put in the context of the slow economic growth seen in 2009. In 2011, 36.7% of overall spending was for the purchase of food and non-alcoholic drinks. In 2011, per capita disposable income grew by 5% over prior year, slightly slower than the 4.6% seen in 2010. At the same time, per capita consumer spending increased by 5% in 2011 compared to 4.6% in 2010.

The growth of Peru's middle class (now estimated to be 57% of the country) drove an overall increase in spending as well as changes in the types of goods consumers purchased. For example, demand for durable and luxury goods is now significantly higher than it was just five years ago. In addition, many Peruvians have more money to spend on travel, an expense that for many was considered a luxury just a few years ago. The wealthier elements of Peruvian society have also

# Perfiles de países

The screenshot shows the homepage of the Passport GMID website. At the top, there is a navigation bar with links for SEARCH, INDUSTRIES ▾, COUNTRIES & CONSUMERS ▾, and COMING SOON. Below the navigation bar, a large orange callout box contains instructions: "Para ver perfiles de países, de clic en la flecha de COUNTRIES AND CONSUMERS, y seleccione ‘Economy, finance and trade’". An orange arrow points from the text to the "Economy, Finance and Trade" link in the COUNTRIES & CONSUMERS dropdown menu. The main content area features a grid of categories under "COUNTRIES" and "CONSUMERS". The "Economy, Finance and Trade" category is highlighted with an orange border. The "CONSUMERS" section includes links for "Consumer Trends and Lifestyles", "Income and Expenditure", and "Population and Homes". To the right of the grid, there is a blue circle containing the text "ARDS DATA". At the bottom of the page, there are three calls-to-action: "Watch an Overview" (orange button), "Menu Search" (blue button), and "Launch Dashboard" (blue button). A large orange question mark icon is positioned on the left side of the page.

Passport GMID

Euromonitor.com | Welcome

SEARCH INDUSTRIES ▾ COUNTRIES & CONSUMERS ▾ COMING SOON

Home

WELCOME LEARN WHAT PASSPORT DOES

?

COUNTRIES

Economy, Finance and Trade

Government, Labour and Education

Industry, Infrastructure and Environment

Technology, Communications and Media

CONSUMERS

Consumer Trends and Lifestyles

Income and Expenditure

Population and Homes

ARDS DATA

Select...

Watch an Overview

Menu Search

Companies or Brands

Create profile

Launch Dashboard

SIDAD DALMA  
SCIENTIA ET PRAEVIA

# Perfiles de países (2)

The screenshot shows the Euromonitor Passport GMID homepage. At the top, there is a navigation bar with links for SEARCH, INDUSTRIES, COUNTRIES & CONSUMERS, COMING SOON, and MY PAGES. Below the navigation is a section titled "Economy, Finance and Trade". On the left, there is a "SEARCH TREE" with a dropdown menu set to "Select category..." and a "Go" button. Next to it is an "ANALYSIS FINDER" section with a dropdown menu set to "All Analysis" and another dropdown menu for "Select Geography ...". A third dropdown menu is also present in this section. To the right of these is a "VIEW TOP COUNTRIES" section with a dropdown menu set to "First choose a category..." and two radio buttons for "Forecast" and "Historic". Below these sections is a large blue circle containing the text "DASHBOARDS" and "VISUALISE DATA".

1) Aparecerá esta pantalla... luego dirígete a **ANALYSIS FINDER** y da clic en la flecha de esta caja.

The screenshot shows a sidebar menu from the Euromonitor website. The menu includes links for All Analysis, Articles, Latest Analysis, Country Reports, Datagraphics, Opinion, Podcasts, Videocasts, and Vis Apps. Below this is a section titled "Country Briefing" and "Country Profile". Under "Country Briefing", there is a link for "Monthly Economic Review". The "All Analysis" link is highlighted with a blue background. Below it is a dropdown menu labeled "Select Geography ..." with a "Go" button. Orange arrows point from the "Select Geography ..." dropdown in the first screenshot to the "Select Geography ..." dropdown here, and from the "All Analysis" link in the first screenshot to the "All Analysis" link here.

2) Se desplegarán una serie de reportes e informes. Para ver el perfil de un país de clic en **Country Profile** y para ver los riesgos y vulnerabilidades en el sector político, económico y financiero de un país, de clic en **Country Briefing**, luego seleccione el país y finalmente de clic en **GO**.

# Perfiles de países (3)

The screenshot shows the Euromonitor.com website interface. At the top, there's a navigation bar with 'Passport GMID', 'SEARCH', 'INDUSTRIES', 'RESULTS LIST', and 'ANALYSIS'. Below the navigation is a 'Table of Contents' section with links to 'Statistical Summary', 'Imports and Exports', 'Related Statistics' (with 'View Statistics'), 'Related Articles' (with 'More Related Items'), and 'More Related Items'. The main content area is titled 'Peru: Country Profile' and includes a sub-section 'Country Profile | 26 Oct 2012'. It contains a detailed text about Peru's economy, mentioning growth deceleration, increasing middle class, and mining investment. Below this is a 'KEY POINTS' section with two bullet points about economic activity and infrastructure. At the bottom right of the main content area is a small orange arrow pointing towards the download icon.

Perfil de Perú a texto completo, puede descargarse en PDF

Reporte sobre riesgos y vulnerabilidades en los ámbitos socio-políticos, económicos, financieros de Perú, también puede descargarse en PDF.

The screenshot shows the 'Risks and Vulnerabilities: Peru' page from Euromonitor.com. At the top, it says 'Country Briefing | 27 Jul 2011'. The main text discusses the Peruvian economy's fast growth between 2005 and 2010, mentioning fiscal policy, openness to trade, and foreign direct investment. Below this is a 'Summary' table:

Type of Risk	Level
Socio-political risk	Medium
Economic performance & external sector	Medium
Financial stability & real estate	Low
Government finance	Low
Energy	Low
Environmental risk	Medium

Note: The level of risk for each section has been assessed internally and rated based on the exposure each type of risk has to the overall economy.

Peru has the fifth largest population in Latin America at 29.4 million persons in 2010. The country's

# Dashboards

The screenshot shows the Passport GMID homepage. At the top, there is a navigation bar with links for SEARCH, INDUSTRIES ▾, COUNTRIES & CONSUMERS ▾, COMING SOON ▾, and MY PAGES. The main content area has three sections: "WELCOME LEARN WHAT PASSPORT DOES" with a large orange question mark, "SEARCH FIND WHAT YOU NEED NOW" with a magnifying glass icon, and "DASHBOARDS VISUALISE DATA" with a blue circle icon. An orange callout bubble points to the "DASHBOARDS" section, containing the text "Herramienta visual sobre industrias, países y consumidores".

Passport GMID

Euromonitor.com | Welcome Guest of Universidad de Valencia

SEARCH INDUSTRIES ▾ COUNTRIES & CONSUMERS ▾ COMING SOON ▾ MY PAGES

Home

WELCOME  
LEARN WHAT PASSPORT DOES

?

SEARCH  
FIND WHAT YOU NEED NOW

Menu Search

Companies or Brands

Packaging

Closures

Advanced Text

DASHBOARDS  
VISUALISE DATA

Select... ▾

Launch Dashboard

Herramienta visual  
sobre industrias,  
países y consumidores

# Dashboards (2)

SEARCH INDUSTRIES ▾ COUNTRIES & CONSUMERS ▾ COMING SOON ▾ MY PAGES ▾ HELP

**Home**

WELCOME  
LEARN WHAT PASSPORT DOES  
?

SEARCH  
FIND WHAT YOU NEED NOW

Watch an Overview

Create profile

See More in Help

Menu Search

Companies or Brands

Packaging

Closures

INDUSTRIES

Alcoholic Drinks	Packaging
Apparel	Personal Accessories
Beauty and Personal Care	Pet Care
Consumer Appliances	Retailing
Consumer Electronics	Soft Drinks
Consumer Finance	Tissue and Hygiene
Consumer Foodservice	Tobacco
Consumer Health	Toys and Games
Eyewear	Travel and Tourism
Fresh Food	
Health and Wellness	
Home and Garden	
Home Care	
Hot Drinks	
Packaged Food	

COUNTRIES & CONSUMERS

Consumer Trends and Lifestyles
Economy, Finance and Trade
Government, Labour and Education
Income and Expenditure
Industry, Infrastructure and Environment
Population and Homes
Technology, Communications and Media

Seleccione una industria y de clic a LAUNCH DASHBOARD

Launch Dashboard

# Dashboards (3)

**Hot Drinks Dashboard** Select...

**CATEGORY VIEW**

- Hot Drinks **Hot Drinks**
- Coffee
- Other Hot Drinks
- Tea

**HOT DRINKS**

Global View  
Region View  
**China**

Forecast Growth

Retail Value RSP, US\$ mn, Constant 2011, Fixed 2011 Ex. Rates, 2011–16 CAGR

8 - 13.0%  
1 - 4.6%  
8 - 3.0%  
0 - 1.6%  
.2 - 1.1%  
.9 - 2.9%  
Not Illustrated

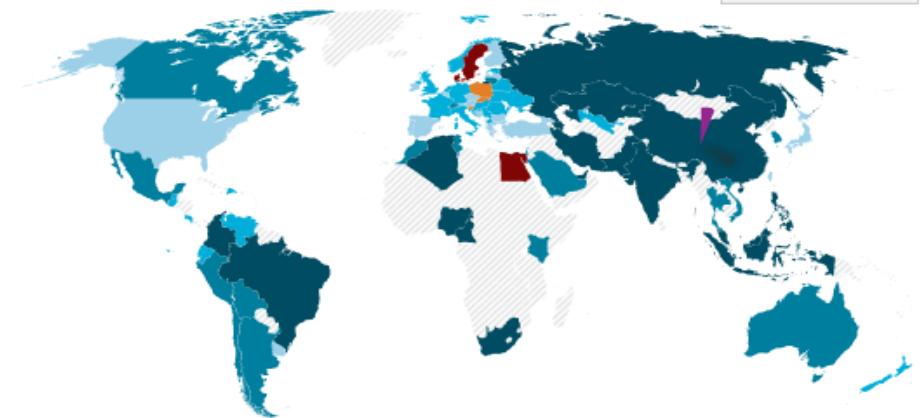
**QUICK STATS**

Market Size **13,260.4**  
2011, US\$ mn

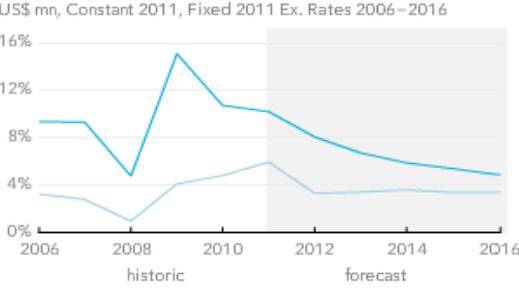
Per Capita **9.9**  
2011, US\$

Growth **6.2%**  
2011–16 CAGR

**PERCENTILE RANKING** selected country quickstats vs. other countries



**CATEGORY YOY GROWTH COMPARISON** US\$ mn, Constant 2011, Fixed 2011 Ex. Rates 2006–2016



© 2012 Euromonitor International

**1) Por descarte siempre obtendrá esta información: Bebidas calientes en China**

**2) Para cambiar los datos, seleccione la sub categoría y el país de su interés.**

# Dashboards (4)

SEARCH INDUSTRIES ▾ COUNTRIES & CONSUMERS ▾ COMING SOON ▾ MY PAGES ▾ HELP

## Hot Drinks Dashboard

Select... Go >

CATEGORY VIEW

- ▼ Hot Drinks
- ▶ Coffee
- ▶ Other Hot Drinks
- ▶ Tea

COFFEE

Global View  
Region View  
China

Forecast Growth

Retail Value RSP, US\$ mn  
Fixed 2011 Ex. Rates, 2010

Category	Growth Range
6.6 - 24.0%	China
4.3 - 6.4%	Chile
2.3 - 4.2%	Colombia
0.0 - 2.2%	Costa Rica
-0.1 - 0.7%	Croatia
-1.3 - -3.2%	
Not Illustrated	

Seleccione el país

China

QUICK STATS

Market Size: 953.3 (2011, US\$ mn)

Per Capita: 0.7 (2011, US\$)

Growth: 7.8% (2011-16 CAGR)

PERCENTILE RANKING selected country quickstats vs. other countries

81%  
5%  
91%

0 Percentile 50 Percentile 100

CATEGORY YOY GROWTH COMPARISON

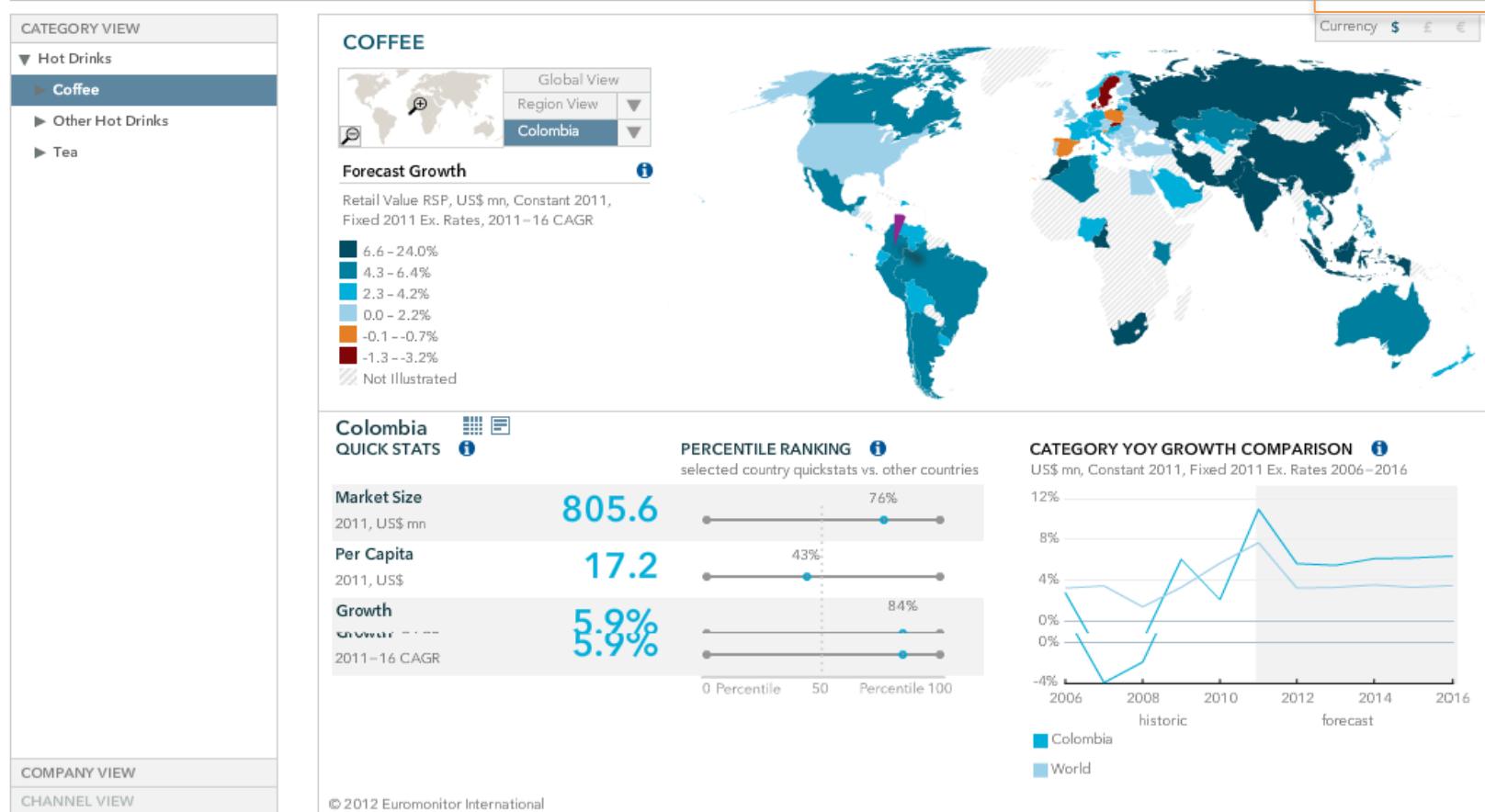
US\$ mn, Constant 2011, Fixed 2011 Ex. Rates 2006-2016

Universidad de La Plata  
Scientia et Praxis

# Dashboards (5)

## Hot Drinks Dashboard

Se obtendrán todos estos resultados en una sola pantalla, la cual podrá descargarse en JPG o exportarse a un power point



# Guardar búsqueda, crear alertas y RSS

Home

**WELCOME**  
LEARN WHAT PASSPORT DOES

**SEARCH**  
FIND WHAT YOU NEED NOW

**DASHBOARDS**  
VISUALISE DATA



Si desea guardar información dentro de la misma base, y crear alertas, tiene que registrarse.

**Watch an Overview**

**Create profile**

**See More in Help**

**Menu Search**

**Companies or Brands**

**Packaging**

**Closures**

**Advanced Text**

Select...

**Launch Dashboard**

Para crear su usuario da clic en **Create profile**.

# Guarda tu búsqueda, crea alertas y RSS (2)

Llene el formulario

## Manage My Details

### NAVIGATE

My Details

### MY DETAILS

#### PERSONAL DETAILS

Title:

Name:

Course:

Department:

#### WHERE ARE YOU?

City:

Country:

Region:

Help Video Language:

#### CONTACT/LOGIN DETAILS

Phone:

Email address:

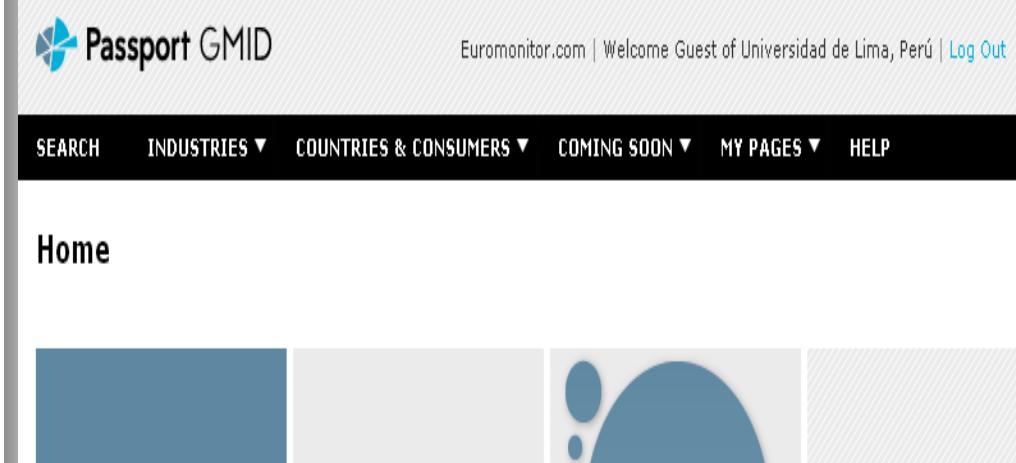
Confirm email:

Password:

Confirm Password:

Submit >

1) Cuando esté registrado, consulte la base, deslogueándose primero del usuario **Guest de la Universidad de Lima** para ello haga clic en **Log out**.



# Guarda tu búsqueda, crea alertas y RSS (3)

Welcome to Passport

NEW USERS REGISTER HERE



Welcome to Passport, Euromonitor International's gateway to global strategic intelligence. Registering will provide you access to our award winning database and analysis tools to help you.

New Users Register Here >

ALREADY USING PASSPORT? LOGIN HERE

Welcome back to Passport, Euromonitor International's gateway to global strategic intelligence.

You must register your details to access this site. If you've not already done so, click "New Users Register Here." To login automatically next time check (Remember Me).

Email Address:

Password:

[Forgot Password?](#)

Remember Me [Login >](#)

2) Aparecerá esta pantalla solicitando su correo y password.

ALREADY USING PASSPORT? LOGIN HERE

Welcome back to Passport, Euromonitor International's gateway to global strategic intelligence.

You must register your details to access this site. If you've not already done so, click "New Users Register Here." To login automatically next time check (Remember Me).

Email Address:

dsoto@ulima.edu.pe

Password:

\*\*\*\*\*

[Forgot Password?](#)

Remember Me [Login >](#)

... una vez llenados los datos, de clic en **Login**.

# Guardar búsqueda, crear alertas y RSS (4)

Passport GMID Euromonitor.com | Welcome Delia Soto of Universidad de Lima, Perú | Switch Account | Log Out Enter key

SEARCH INDUSTRIES ▾ COUNTRIES & CONSUMERS ▾ COMING SOON ▾ MY PAGES ▾ HELP

Home

Una vez logueado, su usuario aparecerá enlazado a la cuenta de la Universidad de Lima

WELCOME  
LEARN WHAT PASSPORT DOES  
?

Watch an Overview  
See More in Help

MY PAGES  
PERSONALISE PASSPORT  
Briefcase icon

SEARCH  
FIND WHAT YOU NEED NOW  
Magnifying glass icon

DASHBOARDS  
VISUALISE DATA  
Large blue circle icon

Select...  
Launch Dashboard

Your Home Page  
Saved Research  
Downloads  
Manage Profile

Menu Search  
Companies or Brands  
Packaging  
Closures  
Advanced Text

The screenshot shows the Passport GMID homepage. At the top, there's a navigation bar with links for SEARCH, INDUSTRIES, COUNTRIES & CONSUMERS, COMING SOON, MY PAGES, and HELP. A welcome message for 'Delia Soto of Universidad de Lima, Perú' is displayed, along with 'Switch Account' and 'Log Out' options. An 'Enter key' placeholder is visible on the right. Below the navigation, a large orange callout box contains the text: 'Una vez logueado, su usuario aparecerá enlazado a la cuenta de la Universidad de Lima'. The main content area is divided into four sections: 'WELCOME' (with a question mark icon), 'MY PAGES' (with a briefcase icon), 'SEARCH' (with a magnifying glass icon), and 'DASHBOARDS' (with a large blue circle icon). Each section has associated sub-links. On the far right, there's a sidebar with 'Select...' and 'Launch Dashboard' buttons.

# Guardar búsqueda, crear alertas y RSS (5)

## Consumer Lifestyles in Peru

Consumer Lifestyles | 05 Apr 2012

### CONSUMER HABITS IN CONTEXT

#### Current Behaviour within the Broader Economic Climate

Overall, Peruvian consumers now enjoy higher disposable incomes than at any point in the country's history, the number of Peruvians living in poverty, income inequality remains high, and many are spending their earnings in ways that the poorest could barely imagine.

Peru did not escape unscathed from the financial crisis. Nonetheless, the country's resilience has been remarkable, particularly considering that some of the world's traditional economies have now started into a financial abyss. Indeed, Peru's economy was the 12th fastest



**1) En su cuenta personal podrá guardar información, dando clic a este ícono**

**2) Aparecerá esta pantalla para que llene el formulario**

**Add to my saved research**

Save your selection to My Research in My Pages to share/access important findings.

Title

Description (optional)

Save to:

My Research

Shared Research List

**Cancel** **Save**

# Guardar búsqueda, crear alertas y RSS (6)

## Add to my saved research

Save your selection to My Research in My Pages to share/access important findings.

Title

Description (optional)

Save to:  
 My Research  
 Shared Research List

3)Lo puede llenar con los datos de su búsqueda y luego le da clic a **SAVE**

**Cancel** **Save**

4)Finalmente aparecerá este recuadro informándole que su búsqueda ha sido guardada.



# Guarda tu búsqueda, crea alertas y RSS (7)

The screenshot shows the Euromonitor.com website interface. At the top, there is a navigation bar with links for 'COUNTRIES & CONSUMERS ▾', 'COMING SOON ▾', 'MY PAGES ▾' (which is highlighted with an orange arrow), and 'HELP'. Below the navigation bar, there is a search bar with a magnifying glass icon. A large orange callout box points to the 'MY PAGES' link in the navigation bar, containing the text: 'Para visualizar sus archivos guardados haga clic en MY PAGES...'. On the left side of the page, there is a sidebar with the word 'lysis' partially visible. In the center, there is a main content area with a heading 'Consumer Lifestyles in Peru' and a sub-heading 'Consumer Lifestyles | 05 Apr 2012'. To the right of the main content, there is a small set of icons. A second orange callout box points to the 'Saved Research' option in a dropdown menu that appears when the 'MY PAGES' link is clicked. This dropdown menu includes options for 'My Home', 'Saved Research' (which is circled in orange), 'My Downloads', and 'Manage Profile'. An orange arrow also points from this callout box to the 'Saved Research' link in the dropdown.

## Consumer Lifestyles in Peru

Consumer Lifestyles | 05 Apr 2012

### CONSUMER HABITS IN CONTEXT

#### Current Behaviour within the Broader Economic Climate

Overall, Peruvian consumers now enjoy higher disposable incomes and a wider variety of options for spending their money than at any point in the country's history. However, despite a continuing fall in the number of Peruvians living in poverty, income inequality remains high, with the richest citizens spending their earnings in ways that the poorest could barely imagine.

Peru did not escape unscathed from the financial crisis. Nonetheless, the country's recovery has

# Guarda tu búsqueda, crea alertas y RSS (8)

 Passport GMID      Euromonitor.com | Welcome Delia Soto of Universidad de Lima, Perú | [Switch Account](#) | [Log Out](#)      Enter keywords

SEARCH INDUSTRIES ▾ COUNTRIES & CONSUMERS

## My Saved Research

NAVIGATE

- My Home
- Saved Research
  - My Research
  - All Research
- My Downloads
- Manage Profile
  - My Details
  - Category/Geography Feed

RESULTS | Sort by

Así se visualizará la información que guardó

-  Perfil del consumidor de Peru Analysis | 5 December 2012 | Delia Soto | [Edit](#) | [Delete](#) | [Show details](#)
-  Income Search Results | 30 November 2012 | Delia Soto | [Edit](#) | [Delete](#) | [Show details](#)
-  art culo Analysis | 30 November 2012 | Delia Soto | [Edit](#) | [Delete](#) | [Show details](#)
-  Alcoholic drinks Search Results | 30 November 2012 | Delia Soto | [Edit](#) | [Delete](#) | [Show details](#)
-  beer1 Statistics | 30 November 2012 | Delia Soto | [Edit](#) | [Delete](#) | [Show details](#)
-  Beer Statistics | 29 November 2012 | Delia Soto | [Edit](#) | [Delete](#) | [Show details](#)
-  Coffee in Peru Analysis | 29 March 2012 | Delia Soto | [Edit](#) | [Delete](#) | [Show details](#)
-  Altomayo Analysis | 29 March 2012 | Delia Soto | [Edit](#) | [Delete](#) | [Show details](#)
-  Bebidas alcoholicas Search Results | 11 August 2011 | Delia Soto | [Edit](#) | [Delete](#) | [Show details](#)
-  beauty care Analysis | 17 February 2011 | Delia Soto | [Edit](#) | [Delete](#) | [Show details](#)

FILTER RESULTS Total: (10)

By Date

- Last Year (8)
- Last 3 Months (6)
- ... (1)

# HELP

 **Passport GMID** Euromonitor.com | Welcome Delia Soto of Universidad de Lima, Perú | Switch Account | Log Out

SEARCH INDUSTRIES ▾ COUNTRIES & CONSUMERS ▾ COMING SOON ▾ MY PAGES ▾ HELP

## Home

**WELCOME**  
LEARN WHAT PASSPORT DOES

?

**Watch an Overview**

**See More in Help**

De clic en See More Help

**MY PAGES**  
PERSONALISE PASSPORT



**SEARCH**  
FIND WHAT YOU NEED NOW



**DASHBOARDS**  
VISUALISE DATA



Select... ▾

Launch Dashboard



# HELP (2)

HELP HELP VIDEOS FAQ DEFINITIONS UPDATE SCHEDULE ABOUT PASSPORT METHODOLOGY CALCULATION VARIABLES CONTACT US

## Passport Help

### SECTIONS

[Help Videos](#)

[FAQ](#)

[Definitions](#)

[Update Schedule](#)

[About Passport](#)

[Methodology](#)

[Calculation Variables](#)

[Contact Us](#)

a) **HELP Videos** le ofrece la opción de ver tutoriales en español.

Asked Questions (FAQ).

b) Haga clic en **FAQ** (preguntas frecuentes)

...navigational tool in the orange bar to jump to the Getting Started Video and Frequently



# **HELP - FAQ (Preguntas frecuentes)**

## Frequently Asked Questions

**ENTER KEYWORDS**

---

All Categories

Search FAQ >

**CATEGORIES**

- Most Frequently Asked
- About Passport
- Alcoholic Drinks
- Beauty and Personal Care
- Consumer Appliances
- Consumer Finance
- Consumer Foodservice
- Consumer Health
- Fresh Food
- Glossary of Terms
- Health and Wellness**
- Home Care
- Hot Drinks
- Ingredients
- Luxury Goods
- Packaged Food
- Packaging
- Pet Care
- Research Methodology
- Retailing
- Soft Drinks
- Statistics
- Tissue and Hygiene
- Tobacco
- Travel and Tourism
- Indulging Content

## **Research Methodology**

H

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type  
cha  
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sam  
perf  
analysis of trends and market dynamics; 5) we offer a total global picture. Essentially we complement the role of audit data - you will still need audit data for tactical analysis on a brand level, but Euromonitor's strategic intelligence provides the wider context of the market - what brands are competing, and the underlying supply and demand trends over the longer term. So Euromonitor's strategic market intelligence offers a relatively low cost for all countries (so also allowing you to look at coverage of the whole retail universe for each product (minor grocery channels, for example); global geographic coverage; definitions for international comparability of data unmatched by anyone else; as well as what (what are the longer term trends shaping markets? where are the potential opportunities? which are the competitive threats?); user-friendly reference tool on new products, brands and markets; research and IT support from us, to help your people make the most of the analysis.

También, encontrará un glosario de términos económicos

#### **What is your approach to forecasting?**

**Do you go back to your old forecasts to see if you got them right?**

## Statistics

**Data I have from other source/s is different to what you report in Passport. Why?**



# HELP - Definitions

 **Passport GMID**

HELP HELP VIDEOS FAQ **DEFINITIONS** UPDATE SCHEDULE ABOUT PASSPORT METHODOLOGY CALCULATION VARIABLES CONTACT US

Frequently Asked Questions

ENTER KEYWORDS  
  
All Categories ▼  
Search FAQ >

Para saber qué productos cubre cada industria, siempre en **HELP**, de clic en **DEFINITIONS**

DEFINITIONS

Research Methodology

How does this system compare to retail audit data?

1) We provide a bigger picture, year-on-year strategic view of the total market - a broader type of data; 2) we cover all sales channels, including for example direct sales and informal channels like outdoor markets, while audit data may be confined to only some of the relevant channels; 3) we provide standardisation of product types across all countries, we apply the same research process to all markets and you can make like-for-like comparisons of the performance of any single product across many countries; 4) we include in-depth written analysis of trends and market dynamics; 5) we offer a total global picture. Essentially we complement the role of audit data - you will still need audit data for tactical analysis on quarterly or monthly sales of brands, for example, while we provide the wider context of the

CATEGORIES

Most Frequently Asked  
About Passport  
Alcoholic Drinks  
Beauty and Personal Care  
Consumer Appliances  
Consumer Finance  
Consumer Foodservice



# HELP – Definitions (2)

HELP HELP VIDEOS FAQ DEFINITIONS UPDATE SCHEDULE ABOUT PASSPORT METHODOLOGY CALCULATION VARIABLES

## Definitions

### CATEGORIES

- Alcoholic Drinks
  - Category Definitions
  - Distribution Definitions
  - Region Definitions
- Apparel
- Beauty and Personal Care
- Consumer Appliances
- Consumer Electronics
- Consumer Finance
- Consumer Foodservice
- Consumer Health
- Consumer Lifestyles
- Countries & Consumers
- Eyewear
- Fresh Food
- Health and Wellness
- Home and Garden
- Home Care
- Hot Drinks
- Packaged Food
- Packaninn

Aparecerá esta pantalla, donde encontrará las definiciones ordenadas por categorías.



## Category Definitions

### Alcoholic Drinks

This is the aggregation of beer, cider/perry, RTDs/High-strength premixes, wine and spirits.

### Beer

An alcoholic drink usually brewed from malt, sugar, hops and water and fermented with yeast. Some beers are made by fermenting a cereal, especially barley, and therefore not flavoured by hops. Alcohol content for beer is varied – anything up to and over 14% abv (alcohol by volume), although 3.5%-5% is most common. Beer is often loosely classified by the nature in which it is made: Top fermented (ie ales, bitters, wheat beers, stouts, porters etc) Bottom fermented (ie all lagers) Note: pre-mixed beers such as beer/lemonade, beer/whisky or beer/tequila mixtures are excluded from the data. These are included in flavoured alcoholic beverages (FABs). This is the aggregation of lager, dark beer, stout and LABs/NABs

### Dark Beer

Included here are ales, bitter, wheat and sorghum beers. Ale is brewed using a warm fermentation (ie the beer is fermented at a [relatively] warmer temperature), while lager is fermented at lower temperatures, using a cool fermentation. Bitters are ales. They are categorised by having a harder, bitter flavour (hence the name). Bitters tend to be darker in colour, are usually less fizzy than lagers, and are generally drunk at warmer temperatures (just below room temperature is typical). Major brands in Germany include Erdinger, Paulaner, Bindingerlager and Maisel. In the US, Bass Ale and Molson Red Jack Ale. In the UK, John Smith's, Boddingtons, Stones and Newcastle Brown Ale. Also included are beers that have characteristics of other beers (for marketing purposes), such as Caffreys and Calders sold in the UK and Half and Half (from Suntory) sold in Japan. At country level, dark beer is broken down into the main types within each country market

# HELP - Update schedule

HELP HELP VIDEOS FAQ DEFINITIONS UPDATE SCHEDULE ABOUT PASSPORT METHODOLOGY CALCULATION VARIABLES

## Definitions

### CATEGORIES

- Alcoholic Drinks
  - Category Definitions
  - Distribution Definitions
  - Region Definitions
- Apparel
- Beauty and Personal Care
- Consumer Appliances
- Consumer Electronics
- Consumer Finance
- Consumer Foodservice
- Consumer Health
- Consumer Lifestyles
- Countries & Consumers
- Eyewear
- Fresh Food
- Health and Wellness
- Home and Garden
- Home Care
- Hot Drinks
- Packaged Food
- Packaninn

### UPDATE SCHEDULE

Para saber con qué periodicidad se actualizan los datos en Euromonitor, siempre en HELP, de clic en **UPDATE SCHEDULE**



#### beer

An alcoholic drink usually brewed from malt, sugar, hops and water and fermented with yeast. Some beers are made by fermenting a cereal, especially barley, and therefore not flavoured by hops. Alcohol content for beer is varied – anything up to and over 14% abv (alcohol by volume), although 3.5%-5% is most common. Beer is often loosely classified by the nature in which it is made: Top fermented (ie ales, bitters, wheat beers, stouts, porters etc) Bottom fermented (ie all lagers) Note: pre-mixed beers such as beer/lemonade, beer/whisky or beer/tequila mixtures are excluded from the data. These are included in flavoured alcoholic beverages (FABs). This is the aggregation of lager, dark beer, stout and LABs/NABs

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... [View All](#)

# HELP - Update schedule (2)

[HELP](#) [HELP VIDEOS](#) [FAQ](#) [DEFINITIONS](#) [UPDATE SCHEDULE](#) [ABOUT PASSPORT](#) [METHODOLOGY](#) [CALCULATION VARIABLES](#) [CONTACT US](#)

## Update Schedule

Industry	Last data update	Next data update	Data available in next update
Alcoholic Drinks	Oct 2011	Apr 2013	historic sizes and shares to 2012; forecasts to 2017
Apparel	Feb 2012	Feb 2013	historic sizes and shares to 2012; forecasts to 2017
Beauty and Personal Care	Apr 2012	Apr 2013	historic sizes and shares to 2012; forecasts to 2017
Beauty and Personal Care Packaging	Oct 2011	Nov 2012	historic sizes to 2012; forecasts to 2016
Beverage Packaging	Oct 2012	Oct 2013	historic sizes to 2013; forecasts to 2017
Consumer Appliances	Oct 2012	Oct 2013	historic sizes and shares to 2013; forecasts to 2018
Consumer Electronics	Jun 2012	Jun 2013	historic sizes and shares to 2012; forecasts to 2017
Consumer Finance	Aug 2012	Aug 2013	historic sizes to 2013, shares to 2012; forecasts to 2018
Consumer Foodservice	Jun 2012	Jun 2013	historic sizes and shares to 2012; forecasts to 2017
Consumer Health	Jan 2012	Jan 2013	historic sizes and shares to 2012; forecasts to 2017
Dog and Cat Food Packaging	Oct 2011	Nov 2012	historic sizes to 2012; forecasts to 2016
Eyewear	Jul 2012	Aug 2013	historic sizes to 2013; forecasts to 2018
Food Packaging	Nov 2011	Jan 2013	historic sizes to 2012; forecasts to 2016
Fresh Food	Feb 2012	Feb 2013	historic sizes to 2012; forecasts to 2017
Health and Wellness	Oct 2012	Jan 2013	historic sizes and shares to 2012; forecasts to 2017
Home and Garden	Apr 2012	Apr 2013	historic sizes and shares to 2012; forecasts to 2017
Home Care	Apr 2012	Dec 2012	historic sizes and shares to 2012; forecasts to 2017
Homecare Packaging	Oct 2011	Nov 2012	historic sizes to 2012; forecasts to 2016
Hot Drinks	Jan 2012	Jan 2013	historic sizes and shares to 2012; forecasts to 2017
Ingredients	Apr 2012	Apr 2013	historic sizes to 2012; forecasts to 2017
Luxury Goods	Oct 2011	Oct 2012	historic sizes and shares to 2013; forecasts to 2018
Packaged Food - all categories except Baby Food, Confectionery, Dairy, Meal Replacement	Oct 2011	Oct 2012	historic sizes and shares to 2013; forecasts to 2018
Packaged Food - Baby Food, Confectionery, Dairy, Meal Replacement	Oct 2011	Oct 2012	historic sizes and shares to 2013; forecasts to 2018
Personal Accessories	Oct 2011	Oct 2012	historic sizes and shares to 2013; forecasts to 2018

Aquí encontrará los datos de las últimas  
y próximas actualizaciones de la base.



# GRACIAS

Ante cualquier duda o consulta  
puede dirigirse a:

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Lorena Avalos      ☎ 4376767 anexo 30907      ✉ [lavalosm@ulima.edu.pe](mailto:lavalosm@ulima.edu.pe)

Irma Benavides      ☎ 4376767 anexo 30918      ✉ [ibenavid@ulima.edu.pe](mailto:ibenavid@ulima.edu.pe)