

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: dsoto@ulima.edu.pe

¿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 Ulima

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 +](#)



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](#) [Salir](#)

Recursos electrónicos

En línea, previa validación como miembro de la cc acceder a diversos recursos electrónicos que la B 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

1

2

3

4

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

[Agregar](#) [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 que adquiere.

Base de datos en línea (previo logueo de Ulima)

Loguearse como miembro de la Ulima

Usuarios registrados

Usuario

Contraseña

[ingresar](#)

[Olvidó su contraseña? clic aquí.](#)

Opciones de búsqueda

The image shows a screenshot of the Passport Euromonitor website interface. The top navigation bar includes the Passport logo, the text "Euromonitor.com | Welcome Guest of Universidad de Lima, Perú | Log Out", and a search input field labeled "Enter keywords". Below the navigation bar, there are several main sections: "Home", "SEARCH", "INDUSTRIES", "COUNTRIES & CONSUMERS", "COMING SOON", "MY PAGES", and "HELP".

Callouts and their corresponding features:

- Búsqueda por industrias**: Points to the "INDUSTRIES" menu item.
- Búsqueda por países y consumidores**: Points to the "COUNTRIES & CONSUMERS" menu item.
- Búsqueda rápida**: Points to the "Enter keywords" search input field.
- Búsqueda por categorías en forma de árbol.**: Points to the "Menu Search" button in the "SEARCH" section.
- Herramienta visual de datos**: Points to the "Launch Dashboard" button in 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.**: Points to the "Watch an Overview" button in the "Home" section.

The "Home" section also includes buttons for "Create profile" and "See More in Help". The "SEARCH" section includes a "Menu Search" button and a list of categories: "Companies or Brands", "Packaging", "Closures", and "Advanced Text". The "DASHBOARDS" section includes a "Select..." dropdown menu and a "Launch Dashboard" button.

Búsqueda por categorías

The screenshot displays the Passport GMID website. The top navigation bar includes the logo, user information, and a search input field. The main navigation menu is highlighted, with 'SEARCH' circled in orange. An orange arrow points from the 'SEARCH' button to a callout box that reads 'De clic en **SEARCH** o **Menu search**'. Below this, the 'WELCOME' section features a large orange question mark and buttons for 'Watch an Overview', 'Create profile', and 'See More in Help'. The 'SEARCH' section, titled 'FIND WHAT YOU NEED NOW', contains a magnifying glass icon and a 'Menu Search' button. An orange arrow points from the 'Menu Search' button to a dropdown menu listing 'Companies or Brands', 'Packaging', 'Closures', and 'Advanced Text'. To the right, the 'DASHBOARDS' section is titled 'VISUALISE DATA' and includes a 'Select...' dropdown and a 'Launch Dashboard' button.

Passport GMID

Euromonitor.com | Welcome Guest of Universidad de Lima, Perú | [Log Out](#) |

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

Home

De clic en **SEARCH** o **Menu search**

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](#)

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

Me [Brands](#) [Packaging](#) [Closures](#) [Advanced Text](#)

Aparecerá esta caja

Digite el término de búsqueda. Por ejemplo:

COFFEE

CATEGORY 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
 - Packaged Food
 - Packaging
 - Personal Accessories
 - Pet Care

Filter Tree

CATEGORY SUMMARY

Búsqueda por categorías (3)

CATEGORY TREE

Statistics  | Analysis  | Info Sources 

COFFEE

Filter Tree >

CATEGORY SUMMARY

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 

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

Búsqueda por categorías (4)

SEARCH CATEGORY TREE

COFFEE

Filter Tree >

Clear filter

1) Aparecerá este listado con su término de búsqueda iluminado

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

CATEGORY TREE

Statistics | Analysis | Info Sources

Los seleccionados se insertarán en este cuadro

Clear Selection

Now Choose Geographies >

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.

Búsqueda por categorías (5)

The screenshot shows a web interface for searching by geographical categories. It includes a 'SEARCH GEOGRAPHY TREE' section with a search bar and a 'Filter Tree >' button. Below this is a 'PREDEFINED SELECTIONS' list containing various regions and organizations. To the right is a 'GEOGRAPHY TREE' with a list of regions, each preceded by a plus icon. An orange arrow points from the 'Filter Tree >' button to the 'GEOGRAPHY TREE' list. Another orange arrow points from the 'PREDEFINED SELECTIONS' list to the same 'GEOGRAPHY TREE' list. A third orange arrow points from the 'GEOGRAPHY TREE' list to a text box. The text box contains the text: 'Aparecerá este árbol geográfico. De clic al ícono + para expandir regiones y seleccionar países manualmente. Por ejemplo: **LATIN AMERICA**'. The 'GEOGRAPHY TREE' list includes: World, Asia Pacific, Australasia, Eastern Europe, Latin America, Middle East and Africa, North America, and Western Europe. The 'PREDEFINED SELECTIONS' list includes: 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, and Sub-Saharan Africa. At the bottom of the interface are buttons for '< Back | Clear Selection', 'See Data Now >', and 'Run Search >'. In the top right corner, there are checkboxes for 'Coffee' and 'Fresh Coffee'.

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

- World
- Asia Pacific
- Australasia
- Eastern Europe
- Latin America
- Middle East and Africa
- North America
- Western Europe

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

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

GEOGRAPHY SUMMARY

< Back | Clear Selection

See Data Now > Run Search >

Coffee

Fresh Coffee

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

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

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

GEOGRAPHY SUMMARY

- ☒ Brazil
- ☒ Colombia
- ☒ Peru

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

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

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

See Data Now >

Run Search >

Búsqueda por categorías

Resultados de la búsqueda

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

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

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)
- Canada (4)

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...](#)

Búsqueda por categorías

Análisis de resultados

Información exportable:

- Exportar a Excel
- Exportar a PDF

Modify Search Results List Statistics Analysis

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

Herramienta para crear estadísticas a medida.

Herramienta para cambiar datos en los resultados.

Market Sizes | Historic

Reportes

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
Brazil						
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Coffee - Retail Value RSP - R\$ mn - Current Prices	5,814.7	7,046.9	6,972.5	7,635.7	9,020.6
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Coffee - Retail Volume - Tonnes	555,131.9	569,740.9	578,138.7	596,132.7	624,580.1
<input type="checkbox"/> <input type="checkbox"/>	Fresh Coffee - Retail Value RSP - R\$ mn -	4,855.5	5,849.1	5,754.3	6,337.0	7,607.9
<input type="checkbox"/> <input type="checkbox"/>		534,316.0	546,480.7	554,947.4	572,457.1	599,931.5
<input type="checkbox"/> <input type="checkbox"/>		959.2	1,197.8	1,218.3	1,298.7	1,412.7
<input type="checkbox"/> <input type="checkbox"/>	Current Prices					
<input type="checkbox"/> <input type="checkbox"/>	Instant Coffee - Retail Volume - Tonnes	20,815.9	23,260.2	23,191.3	23,675.6	24,648.6
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	RTD Coffee - Off-trade	1.1	1.4	2.0	2.8	4.8

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

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

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

Change Time Series

- ☐ Quick selections
- ☐ By year

Haga clic en el ícono  de estas dos opciones

		2006 ▼	2007 ▼	2008 ▼	2009 ▼
Brazil					
	Coffee - Retail Value RSP - R\$ mn - Current Prices	5,814.7	7,046.9	6,972.5	7,630.0
	Coffee - Retail Volume - Tonnes	555,131.9	569,740.9	578,138.7	596,130.0
	Fresh Coffee - Retail Value RSP - R\$ mn - Current Prices	4,855.5	5,849.1	5,754.3	6,330.0
	Fresh Coffee - Retail Volume - Tonnes	534,316.0	546,480.7	554,947.4	572,450.0
	Instant Coffee - Retail Value RSP - R\$ mn - Current Prices	959.2	1,197.8	1,218.3	1,290.0
	Instant Coffee - Retail	20,815.9	23,260.2	23,191.3	23,670.0

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

		534,316.0	546,480.7
	tail	959.2	1,197.8
	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 me - mn litres	0.1	0.1
	ee - 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 Time Series ▶

Change Data Types ▼

☒ Retail/off-trade Volume
 ☒ Retail/off-trade Value RSP

Apply

Change Categories ▶

Change Geographies ▶

More Results ▼

Countries and Consumers
 Annual Data
 Market Sizes

CHANGE DATA TYPES tiene las opciones:

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

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

	Value RSP - R\$ mn - Current Prices		
	534,316.0	546,480.7	5
	959.2	1,197.8	
	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	
Colombia			
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	

Búsqueda por categorías (4)

Opciones para cambiar resultados

Change Time Series

Change Data Types

Change Categories

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

Change Geographies

More Results

Current Prices				
Fresh Coffee - Retail	534,316.0	546,480.7	554,947.4	
Volume - Tonnes				
Instant Coffee - Retail	959.2	1,197.8	1,218.3	
Value RSP - R\$ mn -				
Current Prices				
Instant Coffee - Retail	20,815.9	23,260.2	23,191.3	
Volume - Tonnes				
Hot Coffee - Off-trade	1.1	1.4	2.0	
Value RSP - R\$ mn -				
Current Prices				
	0.1	0.1	0.2	
P -	1,082.6	1,097.3	1,151.0	
	62,423.9	61,610.0	60,555.9	
Lines				
Fresh Coffee - Retail	870.8	867.8	908.0	
Value RSP - Col\$ bn -				
Current Prices				
Fresh Coffee - Retail	57,744.1	56,864.1	55,748.9	
Volume - Tonnes				
Instant Coffee - Retail	211.9	229.5	243.1	
Value RSP - Col\$ bn -				
Current Prices				
Instant Coffee - Retail	4,679.7	4,745.9	4,807.0	
Volume - Tonnes				
	-	-	-	

Se despliega información sobre diversas industrias.

Haga clic en **CHANGE GEOGRAPHIES** para cambiar o aumentar países o regiones económicas

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

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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

Change Time Series

Change Data Types

Change Categories

Market Sizes | Historic

Key: ☐ Related Analysis ☒ Chart this Row ☐ Company Shares ☐ Brand Shares

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

Búsqueda por industrias (2)

The screenshot shows a website's navigation menu for industries. The menu is organized into four columns: CONSUMER PRODUCTS, SERVICES, SUPPLY, and an unlabeled column. The CONSUMER PRODUCTS column lists various categories like Alcoholic Drinks, Apparel, Beauty and Personal Care, etc. The SERVICES column lists Consumer Finance, Consumer Foodservice, Retailing, and Travel and Tourism. The SUPPLY column lists Packaging. An orange callout box on the right explains that industries are organized by categories. Another orange callout box points to the 'Hot Drinks' item in the CONSUMER PRODUCTS column, indicating it as an example of a selection. The bottom of the screenshot shows a 'Time Series' button and a 'Current Prices' label.

INDUSTRIES ▼	COUNTRIES & CONSUMERS ▼	COMING SOON ▼	MY PAGES ▼	HELP
CONSUMER PRODUCTS		SERVICES	SUPPLY	
Alcoholic Drinks	Packaged Food	Consumer Finance	Packaging	
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				

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

Seleccione, por ejemplo: **HOT DRINKS**

Time Series ▶

Current Prices

Búsqueda por industrias (3)

The screenshot shows a dashboard interface with several search and filter panels. The panels are:
1. **SEARCH TREE**: A dropdown menu labeled 'Select category...' with a 'Go >' button below it.
2. **ANALYSIS FINDER**: Two dropdown menus, 'All Analysis' and 'Select Geography ...', with a 'Go >' button below them.
3. **VIEW TOP COUNTRIES**: A dropdown menu labeled 'Choose a category' with radio button options for 'Size', 'Growth', 'Per cap.', 'Forecast', and 'Historic', and a 'Go >' button.
4. **VIEW TOP CATEGORIES**: A dropdown menu labeled 'Choose a geography...' with radio button options for 'Size', 'Growth', 'Per cap.', 'Forecast', and 'Historic', and a 'Go >' button.
5. **VIEW TOP COMPANIES**: A dropdown menu labeled 'Select company...' with a 'Go >' button.
6. **DASHBOARDS**: A large blue circle with the text 'DASHBOARDS VISUALISE DATA' and a 'Select...' dropdown menu below it.
An orange bracket spans the bottom of the first five panels.

Cada categoría ofrece diversas opciones de búsqueda

More Than a Remedy 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 cent Swit fruit

ranging from flu-like symptoms to kidney health. B companies have expanded their fruit and herbal off 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

Opinion | 10 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

Instant coffee preferences by

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

LATEST RESEARCH | [More >](#)

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

Opinion | 23 November 2012

[Droga Kolinska added in Hot Drinks \(Slovenia\)](#)

Búsqueda por industrias (4)



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 13 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

[Draga Kolinska added in Hot Drinks \(Slovenia\)](#)



Búsqueda por industrias (5)

SEARCH TREE

Select category...
Select category...
Hot Drinks
Coffee
Tea
Other Hot Drinks

Select Geography ...

Go >

VIEW TOP COUNTRIES

Choose...

Go >

Se desplegará este listado donde podrá seleccionar la sub categoría deseada...

Passport GMID

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

Enter keywords

SEARCH INDUSTRIES COUNTRIES & CONSUMERS COMING SOON MY PAGES HELP

Menu Search Companies or Brands Packaging Closures Advanced Text

.... luego procederá con los mismos pasos que ejecutó bajo la opción **SEARCH TREE**

CATEGORY TREE

Statistics | Analysis | Info Sources

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, posicione 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

Unit price

Change Time Series

Change Data Types

Change Categories

Change Geographies

More Results

Market Sizes
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)

VIEW TOP CATEGORIES

Choose a geography... ▼

☒ Size ☒ Forecast
☐ Growth ☐ Historic
☐ Per cap.

Si no selecciona una de estas opciones, por descarte, obtendrá los datos marcados

Go >

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

VIEW TOP CATEGORIES

Choose a geography... ▼

Choose a geography...

World
Asia Pacific
Australasia
Eastern Europe
Latin America
Middle East and Africa
North America

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

VIEW TOP CATEGORIES

Latin America ▼

Now choose a country... ▼

☒ Size ☒ Forecast
☐ Growth ☐ Historic
☐ Per cap.

Go >

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)

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

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

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

VIEW TOP CATEGORIES

Latin America ▼

Brazil ▼

☒ Size ☒ Forecast

☐ Growth ☐ Historic

☐ Per cap.

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

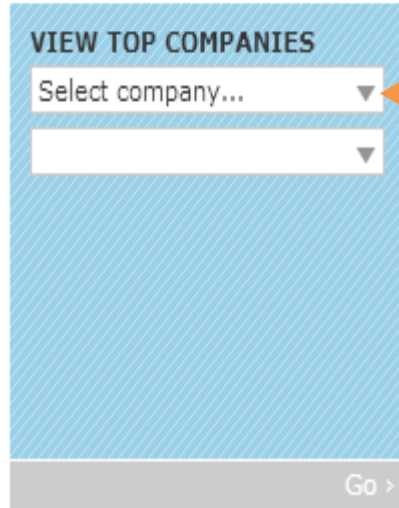
Change View ▼		2011 ▼	2012 ▼	2013 ▼	2014 ▼	2015 ▼	2016 ▼
Brazil							
<input checked="" type="checkbox"/>	Fresh Coffee	5,599.2	5,966.3	6,295.1	6,693.7	7,099.9	7,537.7
<input checked="" type="checkbox"/>	Flavoured Powder Drinks	1,465.1	1,556.4	1,650.7	1,781.9	1,881.6	1,989.9
<input checked="" type="checkbox"/>	Instant Coffee	961.4	997.8	1,032.9	1,080.9	1,115.2	1,149.0
<input checked="" type="checkbox"/>	Fruit/Herbal Tea	472.8	502.3	530.5	557.6	582.7	607.1
<input checked="" 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:

- Hot Drinks: Euromonitor from trade sources/national statistics

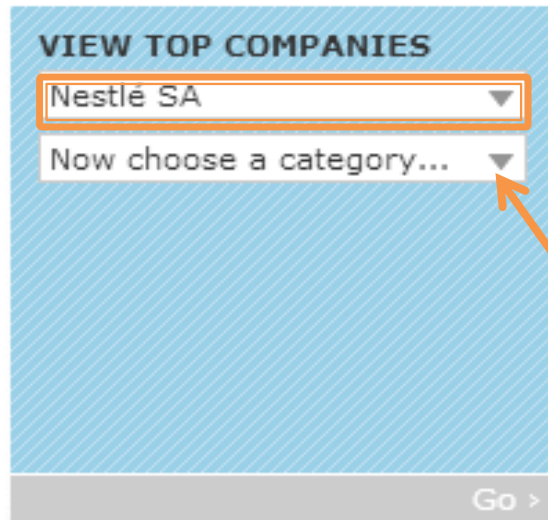
Búsqueda por industrias (10)



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.



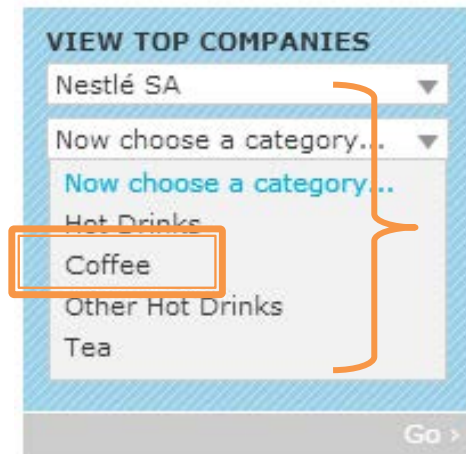
2) Se desplegará una lista de compañías. Por ejemplo, de clic en **NESTLÉ**



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**

Passport GMID

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

SEARCH INDUSTRIES COUNTRIES & CONSUMERS COMING SOON MY PAGES HELP

Modify Search Results List Statistics

Convert Data

- ☐ Share type
- ☐ Unit type
- ☐ Currency conversions

Change Time Series

Change Data Types

Change Categories

Change Geographies

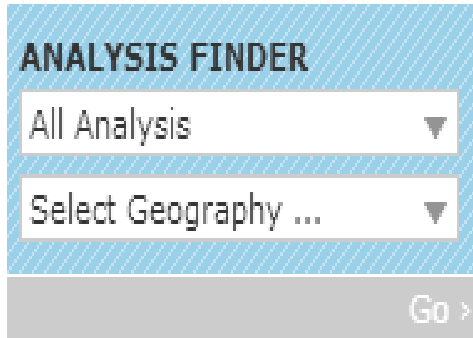
Company Shares (by Global Brand Owner) | Historic | Retail Value RSP | % breakdown

Key: ☐ Related Analysis ☒ Chart this Row ☒ Brand Shares

Change View	2006	2007	2008	2009	2010	2011
Coffee						
Nestlé SA						
<input type="checkbox"/> World	21.7	21.8	22.2	22.6	22.7	22.9
<input type="checkbox"/> Asia Pacific	41.5	40.9	41.3	41.3	41.9	42.6
<input type="checkbox"/> Azerbaijan	4.1	4.1	5.8	6.2	7.4	8.5
<input type="checkbox"/> China	68.5	68.1	67.6	67.8	69.0	70.4
<input type="checkbox"/> Hong Kong, China	48.3	50.2	51.4	52.1	52.3	52.5
<input type="checkbox"/> India	29.5	30.6	32.0	32.8	30.6	30.8
<input type="checkbox"/> Indonesia	20.1	20.9	22.7	23.5	24.9	25.8
<input type="checkbox"/> Japan	38.0	35.0	34.6	33.8	34.5	35.8
<input type="checkbox"/> Kazakhstan	39.6	38.6	37.5	34.6	33.8	30.7
<input type="checkbox"/> Malaysia	53.5	47.8	45.4	43.6	42.8	42.1
<input type="checkbox"/> Pakistan	50.9	51.0	52.6	52.1	53.4	53.0
<input type="checkbox"/> Philippines	87.1	86.7	87.1	87.7	88.5	88.6
<input type="checkbox"/> Singapore	35.4	35.2	36.7	39.1	39.6	39.7
<input type="checkbox"/> South Korea	24.6	24.1	22.8	22.2	21.2	21.0

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

Búsqueda por industrias (12)

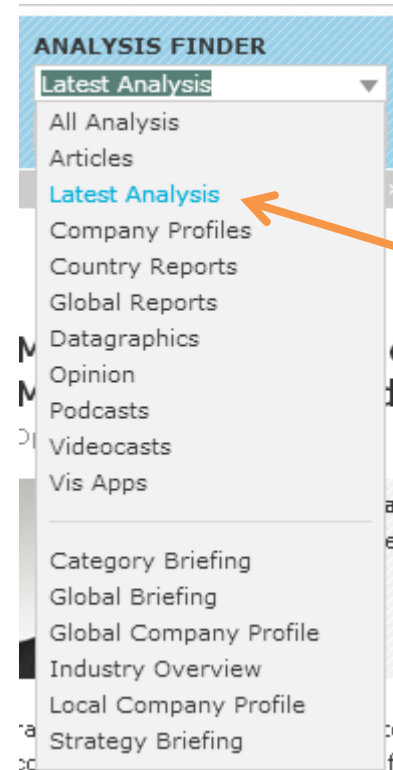


1) Para obtener rápidamente una serie de reportes, diríjase a **ALL ANALYSIS**, y de clic en la flecha de esta caja.



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)

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

The screenshot shows the Passport GMID website interface. At the top, there's a navigation bar with 'SEARCH', 'INDUSTRIES', 'COUNTRIES & CONSUMERS', 'COMING SOON', 'MY PAGES', and 'HELP'. Below this, the 'Results List' tab is active. On the left, there's a 'FILTER RESULTS' section with two expandable categories: 'by Category' and 'by Geography'. The 'by Category' list includes 'Hot Drinks (6)', 'Tea (5)', 'Coffee (4)', 'Other Hot Drinks (3)', 'Bottled Water (1)', 'Fruit/vegetable Juice (1)', and 'Soft Drinks (1)'. The 'by Geography' list includes 'World (1)', 'Asia Pacific (1)', 'Australasia (1)', 'Eastern Europe (1)', 'Latin America (2)', 'Middle East and Africa (1)', 'North America (1)', and 'Western Europe (1)'. The main results area shows a list of reports, each with a document icon, title, date, and a 'Show details...' link. The first result is 'Tea in Peru Category Briefing | Mar 2012 | Show details...'. Other results include 'Hot Drinks in Peru Industry Overview', 'Other Hot Drinks in Peru Category Briefing', 'Industrias Oro Verde SA in Hot Drinks (Peru) Local Company Profile', 'Dinamika Business SAC in Hot Drinks (Peru) Local Company Profile', 'Coffee in Peru Category Briefing', 'Aurandina SAC in Hot Drinks (Peru) Local Company Profile', 'Altomayo Perú SAC in Hot Drinks (Peru) Local Company Profile', 'How Is Coffee Finding Success in Latin America? Article', and 'Round-up of major M&A activity in non-alcoholic drinks in the first eight months of 2010 Article'.

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

Perfiles del consumidor

The screenshot displays the Passport Data website interface. At the top is a black navigation bar with white text links: SEARCH, INDUSTRIES ▼, COUNTRIES & CONSUMERS ▼, COMING SOON ▼, MY PAGES ▼, and HELP. Below this, the main content area is divided into sections. On the left, a blue sidebar contains the text 'Home', 'WELCOME', 'LEARN WHAT PASSPORT DOES', a large orange question mark, and a 'Watch an Overview' button. The central area features a dark grey menu with two columns: 'COUNTRIES' (listing Economy, Finance and Trade; Government, Labour and Education; Industry, Infrastructure and Environment; Technology, Communications and Media) and 'CONSUMERS' (listing Consumer Trends and Lifestyles; Income and Expenditure; Population and Homes). The 'Consumer Trends and Lifestyles' link is highlighted with an orange box and an arrow. To the right, a section titled 'ARDS DATA' is partially visible. At the bottom, a 'Menu Search' section lists 'Companies or Brands', 'Packaging', 'Closures', and 'Advanced Text'. An orange callout box with a magnifying glass icon contains the text: 'Para ver perfiles de consumidores, de clic en la flecha de **COUNTRIES AND CONSUMERS**, y seleccione **“Consumers Trends and Lifestyles”**’.

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)



Passport GMID Euromonitor.com | Welcome Guest of University

SEARCH INDUSTRIES COUNTRIES & CONSUMERS COMING SOON MY PAGES

Consumer Trends and Lifestyles

SEARCH TREE
Select category...
Go >

VIEW TOP COUNTRIES
First choose a category...
☒ Forecast
☐ Historic

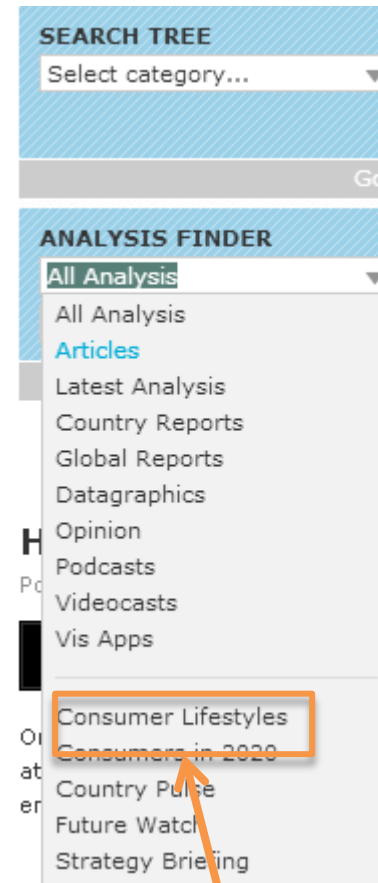
ANALYSIS FINDER
All Analysis
Select Geography ...
Go >

Holiday Shopping Trends for 2012
Podcast | 04 Dec 2012

00:00 / 11:28

Online shopping continues dominate retailing during the holiday season. Traditional retailers are attempting to lure consumers back into the store with a variety of smartphone apps in an attempt to enhance the in store shopping experience.

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

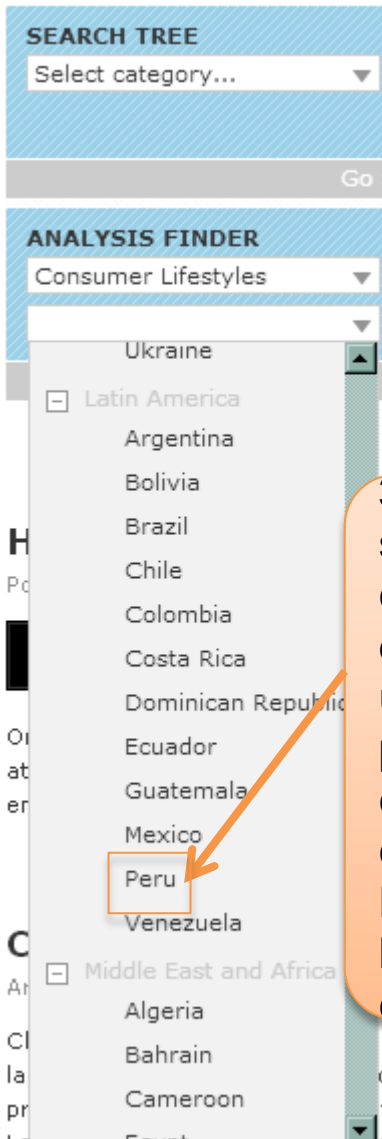


SEARCH TREE
Select category...
Go

ANALYSIS FINDER
All Analysis
Articles
Latest Analysis
Country Reports
Global Reports
Datagraphics
Opinion
Podcasts
Videocasts
Vis Apps
Consumer Lifestyles
Consumers in 2020
Country Pulse
Future Watch
Strategy Briefing

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

Perfiles del consumidor (3)



3) Dirijase 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

The image shows the Passport GMID website interface. The header includes the logo, 'Passport GMID', and a search bar. The navigation bar has links for SEARCH, INDUSTRIES, COUNTRIES & CONSUMERS, COMING SOON, MY PAGES, and HELP. The main content area is titled 'Results List Analysis'. On the left, a 'Table of Contents' sidebar lists sections like CONSUMER HABITS IN CONTEXT, LEARNING, WORKING HABITS, EATING HABITS, and Related Statistics. The main content area displays the report 'Consumer Lifestyles in Peru' dated 05 Apr 2012. The report includes sections for CONSUMER HABITS IN CONTEXT, Current Behaviour within the Broader Economic Climate, and an overview of consumer expenditure in Peru. An orange arrow points from the '4)' instruction box to a circular icon in the top right corner of the report page, which contains a red printer icon, a blue save icon, and a PDF icon.

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 Passport GMID website interface. At the top, the logo 'Passport GMID' is on the left, and 'Euromonitor.com | Welcome' is on the right. Below the logo is a navigation bar with 'SEARCH', 'INDUSTRIES', 'COUNTRIES & CONSUMERS', and 'COMING SOON'. The 'COUNTRIES & CONSUMERS' dropdown menu is open, showing two columns: 'COUNTRIES' and 'CONSUMERS'. The 'COUNTRIES' column lists 'Economy, Finance and Trade' (highlighted with an orange box), 'Government, Labour and Education', 'Industry, Infrastructure and Environment', and 'Technology, Communications and Media'. The 'CONSUMERS' column lists 'Consumer Trends and Lifestyles', 'Income and Expenditure', and 'Population and Homes'. An orange callout box with an arrow points to the 'Economy, Finance and Trade' option, containing the text: 'Para ver perfiles de países, de clic en la flecha de **COUNTRIES AND CONSUMERS**, y seleccione “Economy, finance and trade”'. On the left side of the page, there is a 'Home' section with a 'WELCOME' message and a large question mark. Below this are buttons for 'Watch an Overview', 'Create profile', 'Menu Search', and 'Companies or Brands'. On the right side, there is a 'Launch Dashboard' button and a 'Select...' dropdown menu.

Passport GMID Euromonitor.com | Welcome

SEARCH INDUSTRIES COUNTRIES & CONSUMERS COMING SOON

Home

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

WELCOME
LEARN WHAT PASSPORT DOES

Watch an Overview

Create profile

Menu Search

Companies or Brands

Launch Dashboard

Select...

Para ver perfiles de países, de clic en la flecha de **COUNTRIES AND CONSUMERS**, y seleccione “Economy, finance and trade”

Perfiles de países (2)

Passport GMID

Euromonitor.com | Welcome Guest of Universida

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

Economy, Finance and Trade

SEARCH TREE
Select category... ▼
Go >

VIEW TOP COUNTRIES
First choose a category... ▼
☒ Forecast
☐ Historic

ANALYSIS FINDER
All Analysis ▼
Select Geography ... ▼
Go >

DASHBOARDS
VISUALISE DATA

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

All Analysis

Articles

Latest Analysis

Country Reports

Datagraphics

Opinion

Podcasts

Videocasts

Vis Apps

Country Briefing

Country Profile

Monthly Economic Review

All Analysis

Select Geography ... ▼
Go

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)

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

SEARCH INDUSTRIES CO

Results List Analysis

Table of Contents
Statistical Summary
Imports and Exports

Related Statistics
View Statistics

Related Articles
More Related Items

Peru: Country Profile

Country Profile | 26 Oct 2012

The rate of growth will decelerate slightly in 2012 but the economy will still expand at a healthy pace. Peru's middle class is growing at an impressive pace, fuelling demand for everything from new apartments to better health-care and education services. Domestic demand has taken over as the main driver from exports. Mining investment should rise by more than US\$50 billion in 2012-2017. The private sector is expected to show strong gains through 2015.

KEY POINTS

- The pace of economic activity will decelerate slightly in 2012 with real GDP growing by 5.7% (down from 6.9% in 2011). Investment rose by 11.3% in 2011 and gains of 8.0% are forecast for 2012. Domestic demand has taken over as the main driver as external demand for the country's exports weakens. In the first eight months of 2012, Peru's GDP rose by 6.3% compared to the same period in 2011.
- Peru lacks basic infrastructure in most parts of the country. The government is implementing projects. A key project is the construction of a road between Peru's Pacific coast and the Amazon. It is predicted that this road will replace the Panama Canal.

Related Statistics
View Statistics

Related Articles
More Related Items

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.

Risks and Vulnerabilities: Peru

Country Briefing | 27 Jul 2011

The Peruvian economy has been one of the fastest-growing in Latin America between 2005 and 2010. A sound fiscal policy together with openness to trade and foreign direct investment has played a vital role in this successful economic performance. The financial sector is strong while the country is taking steps to secure its long-term energy position. However, high levels of poverty and income inequality increase the risk of social tensions, and total costs of climate change can be high.

Summary

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 dashboard interface. At the top, the logo "Passport GMID" is on the left, and "Euromonitor.com | Welcome Guest of Universidad" is on the right. Below the logo is a navigation bar with links: "SEARCH", "INDUSTRIES", "COUNTRIES & CONSUMERS", "COMING SOON", and "MY PAGES". The main content area is titled "Home" and features three columns. The first column, "WELCOME", has a large orange question mark and buttons for "Watch an Overview", "Create profile", and "See More in Help". The second column, "SEARCH", has a magnifying glass icon and a "Menu Search" button, followed by a list of search categories: "Companies or Brands", "Packaging", "Closures", and "Advanced Text". The third column, "DASHBOARDS", has a large blue circle with the text "DASHBOARDS VISUALISE DATA" and a "Launch Dashboard" button. An orange callout box with an arrow pointing to the "DASHBOARDS" section contains the text: "Herramienta visual sobre industrias, países y consumidores".

Passport GMID

Euromonitor.com | Welcome Guest of Universidad

SEARCH INDUSTRIES COUNTRIES & CONSUMERS COMING SOON MY PAGES

Home

WELCOME
LEARN WHAT PASSPORT DOES

Watch an Overview

Create profile

See More in Help

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




Watch an Overview

Create profile

See More in Help

SEARCH
FIND WHAT YOU NEED NOW



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	

Launch Dashboard

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**

Dashboards (3)

Hot Drinks Dashboard

Select...

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

CATEGORY VIEW

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

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

QUICK STATS

Market Size

2011, US\$ mn

13,260.4

Per Capita

2011, US\$

9.9

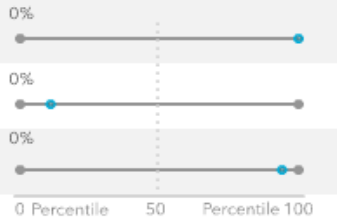
Growth

2011-16 CAGR

6.2%

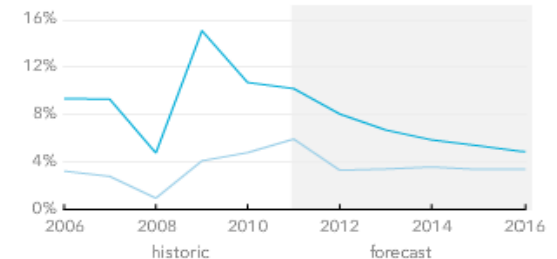
PERCENTILE RANKING

selected country quickstats vs. other countries



CATEGORY YOY GROWTH COMPARISON

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



China
World

COMPANY VIEW

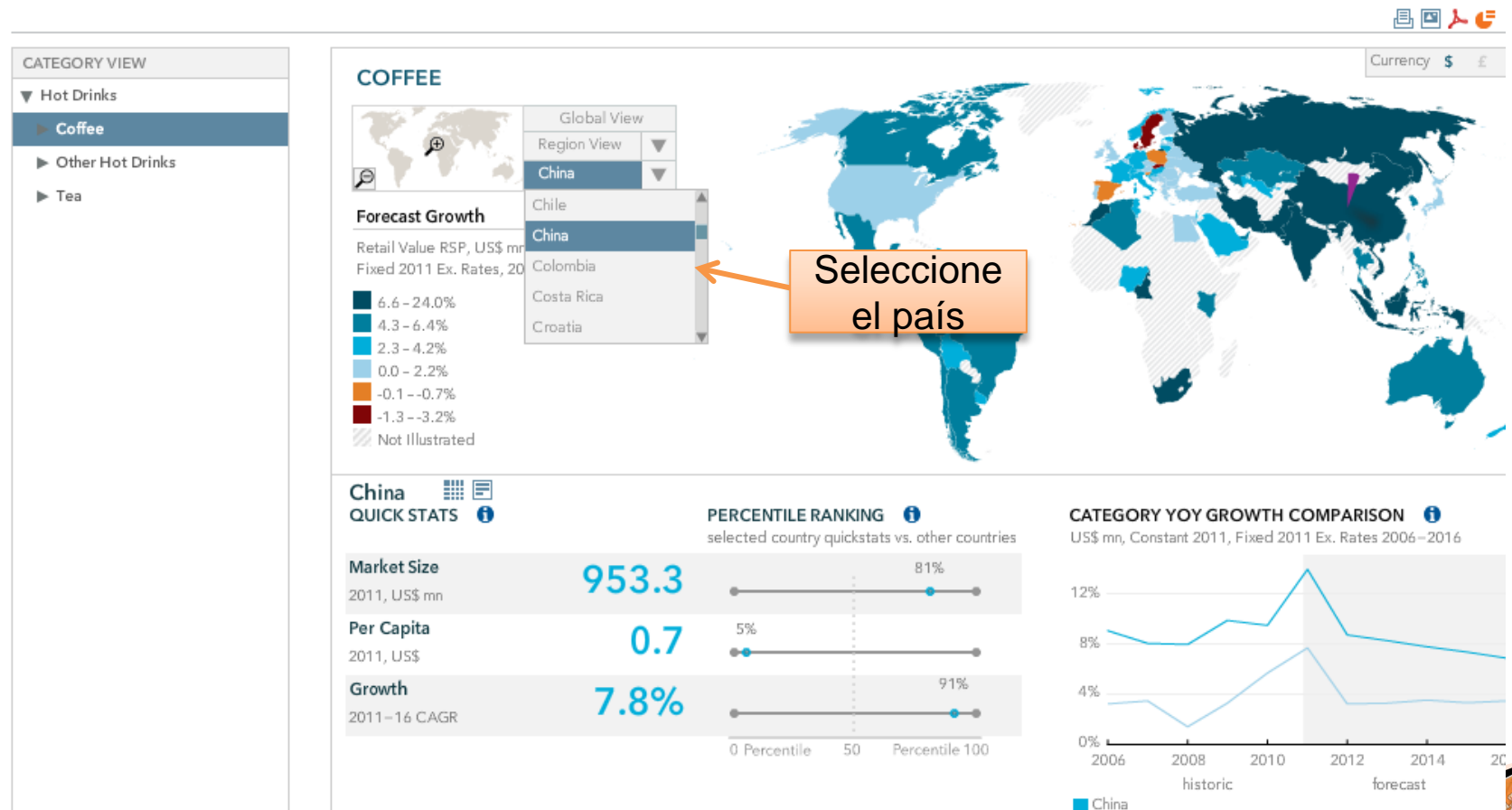
CHANNEL VIEW

© 2012 Euromonitor International

Dashboards (4)

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

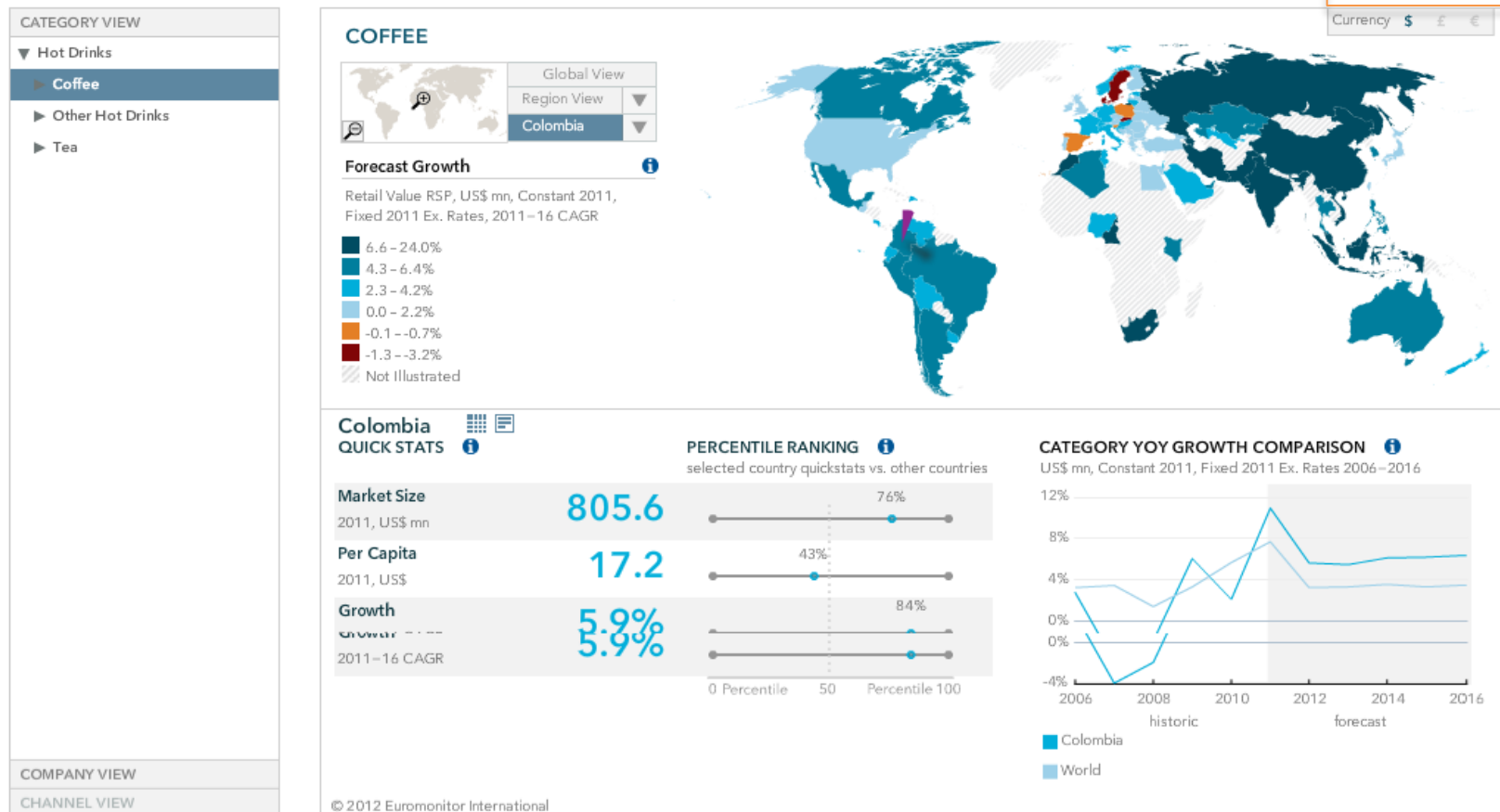
Hot Drinks Dashboard



Dashboards (5)

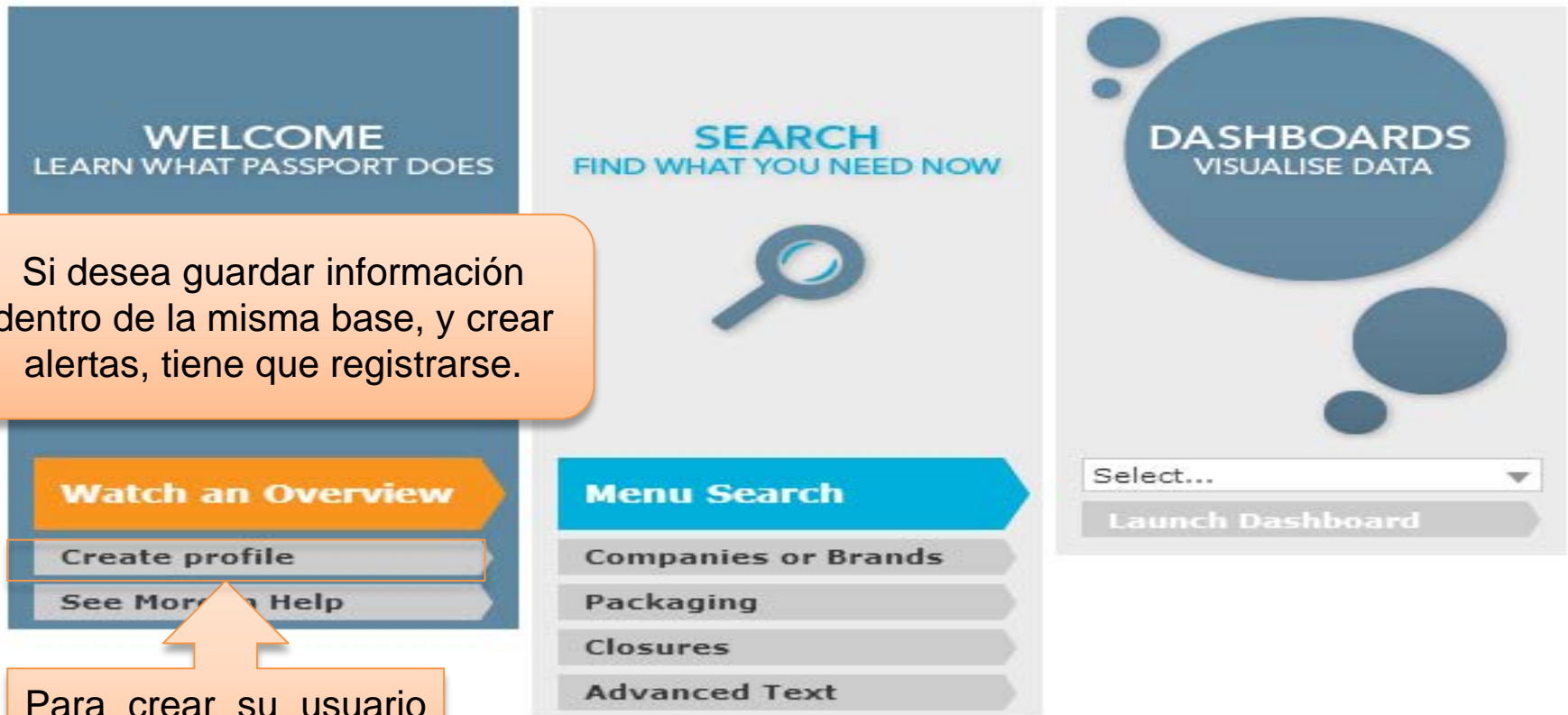
Hot Drinks Dashboard

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



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:

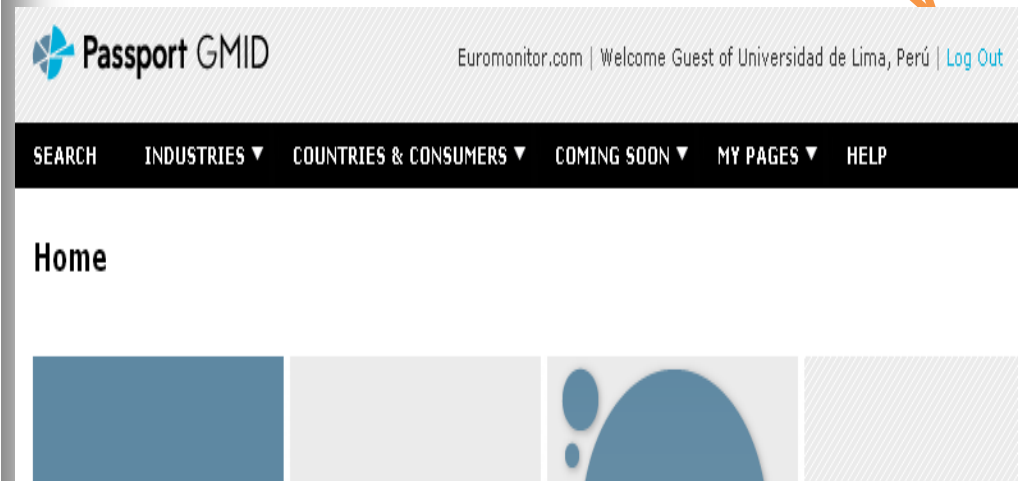
Confirm email:

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

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)

The screenshot shows the Passport GMID website interface. At the top, the logo "Passport GMID" is on the left, followed by "Euromonitor.com". To the right, a user is logged in as "Welcome Delia Soto of Universidad de Lima, Perú", with links for "Switch Account" and "Log Out". A search bar with the placeholder "Enter key" is on the far right. Below the header is a black navigation bar with white text links: "SEARCH", "INDUSTRIES", "COUNTRIES & CONSUMERS", "COMING SOON", "MY PAGES", and "HELP". An orange callout box with an arrow pointing to the "MY PAGES" link contains the text: "Una vez logueado, su usuario aparecerá enlazado a la cuenta de la Universidad de Lima". The main content area is titled "Home" and features four large vertical panels. The first panel, "WELCOME", has a large orange question mark and buttons for "Watch an Overview" and "See More in Help". The second panel, "MY PAGES", has a briefcase icon and buttons for "Your Home Page", "Saved Research", "Downloads", and "Manage Profile". The third panel, "SEARCH", has a magnifying glass icon and buttons for "Menu Search", "Companies or Brands", "Packaging", "Closures", and "Advanced Text". The fourth panel, "DASHBOARDS", has a large blue circle graphic, a "Select..." dropdown menu, and a "Launch Dashboard" button. In the bottom right corner, there is a small logo for "UNIVERSIDAD DE LIMA" with the motto "SCIENTIA ET PROGRESSUS".

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

MY PAGES
PERSONALISE PASSPORT

SEARCH
FIND WHAT YOU NEED NOW

DASHBOARDS
VISUALISE DATA

Watch an Overview
See More in Help

Your Home Page
Saved Research
Downloads
Manage Profile

Menu Search
Companies or Brands
Packaging
Closures
Advanced Text

Select...
Launch Dashboard

UNIVERSIDAD DE LIMA
SCIENTIA ET PROGRESSUS

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 income, spending their money than at any point in the country's history.

the number of Peruvians living in poverty, income inequality remains high, and consumers are spending their earnings in ways that the poorest could barely imagine.

Peru did not escape unscathed from the financial crisis. Nonetheless, the country 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 in the world in 2011.



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

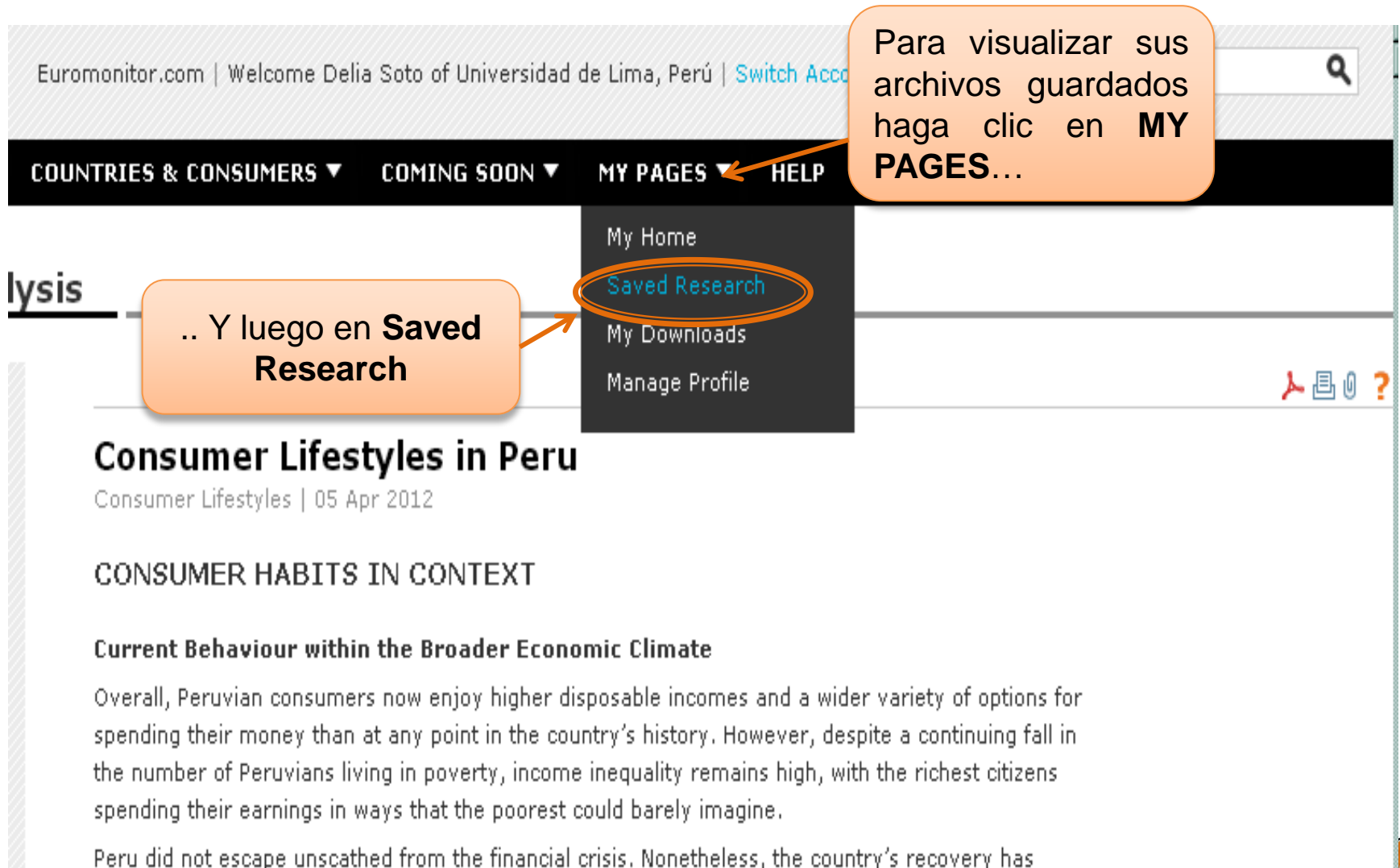
3) Lo puede llenar con los datos de su búsqueda y luego le da clic a **SAVE**

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

Add to my saved research

Your saved research has been successfully created.

Guarda tu búsqueda, crea alertas y RSS (7)



Euromonitor.com | Welcome Delia Soto of Universidad de Lima, Perú | [Switch Account](#)

COUNTRIES & CONSUMERS ▼ **COMING SOON ▼** **MY PAGES ▼** **HELP**

Para visualizar sus archivos guardados haga clic en **MY PAGES...**

.. Y luego en **Saved Research**

My Home
Saved Research
My Downloads
Manage Profile

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


Así se visualizará la información que guardó


My Saved Research


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


RESULTS | Sort by


 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](#)


 artículo 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)
...

HELP



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



Your Home Page

Saved Research

Downloads

Manage Profile

SEARCH
FIND WHAT YOU NEED NOW



Menu Search

Companies or Brands

Packaging

Closures

Advanced Text

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.

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

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

Asked Questions (FAQ).

HELP - FAQ (Preguntas frecuentes)

Frequently Asked Questions

ENTER KEYWORDS

All Categories

[Search FAO >](#)

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

Updating Content

Research Methodology

How

Encontrará respuestas, ordenadas por categorías, sobre las dudas más frecuentes acerca de la base de datos.

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



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

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](#)

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

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

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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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 2012	Oct 2013	historic sizes and shares to 2013; forecasts to 2018
Packaged Food - all categories except Baby Food, Confectionery, Dairy, Meal Replacement	Oct 2012	Oct 2013	historic sizes and shares to 2013; forecasts to 2018
Packaged Food - Baby Food, Confectionery, Meal Replacement	Oct 2012	Oct 2013	historic sizes and shares to 2013; forecasts to 2018
Personal Accessories	Oct 2012	Oct 2013	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:

Delia Soto	 4376767 anexo 30923	 dsoto@ulima.edu.pe
Lorena Avalos	 4376767 anexo 30907	 lavalosm@ulima.edu.pe
Irma Benavides	 4376767 anexo 30918	 ibenavid@ulima.edu.pe