Euromonitor International

# Passport E-Commerce

## Eliminate guesswork from tracking online sales

Do you need better online sales data to get an accurate picture of whether your sales are keeping up with your competitors?

To help you win online, Passport E-Commerce provides data on online sales by industry, category, sub-category, brand and retailer. It maps SKU-level purchase data from clickstream panels, e-receipts and online retailers to our globally standardised category taxonomy using our expertise in machine learning and data science.

Our sample includes 300+ retailers and captures online shopping behaviours of over 20 million panelists. By combining ‘big’ e-commerce datasets with our traditional retail research, we estimate online sales at a category, company and brand level for easy tracking and comparison.

# Measure your online sales versus your competitors by category and by retailer.

### Strike the right partnerships

Discover which channels are growing fastest or expected to grow and manage your distribution channels accordingly. Gain insights to help you negotiate with distributors and retailers.

### Benchmark your performance

Measure your brand's online sales against your competitors, gain insights into your competitors' growth factors and identify new and emerging brands, not just the top players.

### Uncover winning opportunities

Spot the fastest growing categories and retailers, identify high-growth e-commerce platforms and monitor trends that are most likely to impact your profitability.

# Granular e-commerce sales data to help you win online

## 1 Quarterly online sales data

Get timely updates on how your brands are performing online.

## 2 Deep coverage

Examine brand performance from 300+ key retailers, across 15 countries and 500+ FMCG categories.

## 3 Standardised

Track e-commerce sales aligned to a global taxonomy, meaning no more fragmented and unstructured data.

## 4 Robust

Measure E-commerce sales from from 20 million+ online shoppers. Understand brand sales by category and retailer, based on reported retailer sales, e-receipts and clickstream data.

# Transforming e-commerce sources into sales data

## Our global methodology

### Deep coverage

**Global retailer coverage across 15 markets:**

Australia
Brazil
Canada
China
Germany
Spain
France
India
Italy
Japan
Korea
Mexico
Poland
United Kingdom
United States

**12 industries covering 500+ categories and sub-categories**

Alcoholic Drinks
Beauty and Personal Care
Consumer Health
Cooking Ingredients and Meals
Dairy Products and Alternatives
Home Care
Hot Drinks
Pet Care
Snacks
Soft Drinks
Staple Foods
Tissue and Hygiene

**Real purchase events**

E-receipts and clickstream provide representative samples of SKU-level online purchases.

**Map and categorise**

Each product in the panel is given a standardised category, supplier and brand name. Daily price movements for each SKU is factored into sales estimates.

**Validate and refine**

Passport E-Commerce users regularly provide feedback and data which validate our online sales estimates and allow us to refine methodology and fine-tune models.

**Estimate online sales**

Categorised panel data is benchmarked to sales for each retailer. Retailer sales based on primary and secondary data, web traffic, app usage and other e-commerce metrics.

> Euromonitor helped us to understand where we needed to go, how we needed to get there and what needed to be done.

**Myles Hennell**
Marketplaces Global Development Lead, Philip Morris International

# Start winning online with Passport E-Commerce

## Speak to an expert today to start taking the guesswork out of tracking online sales

## About Euromonitor International

Euromonitor International leads the world in data analytics and research into markets, industries, economies and consumers. We provide truly global insight and data on thousands of products and services to help our clients maximise opportunities, and we are the first destination for organisations seeking growth. With our guidance, our clients can make bold, strategic decisions with confidence. We have 16 offices around the world, with 1000+ analysts covering 210 countries and 99.9% of the world's consumers, and use the latest data science and market research techniques to help our clients to make sense of global markets.