



# PASSPORT

*ВОРОТА В МИР ГЛОБАЛЬНОЙ СТРАТЕГИЧЕСКОЙ ИНФОРМАЦИИ*

*ТРЕНИНГ ПО ИСПОЛЬЗОВАНИЮ СИСТЕМЫ PASSPORT*

ECATERINA BONDARENKO

2013

## НАЧАЛО РАБОТЫ С PASSPORT

- Воспользуйтесь указанной ссылкой для подключения к portalу:  
<http://www.portal.euromonitor.com>;
- Просмотрите короткие обучающие видео ролики, расположенные на странице Help (Help Videos);
- Просмотрите данный PPT тренинг по использованию системы Passport



# ИНДУСТРИИ - СТРУКТУРИРОВАННЫЕ ДАННЫЕ ПО ОТРАСЛЯМ, ОТСЛЕЖИВАНИЕ ПОТРЕБИТЕЛЬСКИХ ТЕНДЕНЦИЙ, СОТНИ ВИДОВ ПРОДУКТОВ И УСЛУГ

**Passport** Euromonitor.com | Welcome Ecaterina Bondarenko

**SEARCH** **INDUSTRIES** **COUNTRIES & CONSUMERS** **CONSULTING** **MY PAGES** **HELP**

**Home**

**CONSUMER PRODUCTS**

- Alcoholic Drinks
- Apparel
- Automotive
- Beauty and Personal Care
- Consumer Appliances
- Consumer Electronics
- Consumer Health
- Eyewear
- Fresh Food
- Health and Wellness
- Home and Garden
- Home Care

**Hot Drinks**

- Luxury Goods
- Packaged Food
- Personal Accessories
- Pet Care
- Soft Drinks
- Tissue and Hygiene
- Tobacco
- Toys and Games

**SERVICES**

- Consumer Finance
- Consumer Foodservice
- Retailing
- Travel and Tourism

**SUPPLY**

- Ingredients
- Packaging

**INDUSTRIAL**

- Industrial

**WE LEARN WHAT**

**Watch an Overview**

**See More in Help**

**Your Home Page**

- Saved Research
- Downloads
- Manage Profile

**Menu Search**

- Cities
- Companies or Brands
- Packaging
- Closures
- Survey
- Advanced Text

Select...

Passport Euromonitor.com | Welcome Ecaterina Bondarenko of Passport Cat

SEARCH INDUSTRIES ▼ COUNTRIES & CONSUMERS ▼ CONSULTING MY PAGES ▼ HELP

CONSUMER PRODUCTS	SERVICES	SUPPLY	INDUSTRIAL
Alcoholic Drinks	Consumer Finance	Ingredients	Industrial
Apparel	Consumer Foodservice	Packaging	
Automotive	Retailing		
Beauty and Personal Care	Travel and Tourism		
Care			
Consumer Appliances			
Consumer Electronics			
Consumer Health			
Eyewear			
Fresh Food			
Health and Wellness			
Home and Garden			
Home Care			

SEARCH TR Select cate

ANALYSIS All Analysis Select Geog

Go >

## Message in a Bottle: Tunisia Water Market Offers Real Promise

Opinion | 13 Feb 2013



**Amin Alkhatib**  
Analyst

Tunisia faces a bottled water crisis due to severe supply shortages, thus providing a business opportunity waiting to be tapped. For years, Tunisians have avoided drinking tap water in favour of bottled water for fear of disease. As a result, bottled water consumption has taken up a bigger share of the Tunisian household shopping basket. According to Euromonitor

International, 11 million consumers in 2012 purchased 1.1 billion litres of bottled water, equating to more than 100 litres per person, and giving the country a ranking of 17th in terms of global per capita consumption.

[Continue reading >](#)

### DID YOU KNOW?

**Juice drinks (up to 24% juice) will account for more than half of global fruit/vegetable juice volume growth over the next five years**

[See the Data >](#)

**The three markets with the highest per capita volume sales of carbonates are all in Latin America**

[See the Data >](#)

**Bulk sizes account for more than 80% of retail still water sales in Brazil and Mexico**

ВЫБЕРИТЕ ОПРЕДЕЛЁННУЮ КАТЕГОРИЮ И ПОДКАТЕГОРИЮ И НАЖМИТЕ GO

The screenshot displays the Passport dashboard interface. At the top, the logo "Passport" is on the left, and "Euromonitor.com | Welcome Ecatarina Bondarenko of Passport Categ" is on the right. Below this is a navigation bar with "SEARCH", "INDUSTRIES", "COUNTRIES & CONSUMERS", "CONSULTING", "MY PAGES", and "HELP".

The main content area is titled "Soft Drinks" with a glass icon. It features four filter panels:

- SEARCH TREE:** A dropdown menu with "Select category..." and a list of categories including "Soft Drinks", "Bottled Water", "Carbonates", "Concentrates", "Fruit/Vegetable Juice", "RTD Coffee", "RTD Tea", "Sports and Energy Drinks", and "Asian Speciality Drinks".
- VIEW TOP COUNTRIES:** A dropdown "Choose a category" and radio buttons for "Size", "Growth", "Per cap.", "Forecast", and "Historic".
- VIEW TOP CATEGORIES:** A dropdown "Choose a geography..." and radio buttons for "Size", "Growth", "Per cap.", "Forecast", and "Historic".
- VIEW TOP COMPANIES:** A dropdown "Select company..." and a "Go >" button.

On the right side, there is a "DASHBOARDS VISUALISE DATA" section with a "Select..." dropdown and a "Go >" button.








































ОПРЕДЕЛИВ ПОДКАТЕГОРИИ, ВЫБЕРИТЕ СТРАНЫ И НАЖМИТЕ [SEE DATA NOW](#)

## CATEGORY TREE

Statistics  | Analysis  |

Enter Filter Keywords

Filter Tree

- Industrial (Entire Economy)  
- Ingredients  
- Luxury Goods  
- Packaged Food  
- Packaging 
- Personal Accessories  
- Pet Care  
- Retailing  
- Soft Drinks  
  - Bottled Water  
  - Carbonates  
  - Concentrates  
  - Fruit/Vegetable Juice  
  - RTD Coffee  
  - RTD Tea  
  - Sports and Energy Drinks  
  - Asian Speciality Drinks  
- Tissue and Hygiene  
- Tobacco  
- Toys and Games  
- Travel and Tourism 









































[Clear Selection](#)[Now Choose Geographies >](#)

## GEOGRAPHY TREE

Statistics  | Analysis  |

Enter Filter Keywords

Filter Tree

- Bulgaria  
- Croatia  
- Czech Republic  
- Estonia  
- Georgia  
- Hungary  
- Latvia  
- Lithuania  
- Macedonia  
- Poland  
- Romania  
- Russia  
- Serbia  
- Slovakia  
- Slovenia  
- Ukraine  
- Latin America  
- Middle East and Africa  
- North America  
- Western Europe  
- Economic regional totals

[< Back](#) | [Clear Selection](#)[See Data Now >](#) [Run Search >](#)

## ПРИМЕР: РАЗВИТИЕ РЫНКА ПРОХЛАДИТЕЛЬНЫХ НАПИТКОВ В РАЗНЫХ СТРАНАХ

- Возможность работы с данными: просмотрите функции конвертирования, изменения рядов, копирования/экспортирования, перехода к анализу, диаграмме, компаниям, брендам, и т.д.

[Modify Search](#)

**Results List**
**Statistics**
Analysis

[Data exportation](#)

**Convert Data**

- Volume conversions
- Unit multiplier
- Growth
- Per capita/household
- Unit price

**Change Time Series**

**Change Data Types**

**Change Categories**

**Change Geographies**

**More Results**

- Market Sizes
- Company Shares
- Brand Shares
- Distribution
- Flavours
- Off-trade vs On-trade
- Products by Ingredient

**Market Sizes | Historic | Off-trade Volume | mn litres**

**Key:**
 Related Analysis
 Chart this Row
 Company Shares
 Brand Shares
 Distribution
 Flavours

Off-trade vs On-trade
 Products by Ingredient

Related analyses

Change View	2007	2008	2009	2010	2011	2012
<b>Poland</b>						
<input type="checkbox"/> Soft Drinks	5.450,3	5.849,3	6.020,3	6.307,0	6.220,2	6.388,5
<input type="checkbox"/> Bottled Water	1.955,7	2.069,0	2.247,8	2.534,7	2.494,0	2.605,8
<input type="checkbox"/> Carbonates	1.809,1	1.880,5	1.876,7	1.880,6	1.904,9	1.909,3
<input type="checkbox"/> Concentrates	26,5	28,7	29,5	32,5	34,7	37,9
<input type="checkbox"/> Fruit/Vegetable Juice	1.458,0	1.560,6	1.547,4	1.528,5	1.443,7	1.467,2
<input type="checkbox"/> RTD Coffee	0,6	0,8	0,8	0,8	0,9	1,0
<input type="checkbox"/> RTD Tea	129,7	181,9	182,4	187,0	189,8	195,2
<input type="checkbox"/> Sports and Energy Drinks	70,7	127,8	135,7	142,8	152,1	172,2
<b>Russia</b>						
<input type="checkbox"/> Soft Drinks	10.504,6	11.016,5	9.583,8	10.963,8	11.274,1	11.792,3
<input type="checkbox"/> Bottled Water	3.418,7	3.653,9	3.370,5	3.873,5	4.151,8	4.498,2
<input type="checkbox"/> Carbonates	3.783,1	3.906,7	3.322,0	3.949,0	3.940,6	4.052,8
<input type="checkbox"/> Concentrates	0,5	0,5	0,5	0,5	0,5	0,5
<input type="checkbox"/> Fruit/Vegetable Juice	2.954,9	3.071,1	2.568,9	2.781,7	2.798,6	2.832,0
<input type="checkbox"/> RTD Coffee	0,2	0,2	0,2	0,1	0,1	0,1
<input type="checkbox"/> RTD Tea	272,3	288,3	245,6	275,1	276,2	283,1
<input type="checkbox"/> Sports and Energy Drinks	74,9	95,7	76,1	83,9	106,4	125,6

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

**Research Sources:**

- [Soft Drinks: Euromonitor from trade sources/national statistics](#)

# ПРИМЕР: АНАЛИЗ РАЗВИТИЯ РЫНКА ГАЗИРОВАННЫХ НАПИТКОВ В РОССИИ

Modify Search Results List Statistics Analysis Related Analysis

<b>Table of Contents</b>
HEADLINES
TRENDS
COMPETITIVE LANDSCAPE
PROSPECTS
CATEGORY DATA
<b>Full Market Reports</b>
Carbonates in Russia
Soft Drinks in Russia
<b>Related Statistics</b>
View Statistics
<b>Related Industry Reports</b>
Bottled Water in 2011: Building on a Rebound in Growth
Bottled Water in Russia
Carbonates: Tapping Growth Potential
Concentrates in Russia
Consumer Foodservice in Beverages: The New Key to Growth
Drinking Cultures of the World – Globalisation Creates Opportunities - World
From Traditional to Modern: The Evolution of Beverages
<b>Related Company Profiles</b>
<b>Related Articles</b>
<b>More Related Items</b>

## Carbonates in Russia

Category Briefing | 26 Apr 2012

### HEADLINES

- Carbonates increases by 2% in total volume and by 12% in total value during 2011
- Standard low-calorie cola is the most dynamic category in 2011, increasing by 9% in total volume and by 22% in total value
- The average retail unit price of carbonates increases by 9% to RUB25 per litre in 2011
- Coca-Cola Refreshments ZAO and PepsiCo Holdings OOO remain the leaders in carbonates, with local producers controlling only other non-cola carbonates
- 2011 sees Russia's national drink, kvass, recording negative volume growth for the first time ever
- Carbonates is set to increase in total volume at a CAGR of 5% and in total constant value at a CAGR of 6% over the forecast period

### TRENDS

- During 2011, Russia's producers of carbonates increased production significantly and filled their warehouses with products during the spring season. However, the weather during summer 2011 failed to meet expectations, which led to slow growth in carbonates consumption in Russia. Total volume sales of carbonates increased by only 2% during 2011, with the main cause of this low growth the disappointing weather as average temperatures remained lower several degrees below anticipated levels, while the number of rainy days was double expectations. Lower levels of advertising also led to declines and slowdowns in certain carbonates categories, notably other non-cola carbonates.
- The highest growth in carbonates in Russia in 2011 was registered in low calorie cola carbonates, which increased in total volume by 9%. The high degree of loyalty to low calorie cola carbonates among Russian consumer is due to raising awareness of the potential health issues which can be caused by regular cola carbonates, which is encouraging consumers to switch to low calorie cola carbonates, one of the few readily available alternatives in Russia. Moreover, many Russians are not prepared to switch their carbonates consumption to other, healthier categories such as fruit/vegetable juice and bottled water. The proportion of total carbonates volume and value sales accounted for by low calorie carbonates continued to increase during 2011 due to the rising number of people in Russia focused on losing weight and keeping slim, and this trend is set to continue during the forecast period, resulting in good growth prospects for low calorie cola carbonates.
- Manufacturers of kvass, Russia's national drink, enjoyed strong sales and rising demand for their products until 2010, although growth stagnated somewhat in 2011. The success of this traditional Russian drink has been the result of the fact that kvass is a healthier alternative to other carbonates.



# ПРИМЕР: БУТИЛИРОВАННАЯ ВОДА - ДОЛИ КОМПАНИЙ НА РОССИЙСКОМ РЫНКЕ

[Return to original data](#)
**Convert Data** ▾

- Share type
- Unit type
- Volume conversions

[Change Time Series](#) ▶

[Change Data Types](#) ▶

[Change Categories](#) ▶

[Change Geographies](#) ▶

**More Results** ▾

- Market Sizes
- Company Shares
- Brand Shares
- Distribution
- Flavours
- Off-trade vs On-trade
- Products by Ingredient


**Company Shares (by Global Brand Owner) | Historic | Off-trade Volume | % breakdown**

 Key:  Related Analysis  Chart this Row

Change View	2007	2008	2009	2010	2011	2012	
Russia							
Bottled Water							
<input type="checkbox"/>	PepsiCo Inc	9,0	9,4	8,6	8,3	9,1	9,2
<input type="checkbox"/>	Coca-Cola Co, The	10,1	10,8	10,0	10,3	9,1	8,2
<input type="checkbox"/>	Karachinsky Istochnik OOO	3,1	3,7	4,7	4,5	5,3	6,2
<input type="checkbox"/>	Visma ZAO	5,8	6,1	6,1	6,1	5,4	5,3
<input type="checkbox"/>	Kavminvody ZAO	5,0	4,0	4,1	4,0	4,0	4,1
<input type="checkbox"/>	Merkuriy OOO	3,7	2,8	1,9	2,1	2,8	3,1
<input type="checkbox"/>	Progress OAO	2,3	2,4	2,5	2,5	2,7	2,8
<input type="checkbox"/>	IDS Borjomi OOO	2,0	2,2	2,5	2,3	2,3	2,4
<input type="checkbox"/>	Shishkin Les OOO	1,5	1,9	2,2	2,4	2,4	2,3
<input type="checkbox"/>	IDS Group	-	-	2,0	2,1	2,3	2,3
<input type="checkbox"/>	Ayan OAO	1,7	1,8	1,8	1,7	1,8	1,9
<input type="checkbox"/>	Volzhanka POB	2,3	2,5	2,6	2,4	2,1	1,9
<input type="checkbox"/>	Akvalain ZAO	-	-	1,8	1,7	1,8	1,8
<input type="checkbox"/>	Rosinka OAO	1,1	1,1	1,4	1,6	1,6	1,5
<input type="checkbox"/>	Stary Istochnik VK ZAO	1,0	0,8	0,7	0,9	0,8	0,8
<input type="checkbox"/>	Klinskiye Napitki OAO	1,2	1,2	1,3	0,9	0,8	0,8
<input type="checkbox"/>	Akva-Don OOO	1,1	1,0	1,2	1,0	0,8	0,7
<input type="checkbox"/>	Nestlé SA	6,0	6,0	0,6	0,6	0,6	0,7
<input type="checkbox"/>	Narzan OAO	1,6	1,3	1,0	0,8	0,6	0,6
<input type="checkbox"/>	Vita-V ZAO	-	-	0,2	0,3	0,4	0,4

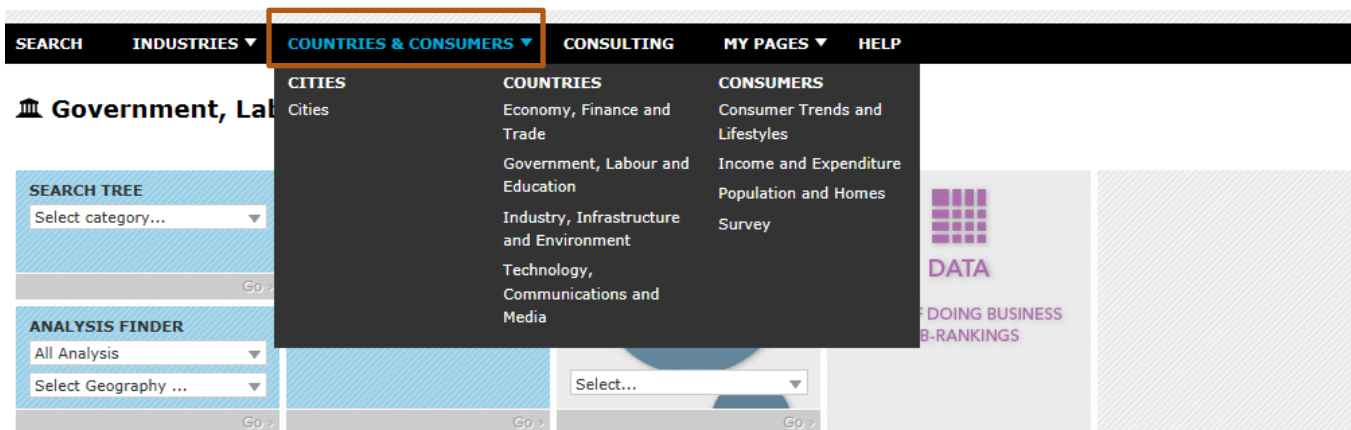
# СТРАНЫ И ПОТРЕБИТЕЛИ

- Предвидение экономической ситуации
- Отслеживание специфических факторов
- Наблюдение за демографическими тенденциями
- Исследование глобальных факторов, влияющих на бизнес
- Определение новых потребительских сегментов
- Понимание культурных различий
- Определение новых тенденций
- Изучение потребителей

The screenshot displays the Passport website interface. At the top, the logo 'Passport' is visible on the left, and 'Euromonitor International' is on the right. A navigation bar contains the following items: SEARCH, INDUSTRIES (with a dropdown arrow), COUNTRIES & CONSUMERS (with a dropdown arrow), CONSULTING, MY PAGES (with a dropdown arrow), and HELP. Below the navigation bar, a dropdown menu is open for 'COUNTRIES & CONSUMERS', showing three main categories: CITIES, COUNTRIES, and CONSUMERS. Under CITIES, there is a link for 'Cities'. Under COUNTRIES, there are links for 'Economy, Finance and Trade', 'Government, Labour and Education', 'Industry, Infrastructure and Environment', and 'Technology, Communications and Media'. Under CONSUMERS, there are links for 'Consumer Trends and Lifestyles', 'Income and Expenditure', 'Population and Homes', and 'Survey'. On the left side of the interface, there is a 'SEARCH TREE' section with a dropdown menu 'Select category...' and a 'Go >' button. Below it is an 'ANALYSIS FINDER' section with a dropdown menu 'All Analysis' and another dropdown menu 'Select Geography ...' with a 'Go >' button. At the bottom right, there is a 'Select...' dropdown menu and a 'Go >' button.

# СТРАНЫ И ПОТРЕБИТЕЛИ

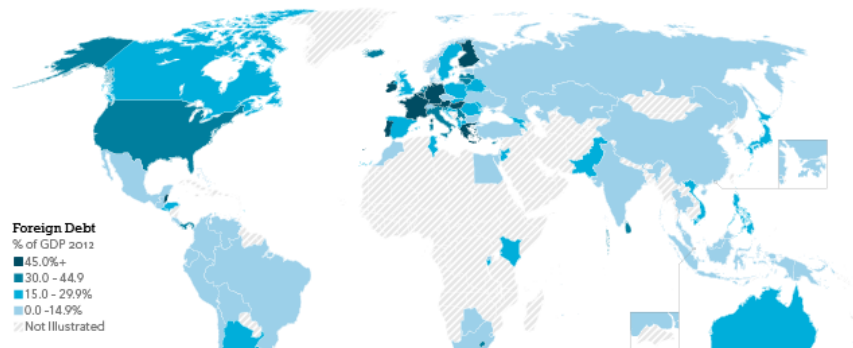
- Раздел C&C содержит экономическую, макроэкономическую, демографическую политическую и социальную информацию;
- Данные по 210 странам, прогнозы до 2030 года.



## Indebted Eurozone Markets Have the Highest Foreign Debt-to-GDP Ratios

Datagraphic | 15 Feb 2013

**DATAGRAPHIC GOVERNMENT LABOUR AND EDUCATION**  
Foreign Debt as % of Total GDP in 2012



© Euromonitor I

### DID YOU KNOW?

**Australia has the highest minimum monthly wage in US\$ terms of all developed countries**

[See the Data >](#)

**Georgia had the biggest decline globally in government effectiveness from 2006-2011**

[See the Data >](#)

**Luxembourg's foreign debt is forecast to increase by nearly 1,500% in real terms from 2007-2012**

[See the Data >](#)

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

[Business Environment: Norway](#)




























## ВЫБЕРИТЕ КАТЕГОРИЮ, ПОДКАТЕГОРИЮ, И ЗАТЕМ ГЕОГРАФИЮ

## CATEGORY TREE

Statistics  | Analysis 

Enter Filter Keywords

Filter Tree

- Labour and Education 
- Labour 
- Literacy and Education 
- Literacy Levels and Duration of Education 
- Pre-Primary Education 
- Primary Education 
- Secondary Education 
- Higher Education 
- Universities and Higher Education Establishments  
- Higher Education Students (Incl. Universities)  
- University Students  
- Full and Part Time Students 
- Foreign Students as % of All Higher Education Students  
- Foreign Students in Higher Education in Host Countries  
- Higher Education Teaching Staff (Incl. Universities)  
- University Teachers  
- Total Graduates in All Programmes  
- Expenditure on Education 
- Leisure and Lifestyles 

Clear Selection





























Now Choose Geographies &gt;

## GEOGRAPHY TREE

Statistics  | Analysis 

Enter Filter Keywords

Filter Tree

- Western Europe 
- Andorra 
- Austria  
- Belgium 
- Cyprus 
- Denmark  
- Finland 
- France 
- Germany  
- Greece 
- Iceland 
- Ireland 
- Italy 
- Liechtenstein 
- Luxembourg 
- Malta 
- Netherlands  
- Norway 
- Portugal  
- Spain  
- Sweden  

&lt; Back | Clear Selection

See Data Now &gt;

Run Search &gt;

**Results List**

Statistics

Analysis

**FILTER RESULTS****by Category**

Business Environment (7)

Consumer Expenditure (7)

Population: National Estimates at January 1st (7)

University Students (7)

Consumers of the Future (6)

Unemployed Population Aged 15-19 (6)

Birth Rates (5)

**by Geography**

World (6)

Asia Pacific (3)

Australasia (3)

Eastern Europe (3)

Latin America (3)

Middle East and Africa (3)

North America (3)

Western Europe (5)

Austria (4)

Belgium (1)

Brazil (5)

**by Statistics**

Countries and Consumers Annual Data

RESULTS | Sort by

Relevance

[Countries and Consumers Annual Data](#) Statistics | Jan 2013 | [Show details...](#)

- [Age Blurring: How the Breakdown of Age Boundaries Is Affecting Global Consumer Markets Strategy Briefing](#) | Apr 2011 | [Show details...](#)
- [Age Blurring: How the Breakdown of Age Boundaries Is Affecting Global Consumer Markets – Executive Briefing Strategy Briefing](#) | Apr 2011 | [Show details...](#)
- [Make Way for Generation Z: Marketing to Today’s Tweens and Teens Strategy Briefing](#) | Feb 2011 | [Show details...](#)
- [Make Way for Generation Z: Marketing to Today’s Tweens and Teens – Executive Briefing Strategy Briefing](#) | Feb 2011 | [Show details...](#)
- [Tomorrow’s Big Spenders: The Global Student Market --- Strategy Briefing Opinion](#) | Feb 2013 | [Show details...](#)
- [Green Buying Behaviour: What German Shoppers Will Pay More For Article](#) | Apr 2012 | [Show details...](#)
- [Austrian Consumers in 2020: A Look into the Future Consumers in 2020](#) | Feb 2012 | [Show details...](#)
- [Special Report: The World’s Youngest Populations Article](#) | Feb 2012 | [Show details...](#)
- [Regional Focus: Higher education graduates in Western Europe face poor job prospects Article](#) | Apr 2010 | [Show details...](#)
- [Skills shortages in Germany and the eurozone will hamper recovery Article](#) | Mar 2010 | [Show details...](#)
- [The Price of Knowledge Article](#) | Dec 2006 | [Show details...](#)
- [Business Environment: Austria Country Briefing](#) | Jan 2013 | [Show details...](#)
- [Business Environment: Germany Country Briefing](#) | Oct 2012 | [Show details...](#)
- [Business Environment: Denmark Country Briefing](#) | Aug 2012 | [Show details...](#)

**Convert Data** ▼

- Unit multiplier
- Growth

**Change Time Series** ▶

**Change Categories** ▶

**Change Geographies** ▶



**Historic**

Key:  Related Analysis  Chart this Row

Change View		2007	2008	2009	2010	2011	2012
<b>Austria</b>							
	Universities and Higher Education Establishments - number	97,0	83,0	75,0	57,0	55,0	53,0
	Higher Education Students (Incl. Universities) - '000	261,0	284,8	308,2	350,2	371,2	395,2
	University Students - '000	219,7	248,4	258,5	287,4	304,2	323,1
	Foreign Students as % of All Higher Education Students - % of higher education students	16,7	18,7	19,4	19,6	20,5	21,5
	Foreign Students in Higher Education in Host Countries - '000	43,6	53,4	59,7	68,5	76,0	85,1
	Higher Education Teaching Staff (Incl. Universities) - '000	29,4	32,7	34,8	35,6	36,6	37,8
<b>Denmark</b>							
	Universities and Higher Education Establishments - number	174,0	176,0	177,0	178,0	178,0	178,0
	Higher Education Students (Incl. Universities) - '000	232,2	230,7	234,6	240,5	245,3	247,6
	University Students - '000	198,1	196,9	198,8	204,1	208,2	210,4
	Foreign Students as % of All Higher Education Students - % of higher education students	5,5	2,8	5,4	4,8	4,8	4,9
	Foreign Students in Higher Education in Host Countries - '000	12,7	6,4	12,6	11,5	11,8	12,0
	Higher Education Teaching Staff (Incl. Universities) -	20,3	21,0	21,8	22,3	22,9	23,4

**Related Statistics** ▾  
View Statistics

**Related Articles** ▾

- Special Report: Rise in Global Crime Levels Impacts Business Environment
- Lacklustre Demand Expected from Eurozone Consumers in 2012
- Special Report: Short-term Forecast of Global Real GDP Growth
- Special Report: The World's Oldest Populations
- Special Report: Short-Term Forecast of Global Real GDP Growth
- Special Report: Short-term

**More Related Items** ▾

- Austria in 2030: The Future Demographic
- Austria: Country Profile
- Business Environment: Austria
- Consumer Lifestyles in Austria
- Income and Expenditure: Austria
- Risks and Vulnerabilities: Austria
- Technology, Communications and Media: Austria

© Eu

## Business Environment: Austria

Country Briefing | 11 Jan 2013

### LABOUR AND EDUCATION

#### Shortage of skilled workers

**The unemployment rate in Austria was low at 4.1% of the economically active population in 2011 but cuts to government spending and a slowing economy are expected to push unemployment up to 4.5% in 2013.**

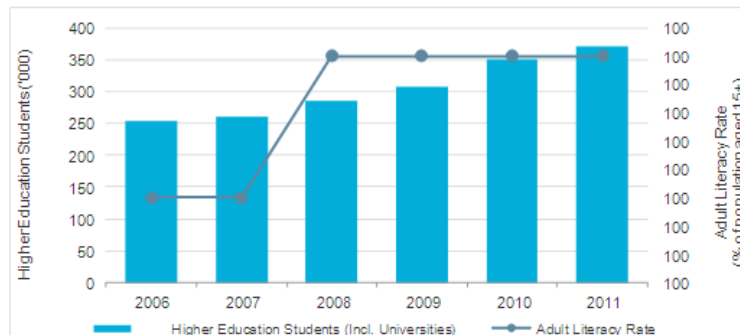
Government expenditure on education in Austria was €16.4 billion (US\$22.8 billion) in 2011, which is equivalent to 5.5% of total GDP, compared to 5.6% in the Netherlands and 4.0% in Germany. The government has increased its spending on education by 8.5% in real terms between 2006 and 2011 but government expenditure on education fell by 2.7% in real terms in 2011 due to cuts to government spending. The adult literacy rate as a percentage of the population aged 15 years or more has edged up from 99.8% in 2006 to 99.9% in 2011, in line with other developed Western European economies.

The number of people in higher education in Austria was 371,200 in 2011 which is equivalent to 4.4% of the total population, while the Netherlands and Germany had comparative figures of 4.0% and 3.1% respectively. Relatively bright job prospects result in Social Sciences, Business and Law attracting the most students with a combined 34.6% of total graduates in 2011. Meanwhile, Engineering, Manufacturing and Construction also accounted for a high proportion with 17.5% of graduates in 2011 despite an ailing construction industry in 2012. On the other hand, agriculture was the least popular area of study with only 1.3% of graduates due to the more minor role agriculture plays in the Austrian economy.

Student numbers in higher education have grown every year between 2006 and 2011 and were 46.6% higher in 2011 compared with 2006. The surge of students in higher education is prompted by a shortage of skilled workers in Austria. Sectors which are particularly struggling are nursing, tourism, and construction. To help combat this, Austria introduced a new visa system in July 2011 where skilled workers who meet certain criteria are allowed access to work in Austria. Austria also needs to do more to improve graduation rates from higher education due to the share of young people graduating from academic tertiary education programs being low.

**Chart 6 Number of Higher Education Students and Adult Literacy Rate 2006-2011**

'000 / % of population aged 15+



**Related Statistics**

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**Related Articles**

[Regional Focus: Europe's Major Economies Set to Join Triple Dip Recession Club in 2013](#)

[Special Report: Rise in Global Crime Levels Impacts Business Environment](#)

[Lacklustre Demand Expected from Eurozone Consumers in 2012](#)

[Special Report: Short-term Forecast of Global Inflation](#)

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[Consumer Lifestyles in Austria](#)

[Income and Expenditure: Austria](#)

[Risks and Vulnerabilities: Austria](#)

[Technology, Communications and Media: Austria](#)

## Technology, Communications and Media: Austria

Country Briefing | 04 Feb 2013

Tight competition has given Austria a dynamic mobile market, which proved resilient to the effects of the global economic downturn of 2008-2009 and eurozone sovereign debt crisis. A greater proportion of households have a mobile phone than anywhere else in Western Europe. 4G is already available in major urban areas, online adspend has rocketed and e-government is well established. However, cable TV, found in half of homes, is stalling, while satellite's prospective growth is also tepid.

### EXECUTIVE SUMMARY

- Austria's number of broadband Internet subscriptions grew by 55.7% over 2006-2011, driven forward by government efforts to expand access;
- Mobile phone subscriptions climbed by 40.3% over 2006-2011, as Austria's mobile phone market proved resilient to the economic turmoil engulfing the eurozone during the period. The hike lifted mobile telecommunications revenues as a percentage of total telecom revenues from 59.4% in 2006 to 65.6% in 2011;
- Austria was ranked 19th out of 142 countries in the World Economic Forum (WEF's) Networked Readiness Index (NRI) 2012, just a two-place slide from its 2007 ranking out of 122 nations, as the country largely kept pace with developments in the sector;
- After falling during the review period, household possession of cable TV is expected to stay at 36.9% of homes between 2012 and 2020. Household ownership rates of satellite TV, the more common method of accessing pay-TV services, will increase from 51.9% to 54.3% over the same period;
- Average household expenditure on telecommunications services in Austria fell by 24.6% in real terms over 2006-2011, a relatively high decline by regional standards, with only Ireland, Greece and Belgium posting sharper falls in Western Europe over the period;
- Capital investment in telecommunications contracted by 21.4% in real terms over 2006-2011 to finish the period at €657 million (US\$914 million), a fairly lacklustre performance in Western Europe, although most countries in the region saw this indicator fall.

**Chart 1 Total Telecommunications Revenues in 2011: Regional Overview**

US\$ million

DATAGRAPHIC COUNTRIES AND CONSUMERS  
Western Europe's Total Telecommunications Revenues in 2011

Telecommunications Revenue

US\$ million

- 16,000+
- 4,000-15,999





**Table of Contents**

- Austria In 2030**
  - Summary
  - Population past, present and future
  - Population shift
  - Ageing
  - Men and women in Austria
  - Births and deaths
  - Diversity
  - Population by citizenship
  - Cities
- Data**
  - Population by 5-year age group
  - Male population by 5-year age group
  - Female population by 5-year age group

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View Statistics

**Related Articles**

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## Austria in 2030: The Future Demographic

Future Demographics | 24 May 2012

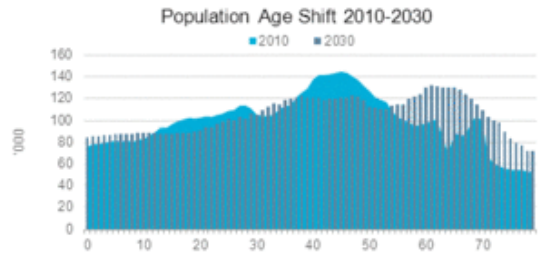
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1 of 16 Go Austria in 2030

### AUSTRIA IN 2030

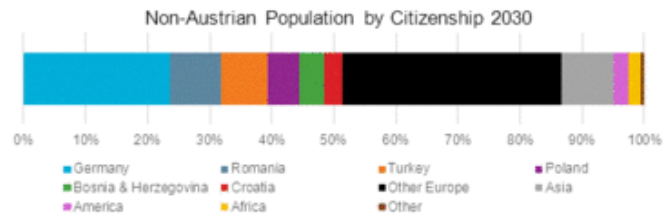
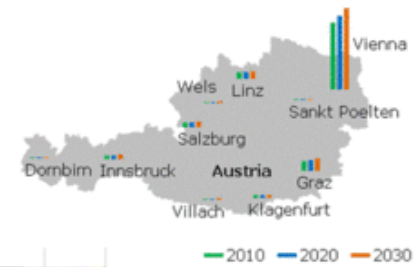
#### Summary

Population: 9.0 million  
 Median age: 45.2 years  
 Life expectancy: 83.1 years



**Fastest-growing Major Cities 2010-2030**

1. Graz
2. Vienna
3. Innsbruck



## Results List **Statistics** Analysis

< Modify Search



### ▼ CONVERT DATA

Currency conversions

Current/constant

Unit multiplier

Growth

Year-on-year growth (%)

Period growth

Growth index

Return to actual

Per capita/household

► CHANGE TIME SERIES

► CHANGE DATA TYPES

► CHANGE CATEGORIES

► CHANGE GEOGRAPHIES

### ▼ MORE RESULTS

[Countries and Consumers Annual Data](#)

[Countries and Consumers Quarterly Data](#)

[Countries and Consumers Monthly Data](#)

### Historic | Year-on-Year Growth (%)

Key:  Related Analysis  Countries and Consumers Quarterly Data  Countries and Consumers Monthly Data

Change View		2006-07	2007-08	2008-09	2009-10	2010-11
USA						
<input type="checkbox"/> Yr	Bank Claims on the Private Sector - US\$ mn - Current Prices	9,2	2,3	-4,4	3,2	1,2
<input type="checkbox"/> Yr	Reserves of Deposit Money Banks - US\$ mn - Current Prices	7,6	1.111,3	24,1	20,8	11,9
<input type="checkbox"/> Yr QM	Long-Term Interest Rate - %	-3,4	-20,8	-11,2	-1,3	-13,3
QM						

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

Research Sources:

1. Bank Claims on the Private Sector: Euromonitor International from International Monetary Fund (IMF), International Financial Statistics
2. Long-Term Interest Rate: Euromonitor International from national statistics/OECD
3. Reserves of Deposit Money Banks: Euromonitor International from International Monetary Fund (IMF), International Financial Statistics

# ПРИМЕР АНАЛИЗА: ПРИМЕНЕНИЕ ФИНАНСОВЫХ РЫЧАГОВ В США, КРУПНЕЙШИЙ ПОТРЕБИТЕЛЬСКИЙ РЫНОК В МИРЕ

Results List

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Analysis

Related Analysis

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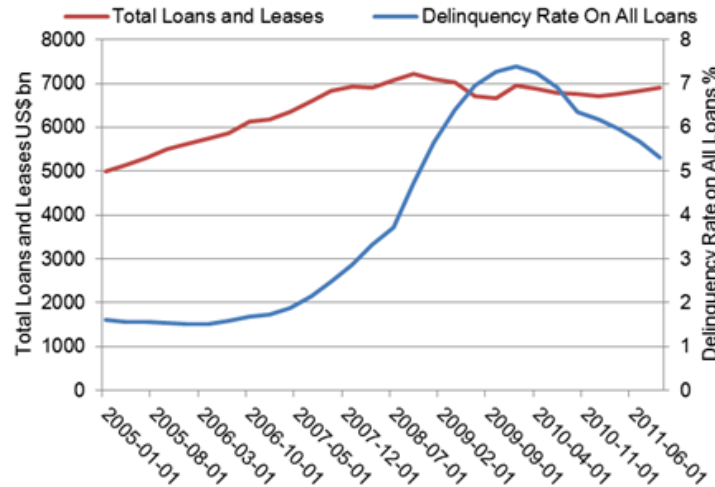
- Relevance
  - Deleveraging in the USA, the World's Largest Consumer Market
  - Q&A: Government debt and deficit
  - The US crisis: importance for world exporters
  - US slowdown and credit crunch: effects on Western Europe
  - Risks and Vulnerabilities: USA
- Page 1

## Deleveraging in the USA, the World's Largest Consumer Market

Article | 03 Apr 2012

In 2007-2008 the USA suffered the largest shock to its economy since the Wall Street crash of 1929. A crisis which started in an overleveraged financial sector filtered down to consumers who had enjoyed years of credit fuelled spending. Annual gross income per capita fell by 1.9% in real terms in 2008-2009, while unemployment reached its highest rate since 1983. As a result, recovery in the USA has been slow but household deleveraging will improve growth prospects in the longer term.

Commercial Bank Lending and Leases and Delinquency Rate on all Loans: 2005-2011



US\$ billion, %

RELATED INFORMATION

STATISTICS

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ARTICLES

- Monthly Economic Review of G7 economies: September 2012 Update
- Special Report: The Global Female Population Increasingly Influential on ICT
- How Canada Dodged the G7 Slowdown
- Special Report: Austerity vs. Expansion: On the Brink of Global Depression
- Special Report: Short-term Forecast of Global Inflation

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- Technology, Communications and Media: USA
- United States of America in 2030: The Future Demographic
- USA: Country Profile

# POPULATION AND HOMES: ДЕМОГРАФИЧЕСКИЕ ДАННЫЕ

## Population and Homes

**SEARCH TREE**

Select category... ▼

Go >

**ANALYSIS FINDER**

All Analysis ▼

Select Geography ... ▼

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**VIEW TOP COUNTRIES**

First choose a category... ▼

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- Birth Rates
- Death Rates
- Households by Type [Couple with Children]
- Households by Type [Couple Without Children]
- Households by Type [Single Person]
- Households by Type [Single-Parent Family]
- Mean Age of Population
- Number of Households
- Occupants per Household at January 1st
- Old-Age Dependency Ratio
- Population Aged 0-14: January 1st**
- Population Aged 15-64: January 1st
- Population Aged 65+: January 1st
- Population: National Estimates at January 1st
- Possession of Broadband Internet Enabled Computer
- Possession of Cable TV
- Possession of Mobile Telephone
- Possession of Satellite TV System
- Possession of Telephone
- Urban Population

**DASHBOARDS**

VISUALISE DATA

Select... ▼

Go >

**DATA**

THE WORLD'S OLDEST AND YOUNGEST POPULATIONS

### India's Gender Inequality

Article | 19 Feb 2013

In 2012, India ranked 105th out of 135 countries in the World Economic Forum's (WEF) Global Gender Gap Report – the worst gender inequality among emerging market economies. India's gender inequality is the result of discrimination against women in every aspect of life and a barrier to economic growth.

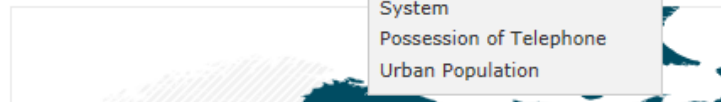
[Read more >](#)

### Russian Birth Rate at Record Low

Datagraphic | 07 Feb 2013

**DATAGRAPHIC POPULATION AND HOMES**

Russia Experiences Baby Boom



### BRIC Economies

The World Economic Forum's (WEF) Global Gender Gap Report shows that gender inequality is proving to be an obstacle for economic growth in BRIC countries (Brazil, Russia, India and China).

### DID YOU KNOW?

**In 2017, the world's population aged 60+ will pass 1 billion**

[See the Data >](#)

**Foreign citizens account for over 80% of the population in Qatar and the UAE**

[See the Data >](#)

**India set to overtake China as the world's largest population by 2025**

[See the Data >](#)

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

[The Ageing Global Population Podcast](#) | 19 February 2013

[Western European Businesses Web-Wisest](#)

# ПРИМЕР ПО ЗАДАННОМУ ПОИСКУ: ЛИДИРУЮЩИЕ СТРАНЫ ПО КАТЕГОРИИ ЧИСЛЕННОСТЬ НАСЕЛЕНИЯ ВОЗРАСТА ДО 14 ЛЕТ

SEARCH INDUSTRIES ▾ **COUNTRIES & CONSUMERS ▾** SURVEY DASHBOARDS MY PAGES ▾ HELP

Results List Statistics

Data exportation

< Modify Search

▼ CONVERT DATA

- Unit multiplier
- Growth
  - Year-on-year growth (%)
  - Period growth
  - Growth index
  - Return to actual

▼ CHANGE TIME SERIES

- Quick selections
 

Historic

  - Forecast
  - All
- By year

Apply

Historic | '000

Key:  Related analysis Related analyses  Chart this Row

Change View ▾

	2007 ▾	2008 ▾	2009 ▾	2010 ▾	2011 ▲	2012 ▾	
Population Aged 0-14: January 1st							
<input type="checkbox"/>	India	361.669,6	362.824,4	363.911,2	365.012,3	366.053,8	366.985,4
<input type="checkbox"/>	China	235.241,4	229.061,6	224.258,1	220.024,5	216.744,1	214.030,6
<input type="checkbox"/>	Nigeria	63.297,3	64.584,6	65.853,1	67.084,5	68.265,9	69.388,6
<input type="checkbox"/>	Pakistan	63.403,7	64.404,4	65.415,1	66.417,2	67.404,6	68.286,5
<input type="checkbox"/>	Indonesia	65.373,4	65.190,5	64.982,8	64.809,3	64.629,2	64.534,7
<input type="checkbox"/>	USA	60.681,6	60.907,4	61.087,6	61.276,9	61.259,1	61.285,2
<input type="checkbox"/>	Brazil	49.837,6	49.580,6	49.224,2	48.784,4	48.258,3	47.645,9
<input type="checkbox"/>	Bangladesh	47.660,6	47.278,1	46.893,9	46.543,7	46.090,4	45.731,4
<input type="checkbox"/>	Ethiopia	33.833,2	34.075,1	34.255,5	34.401,2	34.588,5	34.762,4
<input type="checkbox"/>	Mexico	33.262,1	33.167,2	33.059,3	32.973,6	32.888,5	32.837,0

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

Research Sources:

- Population Aged 0-14: January 1st: Euromonitor International from national statistics/UN

- ▶ CHANGE CATEGORIES
- ▶ CHANGE GEOGRAPHIES

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## Retailing

**SEARCH TREE**

Select category... ▾

Go >

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All Analysis ▾

Select Geography ... ▾

Go >

**VIEW TOP COUNTRIES**

Choose a category ▾

Size  Forecast

Growth  Historic

Per cap.

Go >

**VIEW TOP CATEGORIES**

Choose a geography... ▾

Size  Forecast

Growth  Historic

Per cap.

Go >

**VIEW TOP COMPANIES**

Select company... ▾

Go >

**DASHBOARDS**  
VISUALISE DATA

**DASHBOARDS**  
Retailing

**VISUAL APPS**  
Survey: Online Activities  
Survey: Buying Green?

## Would Amazon's Acquisition of Asos be Mutually Beneficial?

Podcast | 25 Oct 2012



There is speculation the largest online retailer, Amazon, is eyeing an acquisition of online apparel retailer Asos. By acquiring both Zappos and Shopbop.com, Amazon has capitalized on the growing trend of online apparel retailing. However, neither of those companies have the global reach that Asos does. Asos appeals to style-savvy 20-somethings, and has become a destination for the fashion-forward. This puts Amazon in prime position to combine its huge online presence with Asos' rabid fan base.

## Surging Profit at Inditex Belies Need for a New Business Model in China

Opinion | 24 Oct 2012

### DID YOU KNOW?

**The USA has the largest stores in the world averaging out at over 1,000 sq m**

[See the Data >](#)

**China will account for 38% of additional retail sales growth between 2011 and 2016**

[See the Data >](#)

**Internet retailing will generate over 10% of retail sales in South Korea, the UK and Finland by 2016**

[See the Data >](#)

LATEST RESEARCH | [More >](#)



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- DASHBOARDS**
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Retailing Dashboard

Data exportation



- CATEGORY VIEW
- ▼ Retailing
    - ▼ Non-Store Retailing
      - Direct Selling
      - Homeshipping
      - Internet Retailing
      - Vending
    - ▼ Store-based Retailing
      - Grocery Retailers**
      - Non-Grocery Retailers
- COMPANY VIEW
- CHANNEL VIEW

### GROCERY RETAILERS

Global View  
Region View  
Russia

Forecast Growth

Retail Value RSP excl Sales Tax, US\$ mn, Constant 2011, Fixed 2011 Ex. Rates, 2011-16 CAGR

- 4.8 - 16.6%
- 3.3 - 4.7%
- 2.0 - 3.2%
- 0.0 - 1.8%
- 0.2 - -0.9%
- 1.5 - -3.3%
- Not Illustrated

Russia  
Market Size 2011, US\$ mn: **227,469.5**  
Growth 2011-16, CAGR: **4.7**

Currency \$ £ €

Analyses & Statistics

Russia QUICK STATS

PERCENTILE RANKING selected country quickstats vs. other countries

Market Size 2011, US\$ mn	227,469.5	93%
Per Capita 2011, US\$	1,591.7	63%
Growth 2011-16 CAGR	4.7%	86%

0 Percentile 50 Percentile 100

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

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Industry, Infrastructure and Environment Dashboard



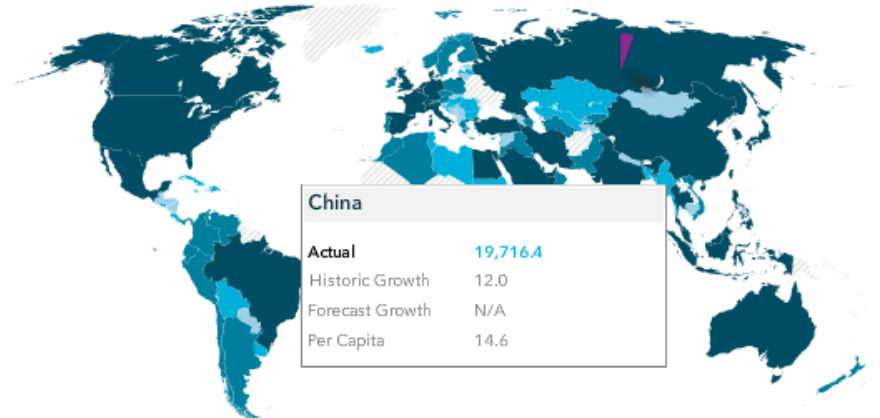
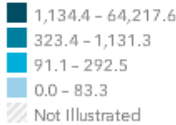
- CATEGORY VIEW
- ▼ Energy and Environment
    - ▼ Energy Resources and Output
      - ▼ Consumption of Refinery Products
        - Consumption of Aviation Fuels**
        - ▶ Consumption of Biofuels
        - ▶ Consumption of Diesel/Gasoil
        - ▶ Consumption of Liquefied Gases
        - ▶ Consumption of Motor Gasoline
      - ▶ Energy Intensity
      - ▶ Energy prices
      - ▶ Energy Production
    - ▼ Energy Reserves
      - ▶ Coal Reserves
      - ▶ Oil Reserves
      - ▶ Natural Gas Reserves
    - ▶ Primary Energy Consumption
    - ▶ Residential Consumption of Energy
    - ▶ Environmental Data
    - ▶ Energy Resources and Output
    - ▶ Environmental Data
    - ▶ Industrial Output and Agriculture

CONSUMPTION OF AVIATION FUELS

Global View  
Region View  
Russia

Actual

'000 tonnes, 2012



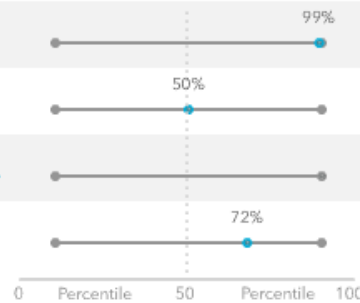
**China**

Actual	19,716.4
Historic Growth	12.0
Forecast Growth	N/A
Per Capita	14.6

Russia QUICK STATS

Actual	11,650.8
2012, '000 tonnes	
Historic Growth	1.7
2007-12 CAGR	
Forecast Growth	N/A
2012-17 CAGR	
Per Capita	81.4
2012, Kg	

PERCENTILE RANKING   
selected country quickstats vs. other countries



CATEGORY YOY GROWTH COMPARISON





Population and Homes Dashboard Select... Go >



CATEGORY VIEW

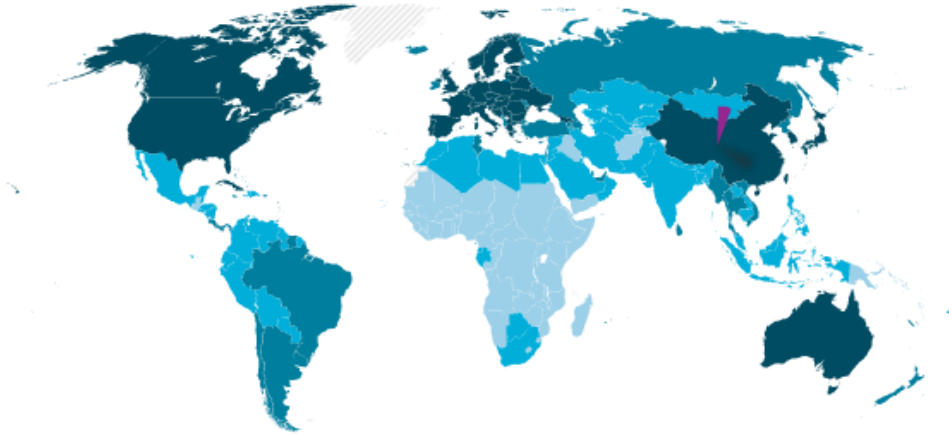
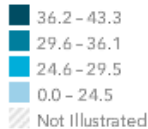
- Foreign Citizens
- Land Area per Capita
- Population: National Estimates at January 1st
- Population: National Estimates at Mid-Year
- Population Density
- Refugees and Asylum Seekers
- Migration
  - Net Migration
  - Net Migration Rate
- Natural Population Change
  - Natural Change
  - Rate of Natural Change
- Average Age of Population
  - Mean Age of Population
  - Mean Age of Male Population**
  - Mean Age of Female Population
- Median Age of Population
- Births
- Crime
- Deaths
- Dependency Ratio
- Foreign Citizens

MEAN AGE OF MALE POPULATION

Global View  
Region View  
China

Actual i

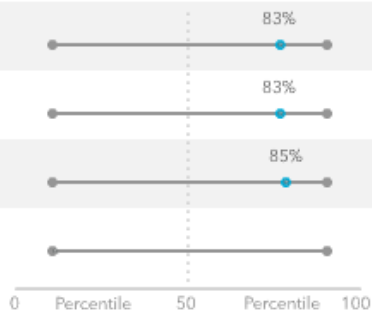
years, 2012



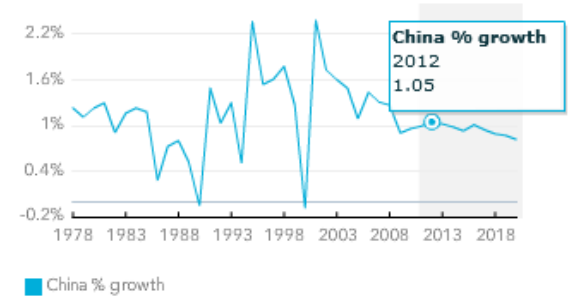
China QUICK STATS i

<b>Actual</b>	<b>37.2</b>
2012, years	
<b>Historic Growth</b>	<b>1.0</b>
2007-12 CAGR	
<b>Forecast Growth</b>	<b>1.0</b>
2012-17 CAGR	
<b>Per Capita</b>	<b>N/A</b>
2012, years	

PERCENTILE RANKING i  
selected country quickstats vs. other countries

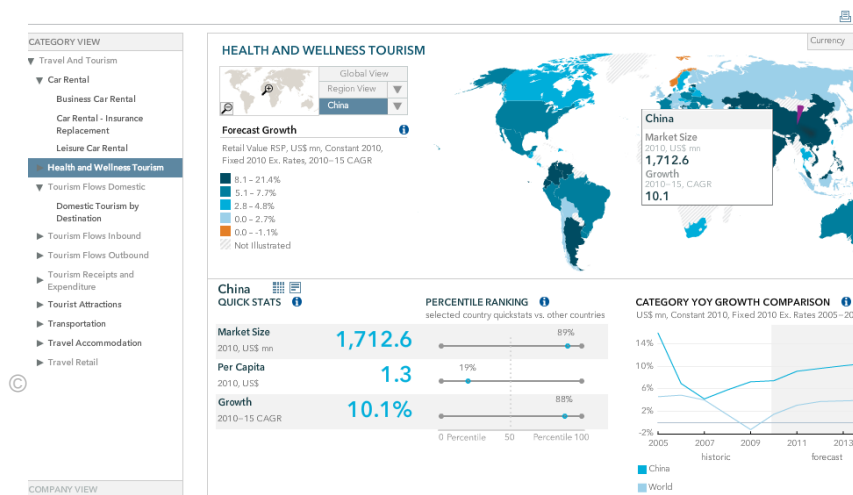


CATEGORY YOY GROWTH COMPARISON i  
years, 1978-2020



- Визуализация информации
- Обзор и понимание больших объёмов данных
- Переход от панели Dashboards к статистике и стратегическим анализам
- Функция экспорта в PowerPoint и PDF формат
- Категории, компании - визуализация
- Глобальный, региональный и национальный масштаб
- Сочетание данных, внесенных в Вашу подписку

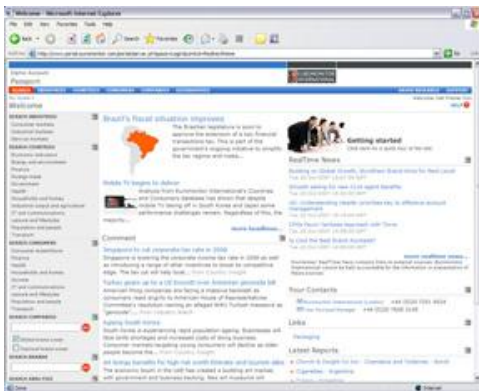
#### Travel and Tourism Dashboard



# ОБЗОР PASSPORT

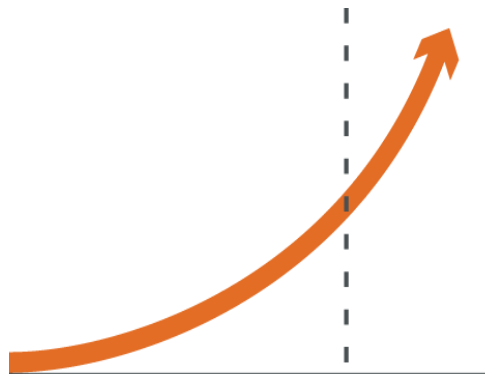
## Что это?

- Ворота в мир глобальной стратегической информации
- Полная информационная архитектура для Вашей организации
- Структурированные данные по отраслям и их анализ



## Для чего это?

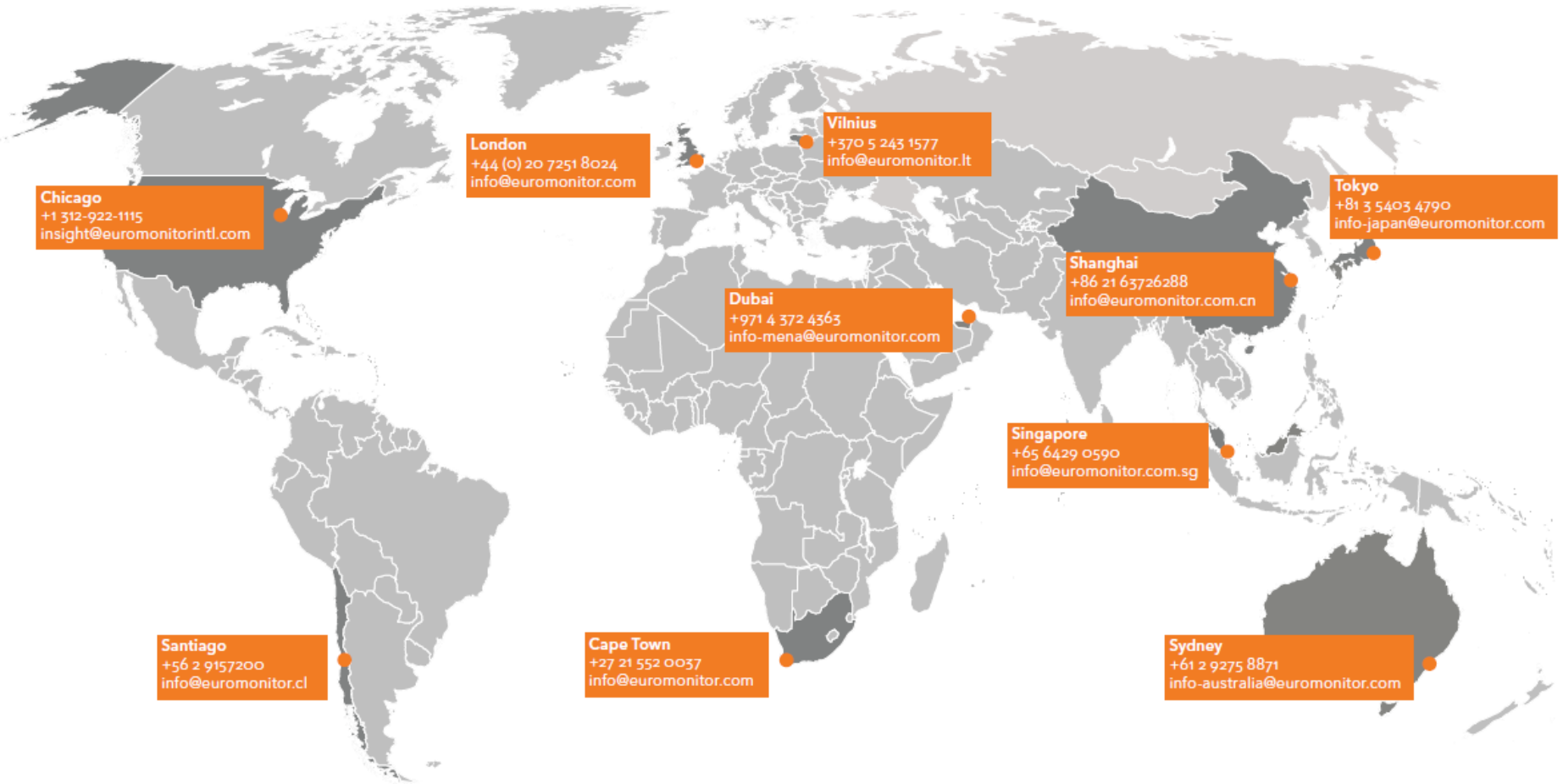
- Полная картина бизнес среды
- Возможность отслеживать ситуацию на рынках и смежных отраслях, условия работы, потребительские тенденции
- Эффективное использование информации



## Что в нем?

- Статистика, отчеты, комментарии
- 4,000 видов продуктов и услуг
- 115 миллионов единиц данных
- 18,000 полно-текстовых отчетов: глобальных, региональных, по странам, по компаниям







**THANK YOU FOR LISTENING**

Ecaterina Bondarenko

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