



PASSPORT: YOUR GATEWAY TO GLOBAL STRATEGIC INTELLIGENCE

TRAINING PRESENTATION

2014

HOW TO START?

- Click on the link to access Passport (formerly known as GMID)
<http://biblioteka.sgh.waw.pl/pl/bazy/Strony/default.aspx>
- Video tutorial about Passport (click Help and Help Videos)
- Look over this PPT.



HOME PAGE OF INFORMATION SYSTEM PASSPORT

 Euromonitor.com | Welcome

SEARCH **INDUSTRIES** ▼ **COUNTRIES & CONSUMERS** ▼ **CAMI** **MY PAGES** ▼ **HELP**

Home

WELCOME
LEARN WHAT PASSPORT DOES



Watch an Overview

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

Help Videos

CHOOSE A VIDEO

[Passport Overview](#)
[Getting Started](#)
[Quick Links](#)
[Tree-Based Searching](#)
[The Results List](#)
[Manipulating Statistics](#)
[Creating Custom Data Sets /](#)
[Changing Table Layouts](#)
[Adding and Removing Statistics](#)
[Exporting Statistics](#)
[Working with Analysis](#)
[My Pages](#)

CHOOSE A LANGUAGE

[English](#)
[العربية](#)
[日本語](#)
[国語](#)
[русский](#)
[español](#)

PASSPORT OVERVIEW

The screenshot shows the Passport Overview page. At the top, there is a navigation bar with the Passport logo and a search bar. Below the navigation bar, there are several menu items: SEARCH, INDUSTRIES, COUNTRIES & CONSUMERS, COMING SOON, CONSULTING, MY PAGES, and HELP. The main content area is titled "Home" and features four main sections: WELCOME (LEARN WHAT PASSPORT DOES), MY PAGES (PERSONALIZE PASSPORT), SEARCH (FIND WHAT YOU NEED NOW), and DASHBOARDS (VISUALISE DATA). Each section has a corresponding icon and a button to watch an overview or see more in help. The bottom of the page contains the Euromonitor International logo, account management information for the Middle East and Africa region, and technical support contact details.

STRUCTURED DATA BY INDUSTRIES,
TRACKING HUNDREDS OF CONSUMER TRENDS, PRODUCTS AND SERVICES

The screenshot shows the Passport website interface. At the top left is the Passport logo, and at the top right is the text "Euromonitor.com | Welcome". Below this is a dark navigation bar with the following items: SEARCH, INDUSTRIES (with a dropdown arrow), COUNTRIES & CONSUMERS (with a dropdown arrow), CAMI, MY PAGES (with a dropdown arrow), and HELP. A large dark menu is open under the "INDUSTRIES" dropdown, listing various categories. The "Hot Drinks" item is highlighted with an orange border. Below the menu are several action buttons: "Watch an Overview" (orange), "See More in Help" (grey), "Your Home Page" (blue), "Menu Search" (blue), and "Launch Dashboard" (grey). The "Your Home Page" and "Menu Search" buttons have sub-menus with items like "Saved Research", "Downloads", "Manage Profile", "Companies or Brands", "Packaging", "Closures", and "Advanced Text". On the right side, there is a "Select..." dropdown menu and a "Launch Dashboard" button. The background features a blue sidebar with the text "WE LEARN WHAT" and a large graphic with the text "ARDS DATA".

Passport Euromonitor.com | Welcome

SEARCH INDUSTRIES ▼ COUNTRIES & CONSUMERS ▼ CAMI 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

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

ARDS DATA

SELECT CERTAIN INDUSTRY, CATEGORY AND SUBCATEGORY

Meditations on Tea Pods: Limitless Opportunity or Limited Potential?

Opinion | 18 Oct 2013



Dana LaMendola
Analyst – Beverages

As the pod format continues to drive value growth in the global coffee market, the question of whether pods can produce similar results for the tea industry looms large. While at the global level tea is nearly twice the size of coffee in terms ready-to-drink volume, coffee outperforms tea in value by nearly the same margin.

The potential of a value-added tea product like the tea pod to close this gap is an exciting possibility that has caused nearly every major tea brand, from Lipton to Tetley to enter the pod race. However, the likelihood of this prospect depends on similar needs existing for tea and coffee drinkers.

[Continue reading >](#)

DID YOU KNOW?

Black Tea will have a global retail absolute value growth of nearly US\$2.5 billion from 2012-17

Brazil spend more on chocolate based powdered hot drinks than any other nations, by a wide margin

Singapore leads all Asian nations in terms of ready-to-drink per capita coffee consumption with almost 78 litres per person.

[Load More ▼](#)

SELECT SUBCATEGORY

CATEGORY TREE Statistics | Analysis

Enter Filter Keywords [Filter Tree](#)

- Consumer Finance
- Consumer Foodservice
- Consumer Health
- Eyewear
- Fresh Food
- Health and Wellness
- Home and Garden
- Home Care
- Hot Drinks
 - Coffee
 - Tea
 - Other Hot Drinks
- Ingredients
- Luxury Goods
- Packaged Food
- Packaging
- Personal Accessories
- Pet Care
- Retailing
- Soft Drinks
- Tissue and Hygiene

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

CATEGORY SUMMARY

- Coffee

CHOOSE GEOGRAPHIES AND PRESS *SEE DATA NOW*

Menu Search Companies or Brands Packaging Closures Advanced Text

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

Enter Filter Keywords

Filter Tree

- Eastern Europe | Albania | Belarus | Bosnia-Herzegovina | Bulgaria | Croatia | Czech Republic | Estonia | Georgia | Hungary | Kosovo | Latvia | Lithuania | Macedonia | Moldova | Montenegro | Poland | Romania | Russia | Serbia | Slovakia | Slovenia

< Back | Clear Selection

See Data Now >

Run Search >

CATEGORY SUMMARY

 Coffee

GEOGRAPHY SUMMARY

 Lithuania
 Poland
 Romania

EXAMPLE: DEVELOPMENT OF THE COFFEE MARKET IN DIFFERENT COUNTRIES

- Possibility to work with data: use conversion functions, change time series, data types, categories, geographies, transfer to the analysis, chart, companies, brands, definitions and sources

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

Modify Search Results List **Statistics** Analysis

Data exportation

Convert Data

- [-] Currency conversions
- [-] Current/constant
- [-] 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
- Pricing
- Foodservice Distribution
- Off-trade vs On-trade
- Standard vs Pods

Market Sizes | **Historic** | Retail Value RSP | Current Prices

Key: Related Analysis Chart this Row Company Shares Brand Shares Distribution Pricing
 Foodservice Distribution Off-trade vs On-trade Standard vs Pods

Change View **Related analysis**

	2007	2008	2009	2010	2011	2012
Coffee						
<input type="checkbox"/> Lithuania - LTL mn	360.2	381.4	346.7	353.7	425.3	424.8
<input type="checkbox"/> Poland - PLN mn	3,681.1	4,137.2	4,394.1	4,654.8	4,889.1	5,103.7
<input type="checkbox"/> Romania - RON mn	1,169.2	1,329.0	1,586.6	1,687.6	1,632.9	1,603.6

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

Research Sources:

1. [Hot Drinks: Euromonitor from trade sources/national statistics](#)

EXAMPLE: BRAND SHARES & COMPANY NAMES

SEARCH INDUSTRIES ▾ COUNTRIES & CONSUMERS ▾ CAMI MY PAGES ▾ HELP

Modify Search **Results List** Statistics Analysis



[Return to original data](#)

Convert Data ▾

- Share type
- Unit type
- Currency conversions

Change Time Series ▶

Change Data Types ▶

Change Categories ▶

Change Geographies ▶

More Results ▾

- Market Sizes
- Company Shares
- Brand Shares
- Distribution
- Pricing
- Foodservice Distribution
- Off-trade vs On-trade
- Standard vs Pods

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

Key: Related Analysis Chart this Row

Change View ▾	Brand	Company name (GBO)	2007 ▾	2008 ▾	2009 ▾	2010 ▾	2011 ▾	2012 ▾
Lithuania								
Coffee								
<input type="checkbox"/>	Jacobs	Mondelez International, Inc	-	-	-	-	-	22.1
<input type="checkbox"/>	Paulig	Paulig Ab	10.8	12.3	14.0	15.0	16.9	19.6
<input type="checkbox"/>	Aroma	Daisena UAB	2.4	3.9	4.8	5.4	6.5	8.9
<input type="checkbox"/>	Nescafé	Nestlé SA	5.1	5.6	5.4	5.2	5.3	5.3
<input type="checkbox"/>	Tchibo	Tchibo GmbH	4.6	4.5	4.5	4.2	4.4	4.6
<input type="checkbox"/>	Merrild	DE Master Blenders 1753 NV	-	-	-	-	-	3.3
<input type="checkbox"/>	La Festa	Maspex Wadowice Grupa	-	-	-	-	3.2	2.9
<input type="checkbox"/>	Lavazza	Lavazza SpA, Luigi	-	-	-	-	2.4	2.1
<input type="checkbox"/>	Löfbergs	Löfbergs Lila AB	1.9	2.0	2.1	2.1	2.0	2.0
<input type="checkbox"/>	Ar Mani 777	Simek EOOD	2.3	1.9	1.9	1.8	1.6	1.6
<input type="checkbox"/>	777	Daisena UAB	0.5	0.5	0.5	0.5	0.3	0.3
<input type="checkbox"/>	Jacobs	Kraft Foods Inc	22.2	22.8	22.4	21.5	23.7	-
<input type="checkbox"/>	Merrild	Sara Lee Corp	2.3	2.0	2.2	2.2	1.4	-
<input type="checkbox"/>	Eduscho	Tchibo GmbH	2.2	2.1	2.2	2.2	-	-
<input type="checkbox"/>	Folgers	JM Smucker Co, The	-	0.1	0.1	0.1	-	-
<input type="checkbox"/>	Folgers	Procter & Gamble Co, The	0.1	-	-	-	-	-
<input type="checkbox"/>	Others	Others	45.6	42.2	39.9	39.7	32.3	27.3
<input type="checkbox"/>	Total	Total	100.0	100.0	100.0	100.0	100.0	100.0

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

Research Sources:

1. [Hot Drinks: Euromonitor from trade sources/national statistics](#)

SEARCH INDUSTRIES ▾ COUNTRIES & CONSUMERS ▾ CAMI MY PAGES ▾ HELP

Modify Search Results List Statistics Analysis Related Analysis

TRANSLATION

Choose a Language ▾

- Español
- Português
- Русский
- 简体中文
- 日本語
- 한국어
- العربية

Apply

Translation appears on the far right side of the page.
Machine translation powered by WorldLingo.

[Learn More >](#)

Coffee in Lithuania

Category Briefing | 26 Apr 2013

HEADLINES

- Off-trade sales of coffee remain stable in value terms at LTL425 million in 2012, while total volumes fall by 1% to 9,822 tonnes
- On-trade coffee volume growth reflects the development of the coffee culture in Lithuania
- The average unit price stabilises after a steep increase in 2011
- Kraft remains the category leader with a 27% share in value terms
- Sales of coffee are expected to reach LTL491 million in 2017 with a constant value CAGR of 3% over the forecast period

TRENDS

- Lithuanians' loyalty to coffee as their daily drink was tested in 2011, with soaring coffee costs on the global markets leading to record-high shelf prices. Although the sudden price increase was painful, consumers did not change their shopping habits to any large extent. In 2012, despite stabilised prices, the category shrunk, even if only a bit. Companies continued to focus much of their attention on takeaway coffee, as in previous years. The number of outlets offering takeaway coffee continued to grow, with not only specialist coffee shops, but also petrol stations, supermarkets and even pizzerias, attempting to attract potential customers with fresh coffee aroma. Meanwhile, competition in retail remained as fierce as ever. The mentality of consumers seems to be different here: while Lithuanians do not worry about spending more than LTL5 on a cup of takeaway coffee, they immediately become much more price-conscious in the aisles of supermarkets. This thrift was the main reason for the continuation of heavy discounting, as all other attempts to boost sales had failed.
- Off-trade retail sales of coffee stood at LTL425 million in 2012. The category withstood the sudden price pressure of 2011 with only small volume declines in both 2011 and 2012. Industry sources claim that Lithuanians are addicted to coffee and simply would not replace it with other hot drinks, such as tea. However, high shelf prices led to bargain-hunting behaviour, as most shoppers waited patiently for their favourite brand to be offered at a discount. Over the review period, coffee sales witnessed a current value CAGR of 3% – mostly a result of price increases – and remained one of the least-affected products during the recession. Stable value sales in 2012 were by no means considered a failure by category players, as their fears of declining sales following the price increases were alleviated. Even the slight decline of volume sales was well-received, considering the continuation of emigration, which reduces the pool of potential consumers.
- Despite its general overall immunity to price increases, coffee nevertheless saw some shifts amongst categories. Instant coffee benefited from consumers' frugality, managing a 4% value increase in 2012. Sources in coffee suggest that this was simply a matter of mathematics: instant coffee, because of its inferior quality, is cheaper when measured on a per-cup basis (LTL0.29 compared to LTL0.36 for fresh coffee). Moreover, instant coffee was boosted by the increasing lifestyle pace of Lithuanians. The

Table of Contents ▾

- HEADLINES
- TRENDS
- COMPETITIVE LANDSCAPE
- PROSPECTS
- CATEGORY DATA

Related Statistics ▾

[View Statistics](#)

Related Industry Reports ▾

- Beverages in Consumer Foodservice: The Best Portfolio Wins
- Drinking Cultures of the World – Globalisation Creates Opportunities - World
- Global Café Culture: The Continuing Evolution of the "Third Place"

EXAMPLE: KEY TRENDS AND DEVELOPMENT OF RETAILING SECTOR

SEARCH INDUSTRIES COUNTRIES & CONSUMERS CAMI MY PAGES HELP

Retailing

SEARCH TREE
Select category...
Go >

ANALYSIS FINDER
All Analysis
Select Geography ...
Go >

RANK COUNTRIES
Choose a category
 Size Forecast
 Growth Historic
 Per cap.
Go >

RANK CATEGORIES
For a geography...
 Size Forecast
 Growth Historic
 Per cap.
Go >

REVIEW TOP COMPANIES
Select company...
Go >

DASHBOARDS
VISUALISE DATA
DASHBOARDS
Retailing

Hear us Speak at The Middle East Retail Forum 2013

Opinion | 23 Oct 2013



Date: 28-29 October 2013

Time: 10:45-11:45 am, local time

Location: JW Marriott Marquis Dubai, UAE

Presentation Content: GCC Retail Market – Looking Ahead

This session will focus on the changing face of retail in the GCC. Euromonitor International's Senior Retail Analyst, Antonia Branston, will join analysts from AT Kearney and CBRE/Colliers International to assess developments over the last decade and do a forward looking analysis towards

DID YOU KNOW?

India: Furniture and Homeware Store sales set to rise by US\$3 billion (2013-18). IKEA plans 10 stores over 10 years.

Household spend through traditional grocery stores is higher in Russia than in the other BRIC markets

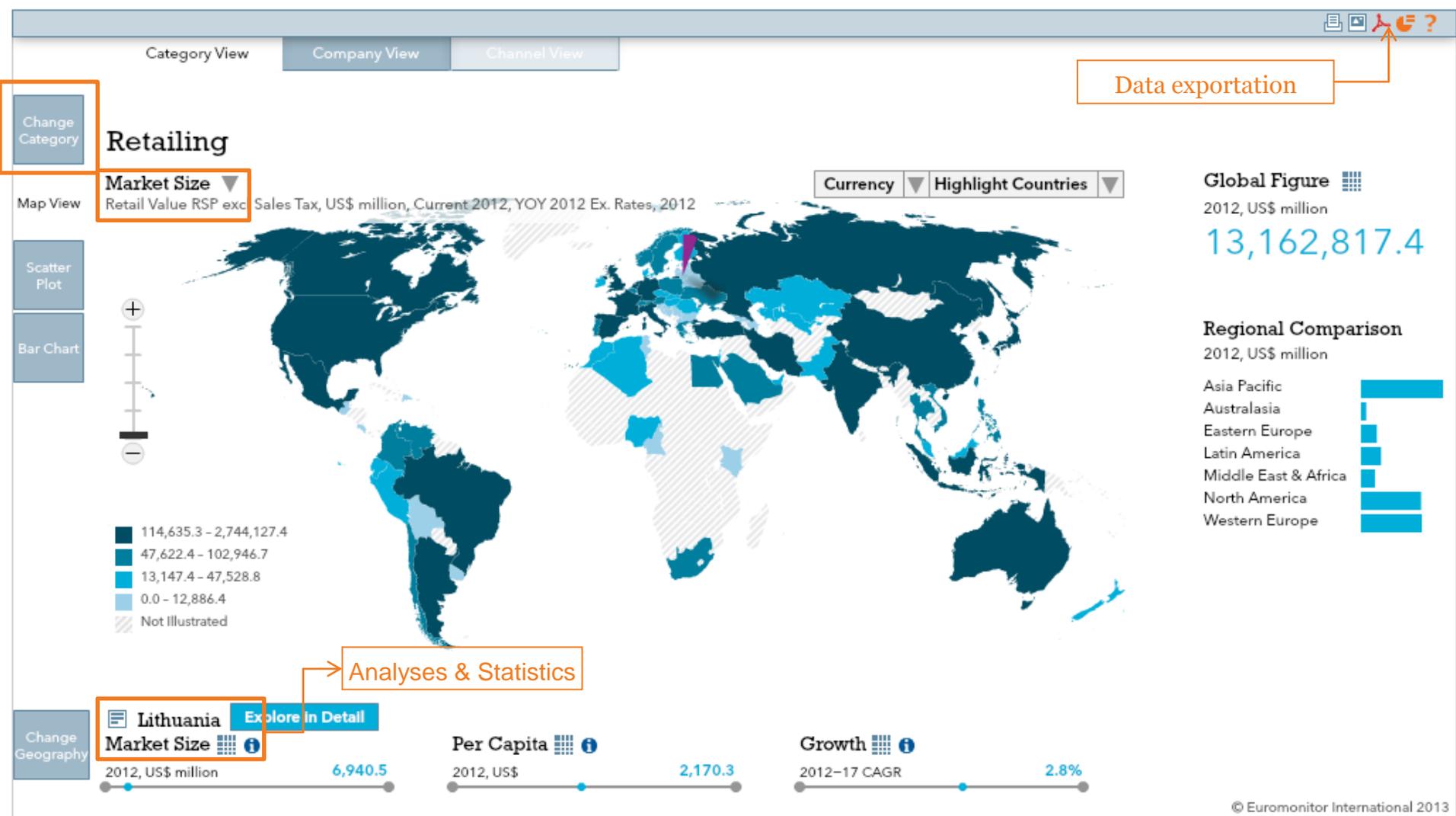
Saks deal makes Hudson Bay a bigger player in North American department stores

[Load More](#) ▼

LATEST RESEARCH | [More >](#)

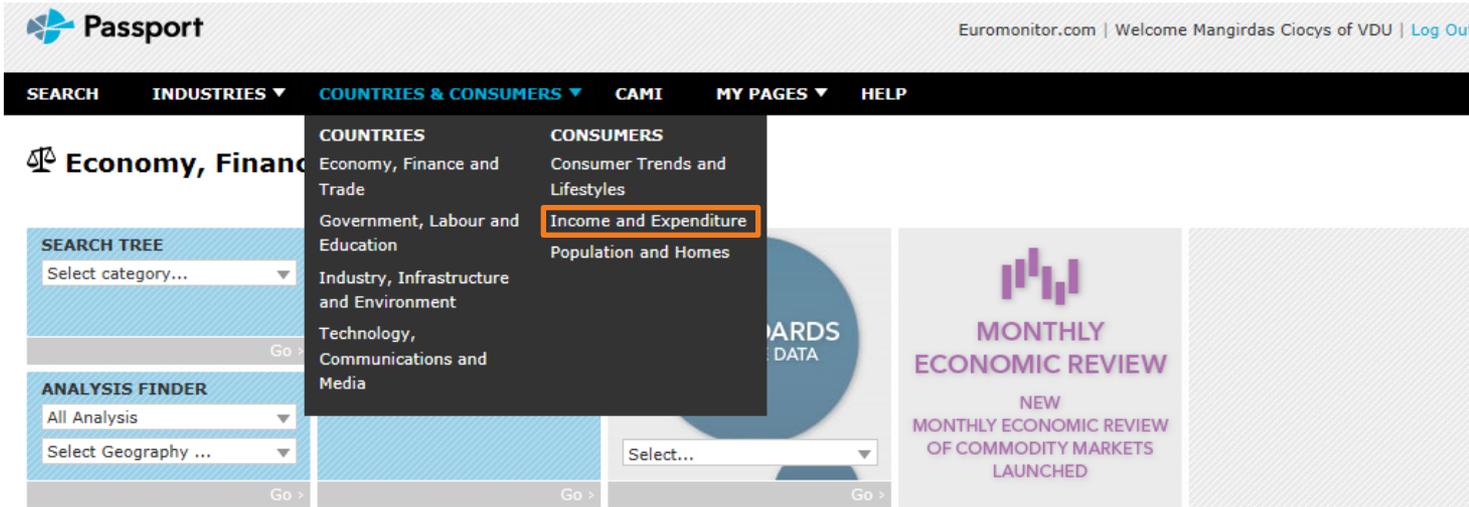
[Hear us Speak at The Middle East Retail Forum 2013](#)
Opinion | 23 October 2013

VISUALS: FOLLOW UP THE DEVELOPMENT OF GROCERY RETAILERS IN LITHUANIA



COUNTRIES AND CONSUMERS

- C&C includes economic, macro-economic, demographic, political and social information; Data for 210 countries, forecasts to 2020



North America Leads G7 Out of Economic Doldrums

Datagraphic | 23 Oct 2013

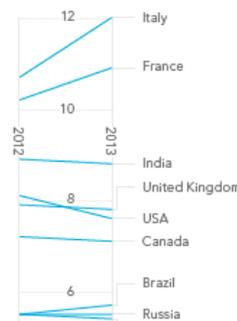
DATAGRAPHIC ECONOMY, FINANCE AND TRADE

North America Leads Economic Recovery in Developed World

Recovery in Sight for North America
USA & Canada Fastest Growing G7 Members in 2013
real GDP growth rates, %



Unemployment: World's Largest Economies
USA to see largest % point decrease in 2013
% of labour force, 2012-2013



DID YOU KNOW?

Algeria is set to see the biggest y-o-y increase in imports globally in 2013 in US\$ terms

By 2017, China will be the biggest economy in the world in US\$ purchasing power parity terms

In Q3 2013, Greece is expected to see the biggest q-o-q increase in Western Europe in consumer confidence

LATEST RESEARCH | [More >](#)

[North America Leads G7 Out of Economic Doldrums](#)
Datagraphic | 23 October 2013

SELECT CERTAIN TOPIC AND CATEGORY

Income and Expenditure

SEARCH TREE

Select category...
 Select category...
 Annual Disposable Income
 Annual Gross Income
 Annual Gross Income by Source
 Average Annual Disposable Income by Sex
 Average Gross Income by Age
Consumer Expenditure
 Consumer Prices
 Gini Index
 Gross Income Band by Age
 Household Annual Disposable Income Deciles
 Households (% of Total) by Annual Disposable Income Band
 Households by Annual Disposable Income Band
 Savings
 Social Class (ABCDE) by Age
 Tax and Social Security Contributions

RANK COUNTRIES

For a category...
 Forecast
 Historic

Go >

DASHBOARDS
 VISUALISE DATA

Select...

Go >

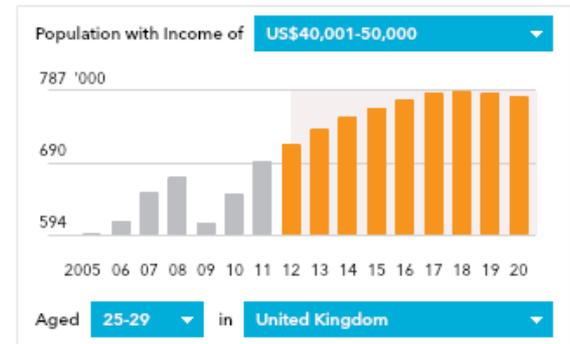
ARTICLE

SPECIAL REPORT:
 OLDER CONSUMERS IN
 EMERGING MARKETS PRESENT
 NEW OPPORTUNITIES

Low-Income Consumers Gain Their Purchasing Power Grows

...e consumers is falling, but this consumer group is gaining importance, ...e to lower poverty rates and thus members of this consumer group ...esses can achieve growth by paying more attention to wide-ranging ...o has to offer. Also, as they build brand loyalty among this consumer ...erm benefits when low-income consumers move up the income ladder.

INCOME DISTRIBUTION



Japan's Sales Tax Hike Will be Risky but Necessary

Opinion | 21 Oct 2013



An Hodgson
 C&C Topic Page
 Manager

Japan's sales tax rise from 5.0% to 8.0% in April 2014, compounded with rising costs for imports due to a weaker yen, will be a near-term risk to consumer expenditure growth. It will also be a test of Prime

DID YOU KNOW?

French are the top savers in Western Europe, putting aside 15.6% of disposable income in 2012

SELECT SUBCATEGORIES AND GEOGRAPHY

Menu Search Companies or Brands Packaging Closures Advanced Text

CATEGORY TREE

Statistics | Analysis

Enter Filter Keywords

Filter Tree

- Industries
- Countries and Consumers
- Business Environment
- Consumer Behaviour
- Consumer Expenditure and Prices
- Consumer Expenditure
 - Consumer Expenditure on Food and Non-Alcoholic Beverages
 - Expand and select this level +1
 - Expand to view this level +1
 - Collapse
 - Consumer Expenditure on Alcoholic Beverages and Tobacco
 - Consumer Expenditure on Clothing and Footwear
 - Consumer Expenditure on Housing
 - Consumer Expenditure on Household Goods and Services
 - Consumer Expenditure on Health Goods and Medical Services
 - Consumer Expenditure on Transport
 - Consumer Expenditure on Communications
 - Consumer Expenditure on Leisure and Recreation
 - Consumer Expenditure on Education
 - Consumer Expenditure on Hotels and Catering
 - Consumer Expenditure on Miscellaneous Goods

CATEGORY SUMMARY

- Consumer Expenditure
- Consumer Expenditure on Food and Non-Alcoholic Beverages
- Consumer Expenditure on Alcoholic Beverages and Tobacco
- Consumer Expenditure on Clothing and Footwear
- Consumer Expenditure on Housing
- Consumer Expenditure on Household Goods and Services
- Consumer Expenditure on Health Goods and Medical Services
- Consumer Expenditure on

Clear Selection

Now Choose Geographies >

EXAMPLE: CONSUMER EXPENDITURES IN LITHUANIA (USE KEYS TO FIND ADDITIONAL DATA)



Convert Data

- Currency conversions
 - Local currency
 - US\$ (y-o-y ex rates)
 - US\$ (fixed ex rates)
 - Euro (y-o-y ex rates)**
 - Euro (fixed ex rates)
 - £ (y-o-y ex rates)
 - £ (fixed ex rates)
 - JPY (v-o-v ex rates)

Change Time Series

Change Data Types

Change Categories

Change Geographies

More Results

- Countries and Consumers Annual Data
- Consumer Expenditure by Age of Household Head
- Consumer Expenditure by Economic Status of Household Head
- Consumer Expenditure by Income
- Consumer Expenditure by Number of Household

Historic

- Key:
- Related Analysis
 - Chart this Row
 - Consumer Expenditure by Age of Household Head
 - Consumer Expenditure by Economic Status of Household Head
 - Consumer Expenditure by Income
 - Consumer Expenditure by Number of Household Members
 - Consumer Expenditure by Region
 - Consumer Expenditure by Tenure
 - Consumer Expenditure by Type of Household

Change View		2007	2008	2009	2010	2011	2012
Lithuania							
	Consumer Expenditure - € mn - Current Prices - Fixed 2012 Exchange Rates	18,290.4	20,846.0	17,986.7	17,579.2	19,660.9	21,223.5
	Consumer Expenditure on Food and Non-Alcoholic Beverages - € mn - Current Prices - Fixed 2012 Exchange Rates	4,577.7	5,210.1	4,709.8	4,530.1	5,220.8	5,455.4
	Consumer Expenditure on Alcoholic Beverages and Tobacco - € mn - Current Prices - Fixed 2012 Exchange Rates	1,143.7	1,314.0	1,290.4	1,365.0	1,616.3	1,793.6
	Consumer Expenditure on Clothing and Footwear - € mn - Current Prices - Fixed 2012 Exchange Rates	1,505.6	1,462.4	1,381.8	1,317.0	1,394.3	1,497.8
	Consumer Expenditure on Housing - € mn - Current Prices - Fixed 2012	2,478.2	2,907.3	2,645.0	2,606.2	2,981.2	3,276.6

EXAMPLE OF ANALYSIS (USE RELATED ARTICLES AND ITEMS TO FIND MORE ANALYSES)

Modify
Search

Results List

Statistics

Analysis

Related
Analysis

TRANSLATION

Choose a Language

Related Statistics

View Statistics

Related Articles

Lithuania: Country Pulse

Regional Focus: Effects of the Eurozone Crisis Still Being Felt in Eastern Europe

Regional Focus: The Escalating Eastern European E-Commerce Craze

Regional Focus: Europe's Rising Income Inequality Reducing Consumer Purchasing Power

Regional Focus: Declining Industrial Output Dampens Eastern Europe's Growth

More Related Items

Business Environment: Lithuania

Consumer Lifestyles in Lithuania

Income and Expenditure: Lithuania

Lithuania in 2030: The Future Demographic

Income and Expenditure: Lithuania

Country Briefing | 15 Nov 2012

Lithuania's income and expenditure were sluggish over the 2006-2011 period, as the advent of the global economic crisis of 2008-2009 brought an end to the post European Union accession boom. Wealth has accrued to younger consumers educated in the free-market era, though overall the consumer market is shrinking, due to low birth rates and emigration. However, spending is poised to pick up in the short term with education set to be the most dynamic category over the 2012-2020 period.

EXECUTIVE SUMMARY

- Lithuania's per capita annual disposable income and expenditure posted modest growth of 2.0% and 1.2% respectively in real terms over the 2006-2011 period to reach LTL20,862 (US\$8,401) and LTL20,900 (US\$8,417) by the end of the period. This lacklustre growth was considerably below the Eastern Europe average;
- Lithuanians in their 30s had the highest average gross income, with the 30-34 age group earning LTL39,837 (US\$16,042) in 2011. The population in this age group has reached executive or management positions at a relatively young age, or is reaping the rewards of having started businesses on a relatively undeveloped market;
- A majority of the population in Lithuania belonged to social class D in 2011 consisting of 973,200 people or 35.3% of the total population aged 15 and over. This points to an audience for moderately priced basics, such as mass-produced consumables. Social class A is forecast to shrink by 9.0% over the 2012-2020 period, on the back of regional demographic trends, to reach 222,900 people;
- In 2011, Lithuania's middle class accounted for almost 400,000 households or 28.6% of the total number of households. The number of middle class households shrank by 1.6% between 2006 and 2011, due to the fall in the overall Lithuanian population. Lithuania's middle class is a promising target for the marketers of goods and services such, as household goods and financial products;
- Between 2013 and 2020 total consumer spending is poised to expand by 35.6% in real terms to reach LTL102 billion (US\$40.9 billion in fixed 2011 prices) by 2020, on the back of a rebound in the real economy and rising consumer confidence. Spending on education is projected to post the biggest gain in the 2013-2020 period, surging by 59.9% in real terms;

Convert Data ▾

- Currency conversions
- Unit multiplier
- Growth
- Per capita/household
 - Per capita
 - Per '000 people
 - Per household
 - Per '000 households
 - Return to actual

Change Time Series ▾

- Quick selections
 - Historic
 - Forecast
 - All - current
- By year
 - 1977
 - 1978
 - 1979
 - 1980
 - 1981
 - 1982

Apply

Change Categories ▶

Change Geographies ▶



Historic/Forecast | € Per Capita | Constant 2012 Prices | Fixed 2012 Exchange Rates

Key: Related Analysis Chart this Row

Change View ▾		2012 ▾	2013 ▾	2014 ▾	2015 ▾	2016 ▾	2017 ▾
Total GDP							
<input type="checkbox"/>	Lithuania	10,926.3	11,385.2	11,859.4	12,468.6	13,081.0	13,744.0
<input type="checkbox"/>	Poland	9,976.8	10,060.2	10,295.6	10,648.1	11,047.0	11,464.9
<input type="checkbox"/>	Romania	6,560.3	6,735.9	6,952.6	7,221.3	7,539.5	7,870.2

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

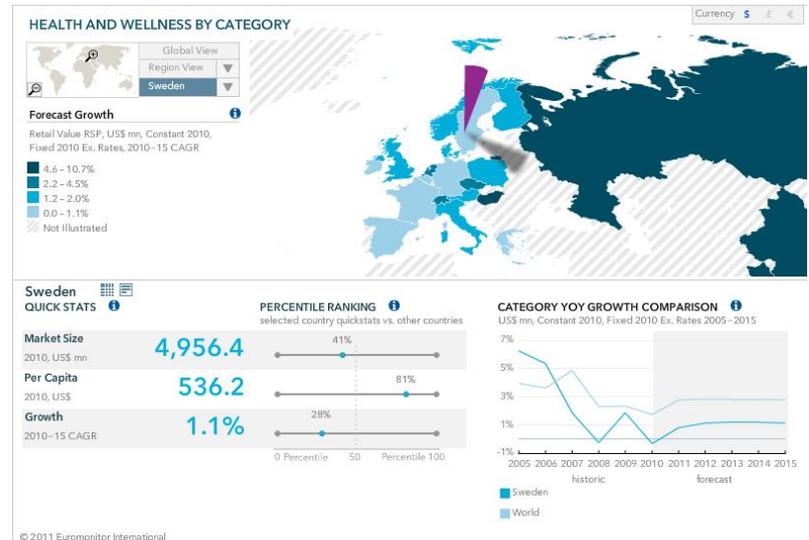
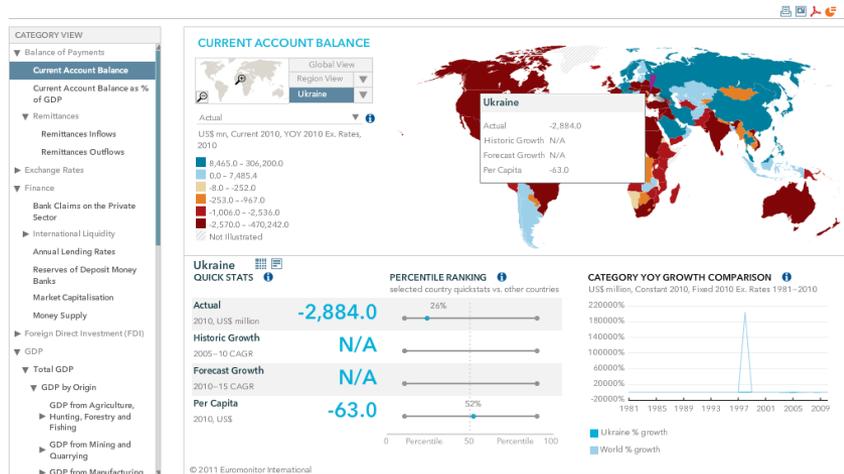
Research Sources:

1. Total GDP: Euromonitor International from national statistics/Eurostat/OECD/UN/International Monetary Fund (IMF), International Financial Statistics (IFS)

DASHBOARDS

- New interactive tool to visualise data
- Review and understand large amounts of data
- Transition from dashboards to related statistics and analysis
- Export to PowerPoint and PDF functions
- Category, company and channel views
- Country, regional and global views
- Combination of data included in your subscription

Economy, Finance and Trade Dashboard



OTHER WAYS TO DO SEARCH

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[Packaging](#)
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[Advanced Text](#)

CATEGORY TREE

Statistics | Analysis |

GDP

Filter Tree

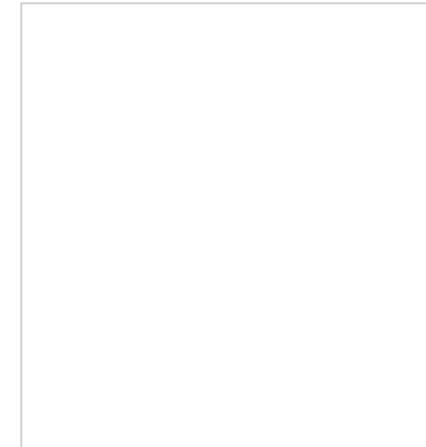
Clear filter

- Countries and Consumers
- Business Environment
 - Total Expenditure on R&D as % of Total GDP
- Consumer Expenditure and Prices
 - Consumer Expenditure
 - Consumer Expenditure as % of GDP
- Economy and Finance
 - Balance of Payments
 - Current Account Balance as % of GDP
- GDP
 - Total GDP
 - GDP by Origin
 - Manufacturing as a % of GDP
 - Services as a % of GDP
 - GDP by Usage
 - GDP Measured at Purchasing Power Parity
 - Real GDP Growth
 - GDP Deflator
 - External debt as % of GDP
- Foreign Trade

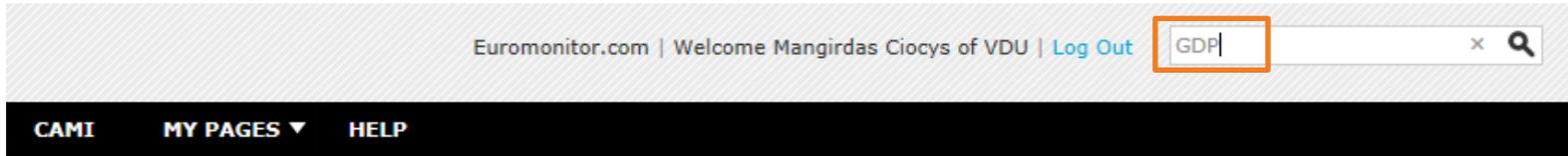
Clear Selection

Now Choose Geographies >

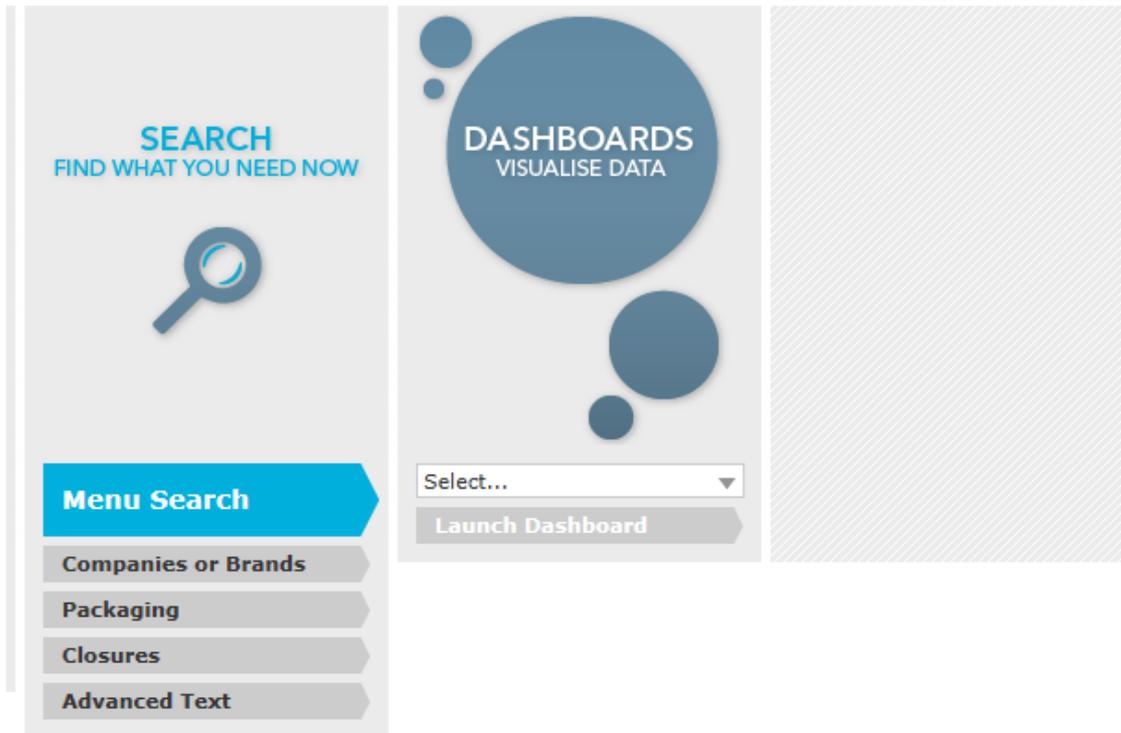
CATEGORY SUMMARY



...OR USE KEY WORD SEARCH



?



PASSPORT

What is it?

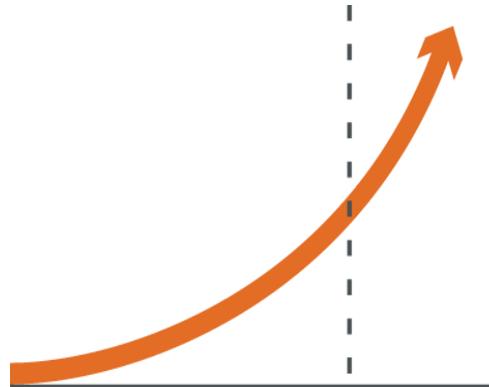
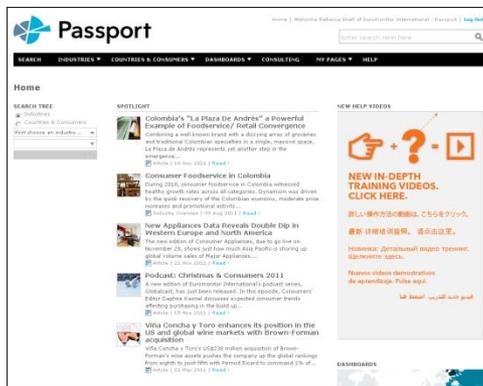
- Gateway to global strategy intelligence
- Common information architecture for your entire organisation
- Industry-standard data and analysis

What is it for?

- A complete picture of the commercial environment
- Monitor your markets, related industries, operating conditions, consumer trends
- More efficient information use

What's in it?

- Statistics, reports, comment
- 4,000 products and services
- 115 million data points
- 17,000 full text reports: global, regional, country, company

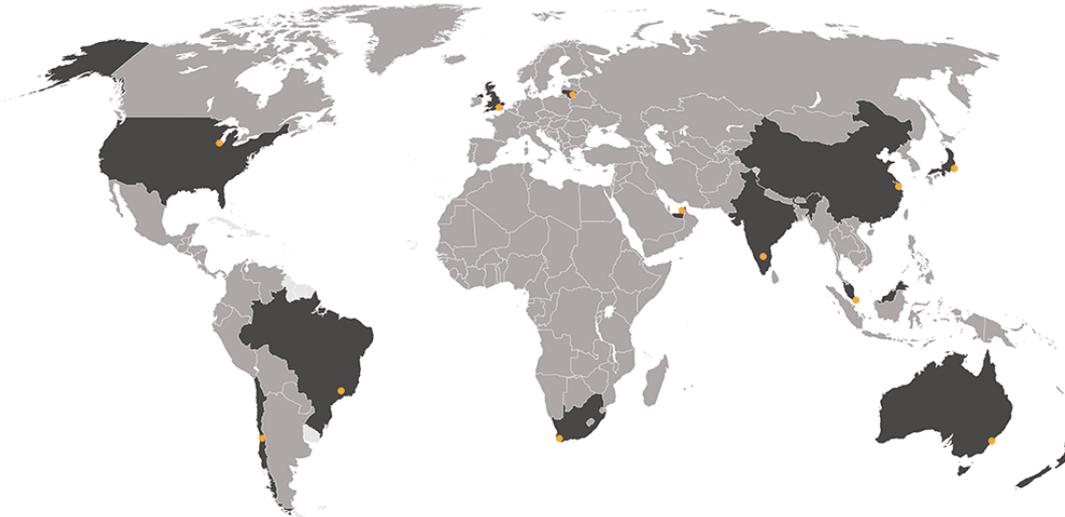


BENEFITS FOR STUDENTS, LECTURERS AND UNIVERSITY OVERALL?

- Students being trained to use data which is widely used by very top companies for strategic thinking.
- A subscription to Passport prepares students for the commercial world they will enter after graduation.
- Powerful data analysis functions make it simple to create datasets customized for specific research needs.
- Track economic situations and outlook.
- Identify future outlook.
- Monitor changing demographics (even for university it helps to plan future number of students, most popular disciplines etc.).
- Researchers use the data and analysis for the scientific papers.
- Ideas for case studies.
- Seeing big picture.
- Saves time, since all information for different countries is under one online platform.

Euromonitor International

- A global strategic market intelligence source for 40+ years
- Helping clients make informed strategic decisions
- Consumer-focused: **industries, countries, consumers**
- Annually-updated syndicated research in **80 countries**
- Customised ad-hoc projects conducted globally
- 1000 analysts in 80 countries
- Regional research hubs and industry specialist **support teams**



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THANK YOU FOR LISTENING

Mangirdas Čiočys

Business Development Account Manager

mangirdas.ciocys@euromonitor.lt

Tel: +370 5 243 1577 ext 4651

www.euromonitor.com