

Passport Innovation

Track the full product lifecycle, unlock growth and understand the attributes that drive success.



Track product lifecycle from roll-out to phase-out

Innovation isn't just about spotting what's new – it's about identifying what lasts. With Passport Innovation, you can move beyond tracking product launches and continuously monitor which online innovations survive, thrive or fade away.

Stay ahead with tailored insights and analysis on category disruption, uncovering the where, how and why. Gain a competitive edge through AI-powered data that highlights what works, what doesn't and what's next.



Discover the latest winning innovations in your category and beyond

Which new products launched in the last year are still active? Are they gaining traction across markets? What product attributes are driving success? How are competitors positioning their new products? Answer all this and more with Passport Innovation.

Track innovation as it happens

Spot competitor product launches and monitor their growth, or decline, across 32 countries and 54 categories.

Unlock expert analysis and tailored insights

Gain bespoke insights, data and analysis on product development, category performance, competitor trends and key macroeconomic factors that matter to you.

Spot attribute trends shaping demand

See which attributes, claims and flavours resonate with consumers and explore which products feature them.

Passport Innovation: What's covered?

We track 54 of the most innovative consumer goods categories and sub-categories across 32 countries, spotlighting the trends shaping the future of FMCG. Our deep expertise in web scraping and machine learning reveals where, how and why categories are being disrupted or renovated - helping you stay ahead of market shifts.

Global markets: 32

Argentina
Australia
Austria
Belgium
Brazil
Canada
Chile
Czech Republic
Denmark
Finland
France
Germany
Greece
India
Ireland
Israel
Poland
Italy
Mexico
Netherlands
New Zealand
Norway
Saudi Arabia
Singapore
South Africa

Spain
Sweden
Switzerland
Turkey
UAE
United Kingdom
USA

Categories: 54

Food and Beverage:

Alcoholic Drinks

Beer
RTDs
Spirits

Hot Drinks

Coffee
Tea

Packaged Food

Packaged Confectionary
Frozen Desserts
Hot Cereals
Ice Cream
Meat and Seafood Substitutes
Plant-based Dairy
RTE Cereals
Salty Snacks

Savoury Biscuits
Snack Bars
Sweet Biscuits
Yoghurt and Sour
Milk Products

Pet Care

Pet Food

Soft Drinks

Asian Speciality Drinks
Bottled Water
Carbonates
Concentrates
Energy Drinks
Juice
RTD Coffee
RTD Tea
Sports Drinks

Beauty, Health and Home:

Beauty and Personal Care

Acne Treatments
Baby and Child-specific Hair Care
Baby and Child-specific Skin Care
Baby and Child-specific Toiletries
Body Care
Body Wash/Shower Gel
Colourants



- Sun Care
 - Toners
 - Toothbrushes
 - Toothpaste
 - Consumer Health**
 - Sports Nutrition
 - Vitamins and Dietary Supplements
 - Weight Management and Wellbeing
 - Home Care**
 - Air Care
 - Dishwashing
 - Laundry Care
 - Surface Care
 - Tissue and Hygiene**
 - Nappies/Diapers/Pants
 - Retail Adult Incontinence
- Attributes: 400+**
- Including:
- Claims**
 - Natural
 - Moisturising
 - Antioxidant
 - Hydrating
 - Organic
 - Flavours/Fragrances**
 - Citrus
 - Lemon

- Chicken
- Apple
- Chocolate
- Format**
- Capsule
- Powder
- Bar
- Stick
- Cream
- Ingredients**
- Mineral
- Almond
- Rosemary
- Olive
- Shea Butter
- Packaging**
- Packaging
- Plastic
- Paper/Carton
- Glass
- Bag/Packet
- Metal
- Product Type**
- Face
- Adult
- Dry
- Ageing
- Moisturising



How Passport Innovation stacks up

	Passport Innovation	Other NPD tracking tools
Track global product launches: Track new product launches across all major CPG categories.	✓	✓
Measure claims and attributes trends: Track the proliferation of attributes such as claims, flavours and ingredients.	✓	✓
Custom insights and analysis: Receive unique, tailored updates on the product development, category performance, competitor analysis and key macroeconomic trends that matter to you.	✓	✓
Monitor brand expansions: Effortlessly track new brands/sub-brands as they expand across retailers, markets and categories.	✓	✗
Staying power analysis: Identify which brands are still active and which are being taken off the shelves to identify success and failures.	✓	✗
SKU-Level data: Access SKU-level data across full category assortments to contextualise innovation effectively.	✓	✗
Monthly data and daily scraping: Receive new data updates every month, with daily scraping of e-commerce retailers.	✓	✗

“

Before I launched RE:NOURISH, I bought Euromonitor data and that enabled me to be absolutely laser focused and launch the brand. I sold my house because I looked at the data and thought, right, it's worth it all, no Plan B.

”

Nicci Clark

CEO and Founder, RE:NOURISH

Keep your products on the digital shelf with Passport Innovation

Speak to an innovation expert to discover the latest growth opportunities in your category.



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.