

MINTEL

Mintel Reports

The smartest way to understand
consumer markets.

USER GUIDE



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The screenshot displays the Mintel Insights website interface. At the top, there is a navigation bar with the Mintel logo and menu items: INSIGHTS (Expert Analysis), ANALYTICS (Consumer Data, Retail Interactive, Custom), and a user greeting 'Welcome, John'. Below the navigation is a featured article titled 'A focus on ethics and provenance would boost baby food brands' with a sub-headline 'The Little Freddie launch is a rare example of a baby food brand putting its ingredient varieties and animal welfare credentials front and centre.' and a date 'UK - March 2019'. A search bar and filter options (Category, Region, Trend Drivers, Demographic) are visible. Below the search bar, there are filter buttons for 'Food', 'Packaging', and 'Clear all', along with a 'Set Email Alert' button. The main content area shows a grid of report cards, each with a title, a brief description, and a 'Read Report' button. The reports include: 'Facilities Management - UK - October 2019', 'Visitor Attractions - UK - October 2019', 'Wet Tissues - China - October 2019', 'Luxury Cars - US - October 2019', 'Digital Trends (Hardware) - US - October 2019', and 'House Building - UK - October 2019'. Each card also displays the region and date. On the right side of the report grid, there are icons for a folder, a star, and a question mark.



Create a profile

Go to clients.mintel.com

- 1 Click on 'Register Now' in the 'New to Mintel' section.
- 2 Enter your company email address and click register for access (our system will automatically recognise your company domain name).
 - A link will be emailed to you to activate your account.
 - Go to your inbox and open the email from Mintel Client Services (Please ensure you check spam folders).
 - Click on the link which will take you to a registration page.
 - Fill in your details and set your password.
 - You have now created your profile.

Please note: your username will always be your company email address.

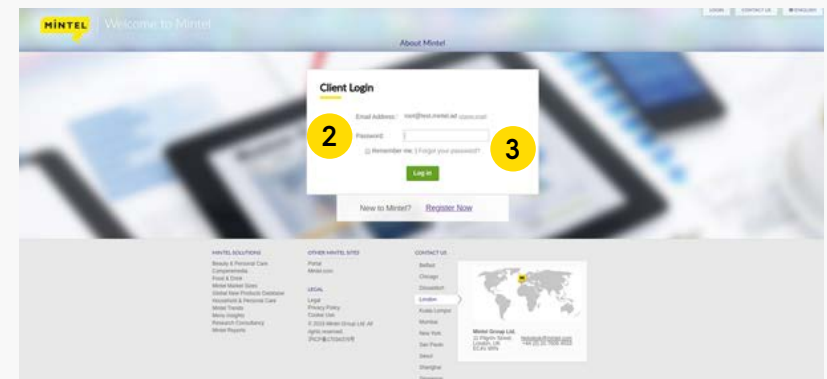
The image shows two screenshots of the Mintel website interface. The top screenshot displays the 'Client Login' form, which includes fields for 'Email Address' and 'Password', a 'Remember me' checkbox, and a 'Forgot your password?' link. A green 'Log in' button is positioned below the fields. The bottom screenshot shows the 'Registration' page, labeled 'Step 1 of 3'. It features an 'Email Address' input field and two buttons: 'Send Email' and 'Cancel'. Both screenshots have a header with the Mintel logo, 'Welcome to Mintel', and navigation links for 'About Mintel', 'LOGIN', 'CONTACT US', and 'ENGLISH'. A 'New to Mintel?' link is also visible in the top screenshot.



Log in

Go to clients.mintel.com

- 1 In the box in the middle of the page titled 'Client Login', fill in your username and click 'next'.
- 2 In the box fill in your password. Click 'Log in'.
- 3 If you have forgotten your password, click on 'Forgot your password?' to create a new one.



The homepage

1 Everything you need in one place

On the insights homepage you can see all of the content Mintel has published across your subscription including custom content created specifically for you, sorted by what is most relevant to you. Click on 'Analytics' to navigate to the analysis tools within your subscription.

2 Find the inspiration and validation you need

You can search for something specific using keywords or filter the content by category, region, demographics and trend drivers.

3 Manage your search criteria

The selected filters are added as tags under the search bar and can be removed one at a time to broaden a search, or cleared entirely to start a fresh search.

4 Stay up to date

Set an email reminder and when new content matching your search criteria is published we'll email you. You can check your alerts or change their frequency by clicking your name in the header and selecting 'My account'.

5 View your content, your way

Change what content is displayed and how its displayed to suit your style. Selecting Reports will filter the view to only full 360-degree reports, the best place to start your holistic understanding of a market.

6 Toggle between the grid and list view

The list view also shows what topics are scheduled for future publication.

The screenshot shows the Mintel Insights homepage with the following elements and callouts:

- 1**: The top navigation bar with 'MINTEL' logo, 'INSIGHTS Expert Analysis', 'ANALYTICS Consumer Data Retail Interactive Custom', and a user greeting 'Welcome, John'.
- 2**: A search bar with a magnifying glass icon.
- 3**: Filter tags for 'Food' and 'Packaging' with a 'Clear all' button and a 'Set Email Alert' button.
- 4**: A dropdown menu showing 'Showing Reports (2,132)'.
- 5**: A dropdown menu for 'Sorting by relevancy'.
- 6**: A view toggle button with a list icon and a grid icon.

The main content area features a large hero section with the headline 'A focus on ethics and provenance would boost baby food brands' and a sub-headline 'The Little Freddie launch is a rare example of a baby food brand putting its ingredient varieties and animal welfare credentials front and centre.' Below this are six report cards, each with a category tag, a featured image, a headline, a short description, and a 'Read Report' button.

Category	Region	Month	Report Title
B2B	United Kingdom	October 2019	Facilities Management - UK - October 2019
Cross Category	United Kingdom	October 2019	Visitor Attractions - UK - October 2019
	China	October 2019	Wet Tissues - China - October 2019
Automotive	United States	October 2019	Luxury Cars - US - October 2019
Cross Category	United States	October 2019	Digital Trends (Hardware) - US - October 2019
B2B	United Kingdom	October 2019	House Building - UK - October 2019

7 Get a quick glimpse into the content

Cards offer a quick glimpse at what each report or insight has to offer, what categories it covers, which region it concerns and when it was published. Get the most out of a report or insight by hovering over the card where you'll find an option to save it for later, jump into a section of the piece or view the data behind it.

8 Getting up close and personal with your consumers

Clicking 'View databook' in the bottom right corner of the card, will open an analysis page of the consumer research covering the sector, country and for that report.

9 Master your Mintel toolkit

Find 'My Presentations', 'Favourites' and more in the taskbar. You can also find help and support for using Mintel products and provide feedback to the team from the floating icons on the right side.

Find more account features by clicking on your name in the top right corner. 'My account' section includes contact information for your account manager, training videos, methodology documentation and more to help you make the most of your subscription.

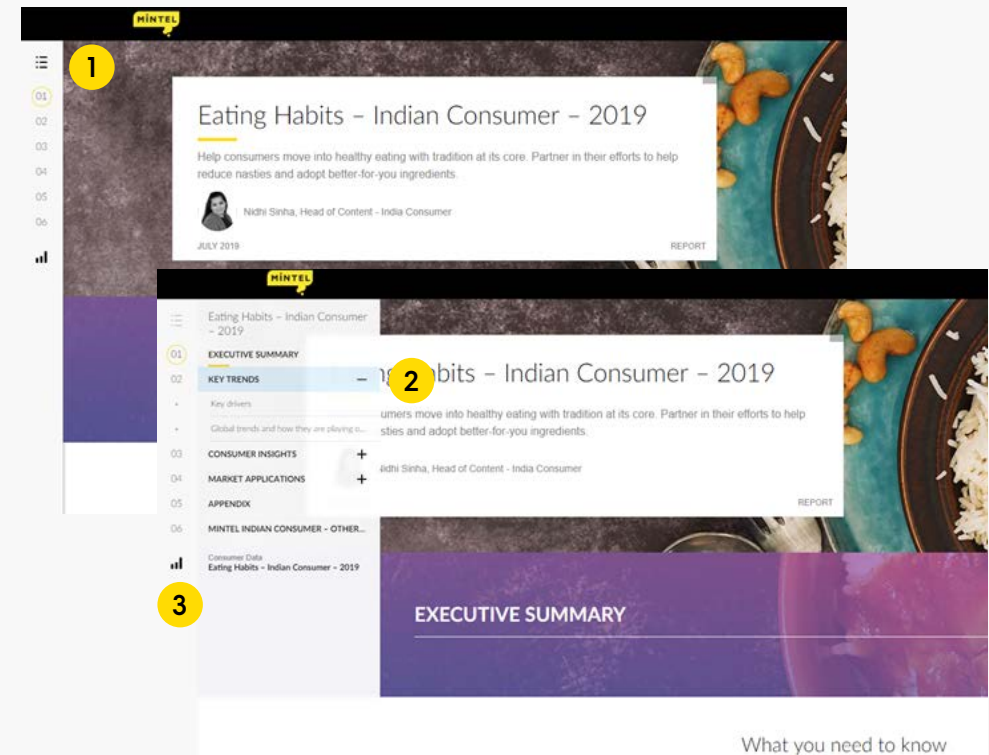
The screenshot displays the Mintel Insights dashboard. At the top, there's a navigation bar with 'MINTEL' logo, 'INSIGHTS Expert Analysis', 'ANALYTICS Consumer Data Retail Interactive Custom', and a user profile 'Welcome, John'. Below this is a large featured card with the headline 'A focus on ethics and provenance would boost baby food brands' and a sub-headline 'The Little Freddie launch is a rare example of a baby food brand putting its ingredient varieties and animal welfare credentials front and centre.' Below the featured card is a search bar and filters for 'Category', 'Region', 'Trend Drivers', and 'Demographic'. A grid of six report cards is shown below, each with a title, subtitle, and 'Read Report' button. The cards are: 1. 'Facilities Management - UK - October 2019' with a subtitle 'Several recent high profile casualties in the facilities management sector reflect the scale of some contracts and the need to selectively tender in a highly'; 2. 'Visitor Attractions - UK - October 2019' with a subtitle 'The UK visitor attractions sector continues to benefit from continuing 'staycation' habits, the draw of creative attractions and investment in technology.'; 3. 'Wet Tissues - China - October 2019' with a subtitle 'Jump to section: OVERVIEW MARKET CONSUMER BRAND/COMPANY DATA'; 4. 'Luxury Cars - US - October 2019' with a subtitle 'Despite being a segment synonymous with power and style, consumers have seemingly lost interest in luxury vehicles. Generally speaking, consumers struggle to'; 5. 'Digital Trends (Hardware) - US - October 2019' with a subtitle 'Consumers today are more reliant on various digital devices than ever before, both at home and on the go. Brands continue to innovate and bring new exciting'; 6. 'House Building - UK - October 2019' with a subtitle 'The sector has weathered a progressively adverse economic climate, and is forecast to continue to record value growth in 2019. Brexit presents serious'. The interface also includes a search bar, filters for 'Food', 'Packaging', 'Clear all', and 'Set Email Alert', and a 'Showing Reports (2,132)' dropdown. A user profile 'Welcome, John' is visible in the top right corner.

Find the section you need

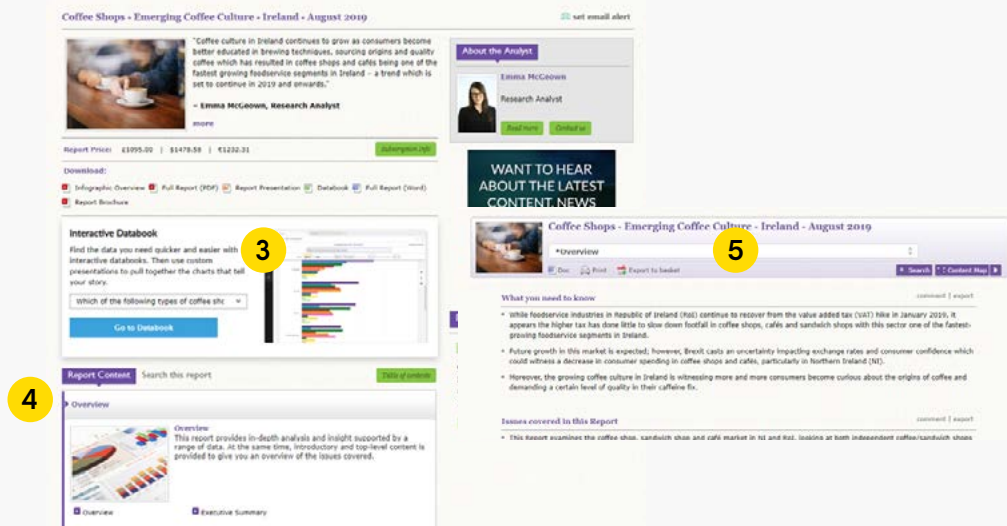
With so much content available, navigating sections to find the content most relevant to you is essential. Depending on which market report you are viewing, the navigation will appear differently.

- 1 Use the left side to see the report sections and table of contents within the report.
- 2 Expand the main sections to see the subsections within that piece, select an area of interest and jump straight to it.
- 3 Open the consumer data analysis tool to explore the raw data for individual questions and specific demographics.
- 4 Under 'Report Content', you can see which sections make up each group once you click on the headings. For example, click on Overview to see which sections of the report are included.
- 5 When you're in a report section there are multiple ways to navigate. The reports navigation bar offers quick and easy jump-off points.
 - Use the drop down to view all the sections in the report and easily navigate from any section to any other section.
 - Forward or back navigation arrows.
 - Back To Top – Use this button to navigate back to the top of the section you're viewing.

View for Germany, India, Thailand



View for View for Brazil, Canada, China, Ireland, UK, US



Consumer data

Mintel's extensive consumer data is available via interactive databooks that allow you to see the exact questions asked, quickly segment by demographic and visualise with charts and tables.

1 Two ways to access data:

a. From the top navigation, click 'Consumer Data' and use category and region filters, separately or together to find all related data within your access.

b. Depending on which market report you are viewing, the navigation into the data tool will appear differently.

2 Topline questions

Scroll through charts or tables for all the questions from the report, or use the drop down navigation to jump to a specific question.

3 Question phrasing and fieldwork

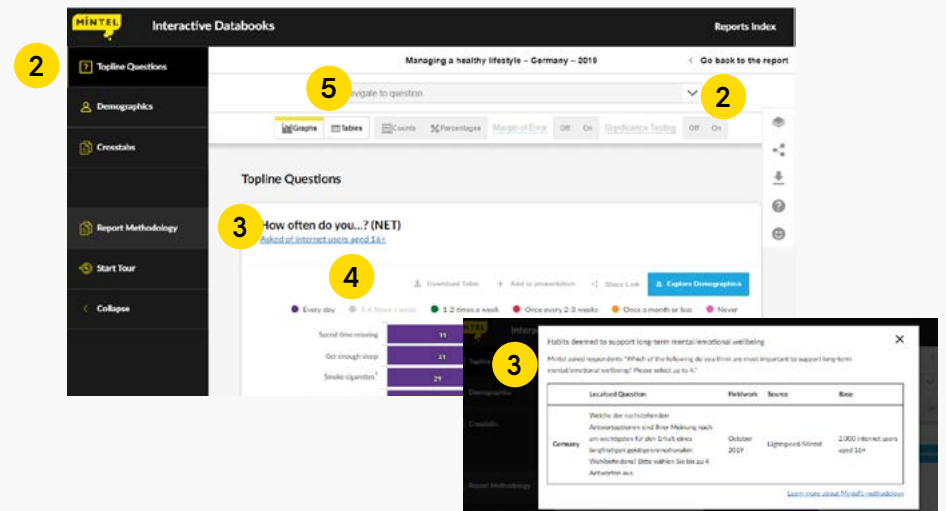
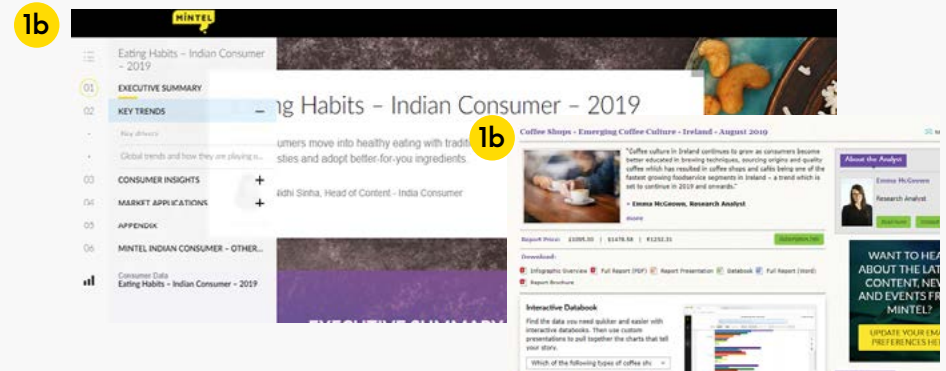
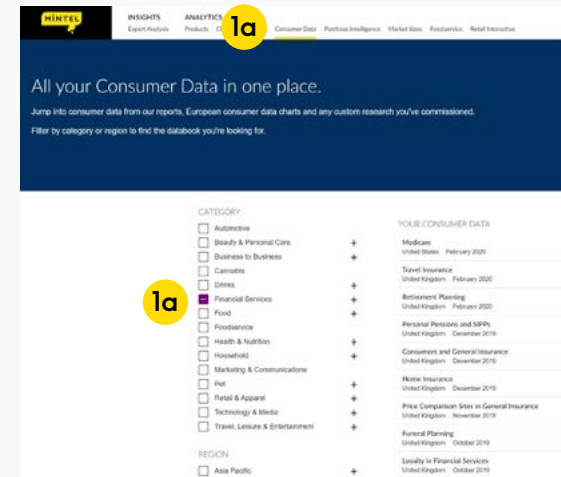
Hover over the title of the chart or table to view the full question text shown to respondents. You can also click to see the fieldwork details as well as the phrasing in other languages where applicable.

4 Focus on what you need

Hide a series from a chart by clicking on its circle in the legend.

5 View as a chart or table

Use the toolbar to switch between graphs and tables. When you're using tables you can also view counts or display the margin of error.



6 Download

Individual questions can be downloaded into Excel. Use the task bar on the right to download the entire databook.

7 Create presentations

Add consumer research to your own PowerPoint by clicking 'Add to presentation' For more information on the presentation builder see "Manage and download content" on page 10.

8 Share content

Use the share option to copy a link that will lead back to the exact same chart or table with your viewing options enabled.

9 Understand your audience

Click on Explore Demographics to understand how your target audience have responded to this question.

10 Which responses stand out?

In the table view, turn on the significance testing option to get an at-a-glance view of which demographic responses stand out.

11 Using significance testing

Select a cell in the table to compare that response to the other responses in the same demographic group. Other responses with a significant difference are highlighted in purple. Responses that are not significantly different are greyed out. A text explanation is also provided above the table.

12 Crosstabs and further analysis

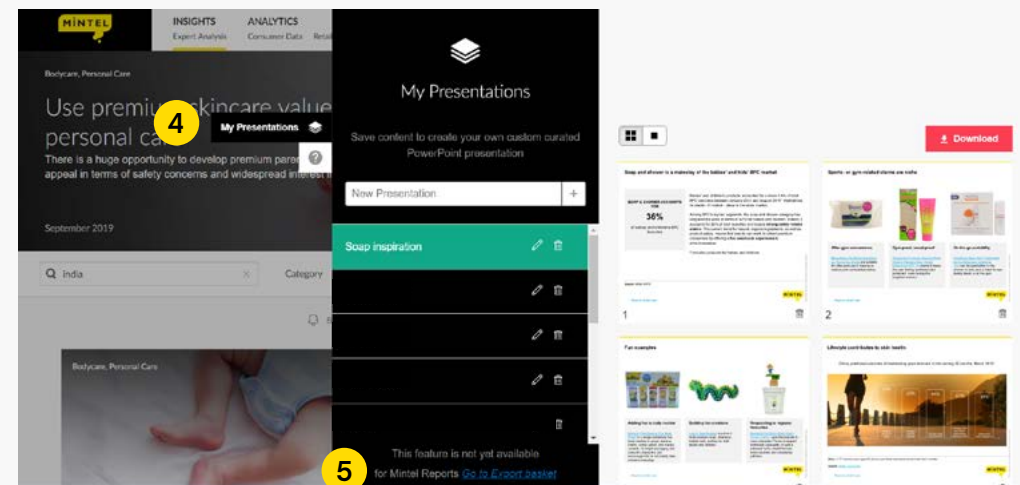
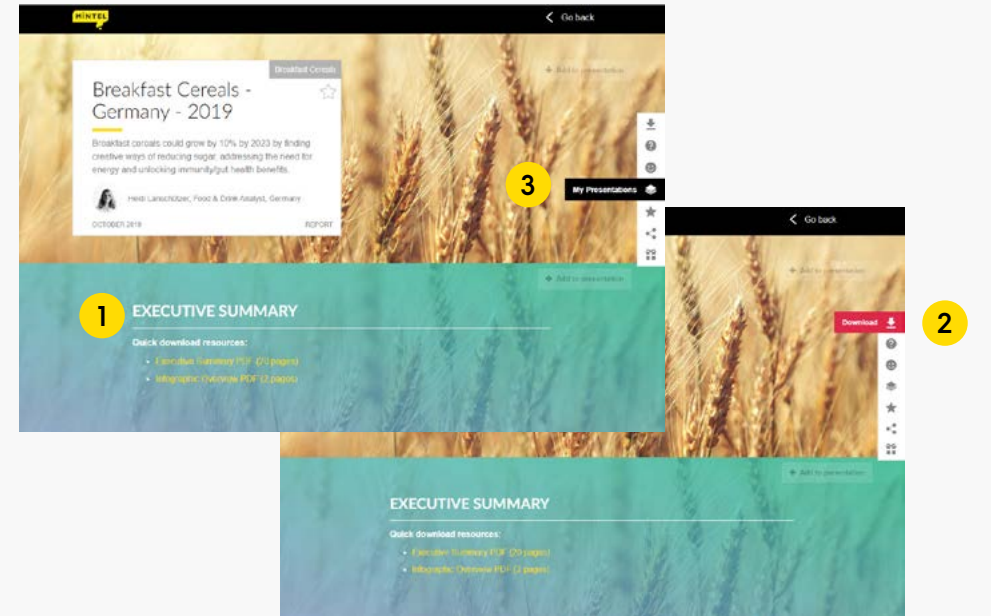
Use the navigation buttons on the left to view any crosstabs, further analysis or other data available for this report.

The screenshot displays the Mintel Interactive Databooks interface for the report "Managing a healthy lifestyle - Germany - 2019". The interface includes a navigation sidebar on the left with options like Topline Questions, Demographics, Crosstabs, Report Methodology, and Start Tour. The main content area shows a horizontal bar chart titled "How often do you...? (NET)" with categories like "Every day", "3-5 times a week", "1-2 times a week", "Once every 2-3 weeks", "Once a month or less", and "Never". A table below the chart shows the percentage of respondents for each category across different demographic groups. A second table, titled "Which of the following statements best describes your approach to leading a healthy lifestyle?", shows the percentage of respondents for each statement across different demographic groups. A third table, titled "Frequency of exercising, by habits to support long-term mental/emotional wellbeing", shows the percentage of respondents for each frequency of exercising across different demographic groups. The interface also includes a "Significance Testing" option and a "Share Link" button.

Statement	All	Male 10-24	Male 25-44	Male 45-64	Male 65+	Female 10-24	Female 25-44	Female 45-64	Female 65+
I am strict with myself to ensure that I stay as healthy as possible	7%	28%	16%	3%	5%	16%	7%	4%	4%
I follow healthy habits most of the time	28%	42%	41%	2%	17%	39%	32%	34%	48%
I have a combination of both healthy and unhealthy habits	60%	27%	47%	92%	66%	51%	62%	58%	44%
I don't put much effort I thought into staying healthy	7%	7%	7%	7%	7%	7%	7%	7%	7%
Don't	7%	7%	7%	7%	7%	7%	7%	7%	7%

Manage and download content

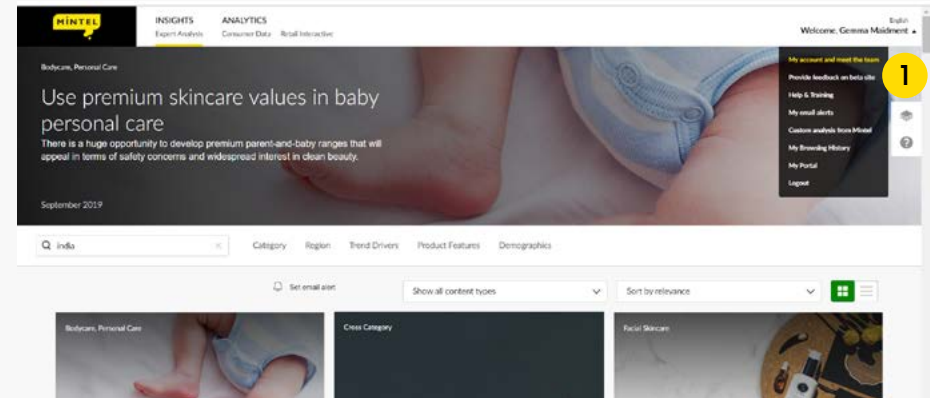
- 1 At the top of an article, you'll find quick download options for the executive summary and infographic.
- 2 Clicking the red arrow in the floating icon menu at the right, will provide links to download the entire report as a PowerPoint or PDF.
- 3 Each section of a report has an 'Add to Presentation' button to save the individual blocks of content into your presentation. You can add as many sections from across different reports to the same or different presentations.
- 4 To find the sections you have saved, click on the 'My Presentations' icon from the floating menu at the right. From here you can view the slides, reorder, delete, and finally download into a fully editable PowerPoint when you're ready.
- 5 For reports published in Brazil, Canada, China, Ireland, UK or US, the above features are not yet available, click through to the Export Basket to find and download your saved content.



Account resources and methodology

- 1 To find out more information about our experts and their latest publications, click your name and select 'My account and meet the team' drop down in the header.

This section also includes your account managers details, training videos, methodology information and more to help you make the most of your subscription.



**If you have any questions
please call our Helpdesk:**

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our analysis of consumers, markets, new products
and competitive landscapes provides a unique
perspective on global and local economies.

