

MINTEL

**GET
STARTED
GUIDE**

What is it?

The Mintel database contains full text consumer, media and market research reports in the areas of Leisure, Fashion, Financial Services, Food & Drink, Consumer Goods, Retailing, Travel and more. Reports contain information on industry structure, trends, companies in the industry, company performance, ranking and market share, forecasts, market size and future trends. Up-to-date company news and advertising news is also provided, along with high quality market research and analysis.

How do I access it? 1. Go to the AAU Library homepage at library.academyart.edu.

2. From the drop-down menus near the top of the homepage go to Find Resources then select Online Resources. Under Business & Company Information, you can access the database by clicking on Mintel.

Note: In order to use Mintel, you must first agree to the terms of Mintel Academic Access. Once you agree, you will have access to all content and reports that Mintel has to offer.

How does this help me?

You should use Mintel when you want to:

- Find information on industries or service sectors, including information on companies in a particular industry, market share and forecast, market size and future trends
- Gather information about leisure trends and travel trends in various countries
- Gain insight into the trends and consumer behaviors that will shape tomorrow's markets

Coverage:

- Includes market research reports for the US, Europe, the UK.
- Discusses market drivers, market size & trends, market segmentation, supply structure, advertising and promotion, retail distribution, consumer characteristics, and market forecasts

Currency:

- Updated Regularly

Coverage Examples

Sector

- Automotive
- Beauty and Personal Care
- Fashion
- Financial Services
- Food and Drink
- Health and Wellness
- Household
- Leisure and Entertainment
- Lifestyles
- Retail
- Technology
- Travel

Theme

- Austerity & Value
- Convenience
- E-Commerce
- Ethical & Green
- Healthy Lifestyles
- Media & Advertising
- Mobile
- Packaging
- Premium & Luxury
- Social Media

Demographic

- Affluent Consumers
- Baby Boomers
- Kids
- Women & Men
- Millennials
- Multicultural
- Singles
- Teens

Any questions?

Please use the *Ask a Librarian* link on the library homepage.