Mintel – UEA Library Guide

Introduction
Mintel is a marketing resource which provides reports on different industry sectors. We currently subscribe to five sectors: Technology, Food, Drink, Beauty and Automotive. As well as the detailed consumer information in the reports, the site also contains Trends and Observations, which are high level consumer movements (Trends) and the day-to-day way that those are expressed by companies (Observations).

How to access Mintel from UEA Library
1. Go to the Business Subject Guide: [uea-uk.libguides.com/business](http://uea-uk.libguides.com/business) and scroll down to the Market reports and insights box.
2. Click the link to Mintel and then follow the on screen instructions

Help and guides
There are lots of helpful user guides and videos on the Mintel site here: [academic.mintel.com/help](http://academic.mintel.com/help)

If these do not answer your queries then please get in touch with either your academic librarian – Doug Broadbent-Yale: [d.broadbent-yale@uea.ac.uk](mailto:d.broadbent-yale@uea.ac.uk) or Library Electronic Services: [eservices@uea.ac.uk](mailto:eservices@uea.ac.uk)

Hints and tips
The Databook feature within the Reports section is a useful quantitative view of consumer opinions on particular questions or ideas.

The Trendscape view in the Trends and Observations section is an engaging and visual way of seeing the connections between different ideas and movements, with animated bubbles connecting the ideas and concepts.