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, which are high-level consumer movements, and Observations, the day-to-day way that those are expressed by companies.

How to access Mintel from UEA Library
1. Go to the Economics Subject Guide: uea-uk.libguides.com/economics and scroll down to the Market reports, insights and company information 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

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 or Library Electronic Services: eservices@uea.ac.uk

Referencing
Use Cite Them Right’s advice on referencing market research reports from online databases.

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 concepts.