Mintel Reports
The smartest way to understand consumer markets.

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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.
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.
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.
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.
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.
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.
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As the world’s leading market intelligence agency, our analysis of consumers, markets, new products and competitive landscapes provides a unique perspective on global and local economies.