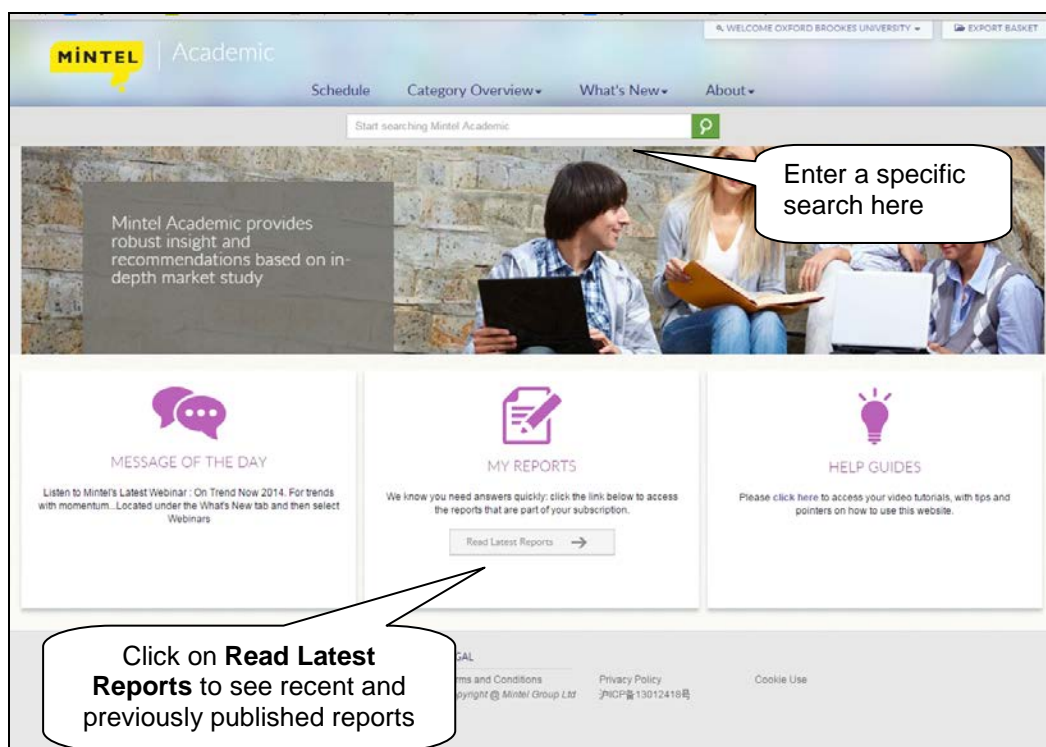


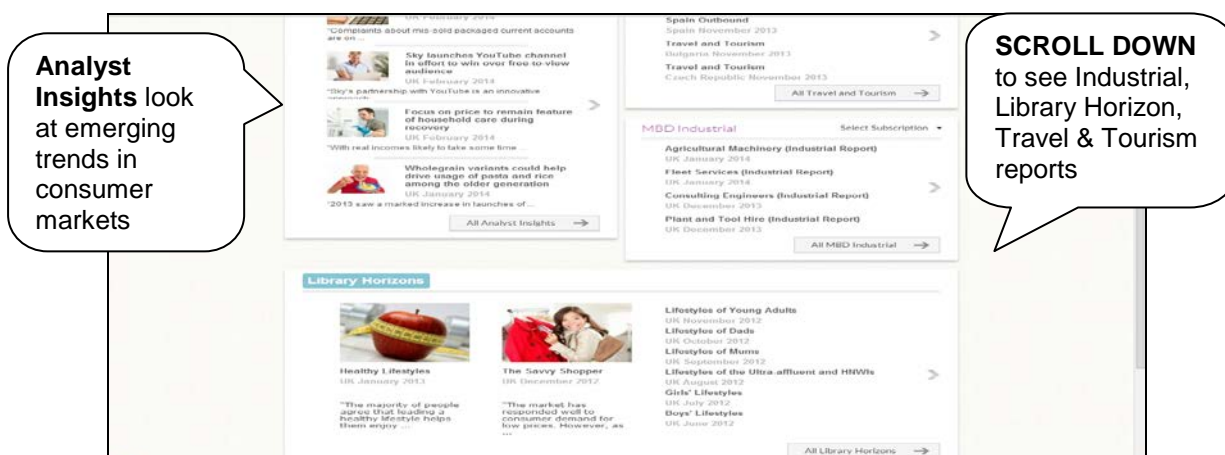
How to use Mintel

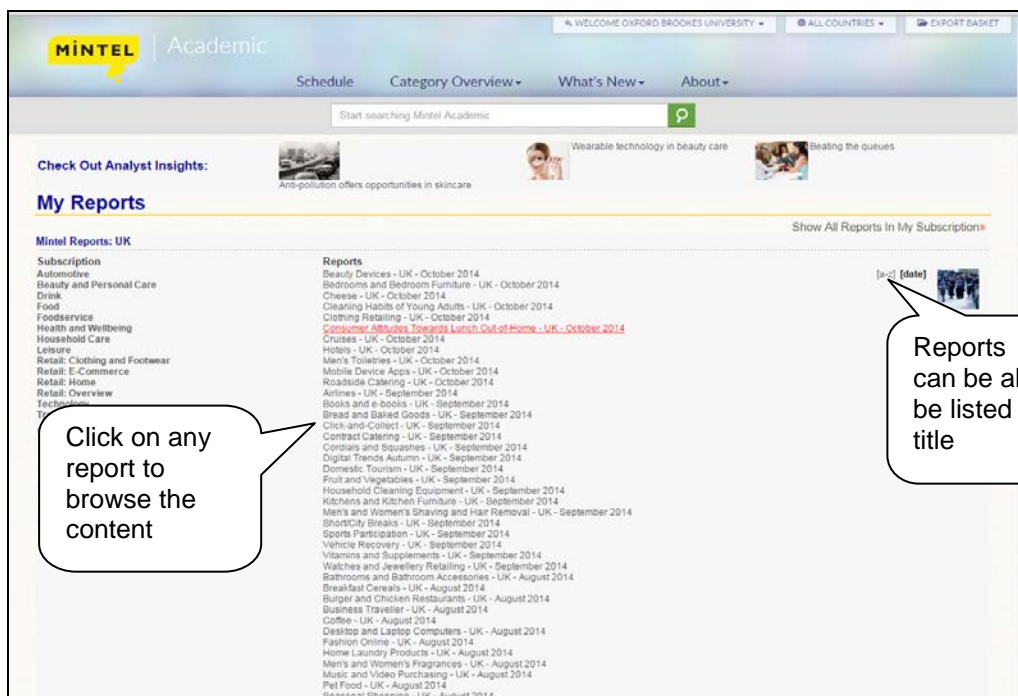
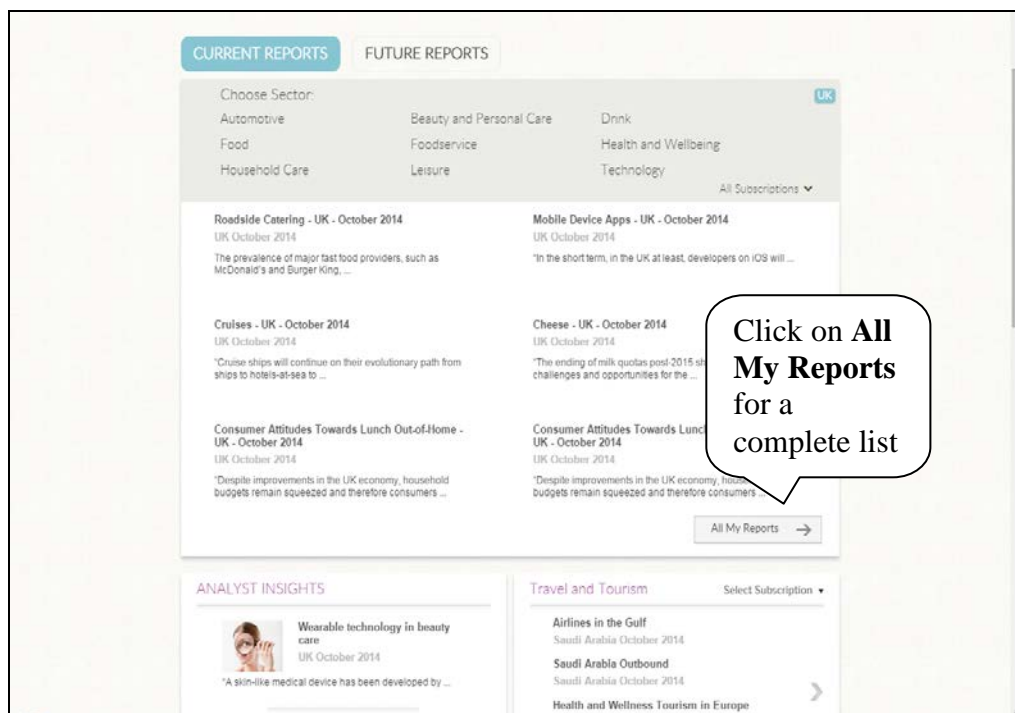
- 1 Connect to Mintel using the links and instructions in the Virtual Learning course.

Click on **Read Latest Reports** to retrieve a list of reports within each series.

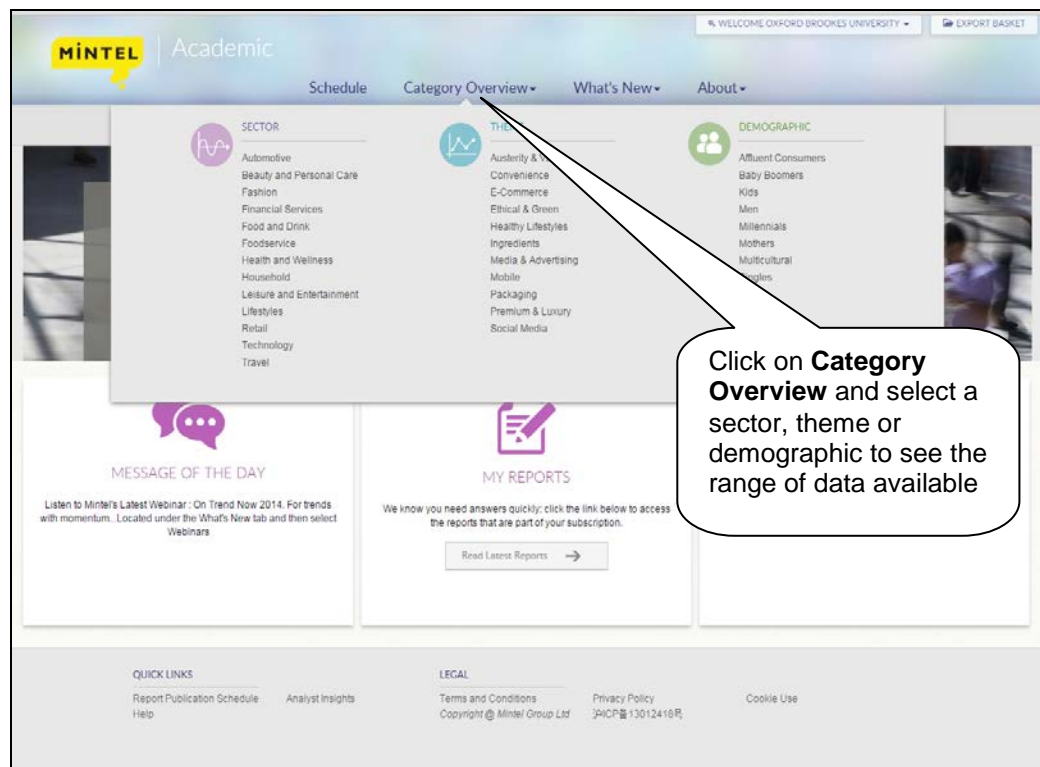


- 2 It is very valuable to browse, because you may not otherwise appreciate the variety available. Note that more than one might be relevant to your chosen area. Particularly, browse the **Library Horizons** series which cover consumer and strategic issues for many markets.

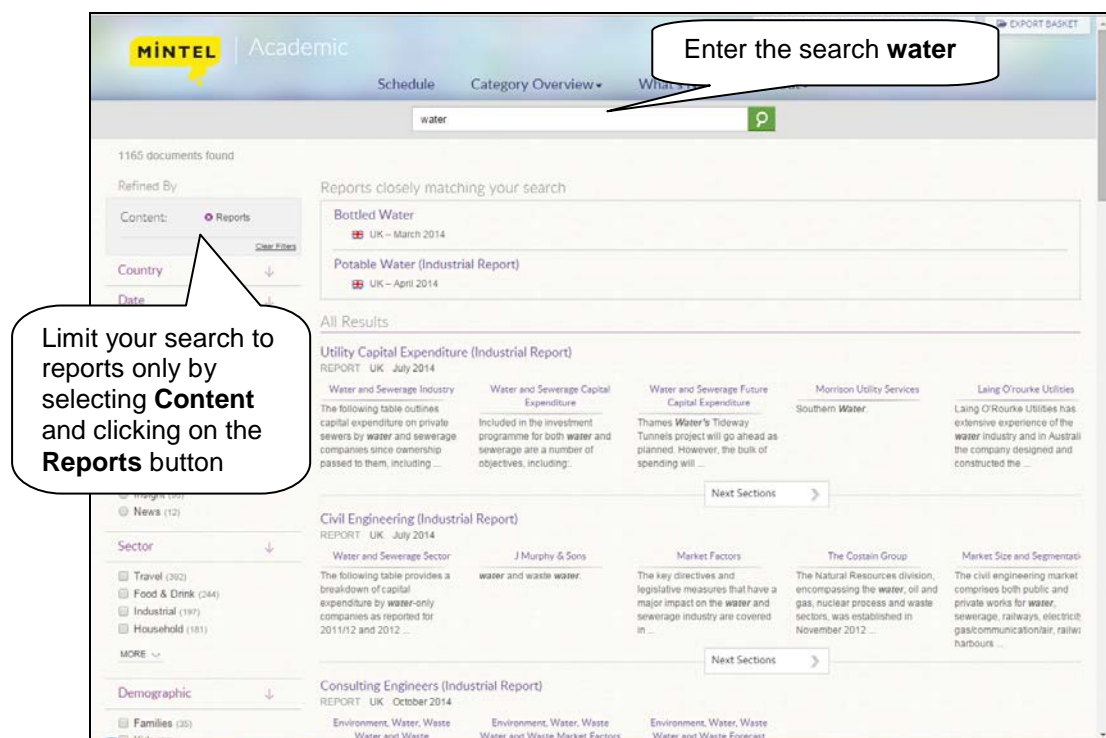




- Click on **Category Overview** at the top of the screen. Select a **sector, theme or demographic** to browse the range of data available to you, including infographics, analyst insights, and current reports.



4 Now, enter the search **water** in the search box at the top of the home page.



5 Find the report on **Bottled Water** published in March 2014. Click on the date of the report to see the section headings to browse and look at question 1 at the end of this activity.

Bottled Water - UK - March 2014

"There is a lot of scope for packaging innovation, to increase the convenience of these products for users, make them more visually appealing and give them standout. Importantly, this would help position the company as being more innovative and forward-thinking than its competitors."

About the Analyst
Emma Clifford
Senior Food Analyst
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☒ Report Brochure

Report Content Search this report [Methodology](#) [Table of contents](#)

Overview
This report provides in-depth analysis and insight supported by a range of data. At the same time, introductory and top-level content is provided to give you an overview of the issues covered.

Report Timeline
Newer Reports
Bottled Water - UK - March 2014
Bottled Water - UK - March 2013
Bottled Water - UK - May 2012
Bottled Water - UK - May 2011
Bottled Water - UK - October 2009
Bottled Water - UK - June 2007
Older Reports

Make sure you **SCROLL DOWN** to see all the sections

Some information can be downloaded as a pdf and a powerpoint presentation is included. Explore all the links you can see

Report Content Search this report [Methodology](#) [Table of contents](#)

Overview
Market
Consumer
Brand/Company
Our brand research provides data and informed analysis across a number of consumer metrics including usage, satisfaction, recommendation, momentum and trust. It also explores consumer attitudes towards brands and examines the reasons behind these.

Report Timeline
Newer Reports
Bottled Water - UK - March 2014
Bottled Water - UK - March 2013
Bottled Water - UK - May 2012
Bottled Water - UK - May 2011
Bottled Water - UK - October 2009
Bottled Water - UK - June 2007
Older Reports

Brand/Company
Who's Innovating? Companies and Products Brand Research
Market Share Brand Communication and

Related Reports Company Profiles [View All](#)

July 2014 Sports and Energy Drinks - UK
June 2014 Eating Out Review - UK
June 2014 Carbonated Soft Drinks - UK
May 2014 Prepared Meals Review - UK
May 2014 Food Packaging Trends - UK

Click on and open the section on **Market Share** to answer the question below

6 You can exit Mintel Academic by clicking **Log off** under **Welcome Oxford Brookes University** at the top of the screen.

The questions below may be answered in the **Self-Test** on the Main Page. Just make a note of your answer for now, while you are in the database.

Question 1 – Find the report **Bottled Water – UK – March 2014**. Click on "Brand/Company" and open up the section "Market share". What percentage of the market did Volvic have in 2013?

Your answer:

Question 2 - Find the report **Camping and Caravanning - UK – April 2013**. Click on "Consumer" and open up the section "Reasons for Not Camping or Caravanning". According to Figure 48 what percentage of people surveyed in January 2013 claimed that the weather puts them off?

Your answer: