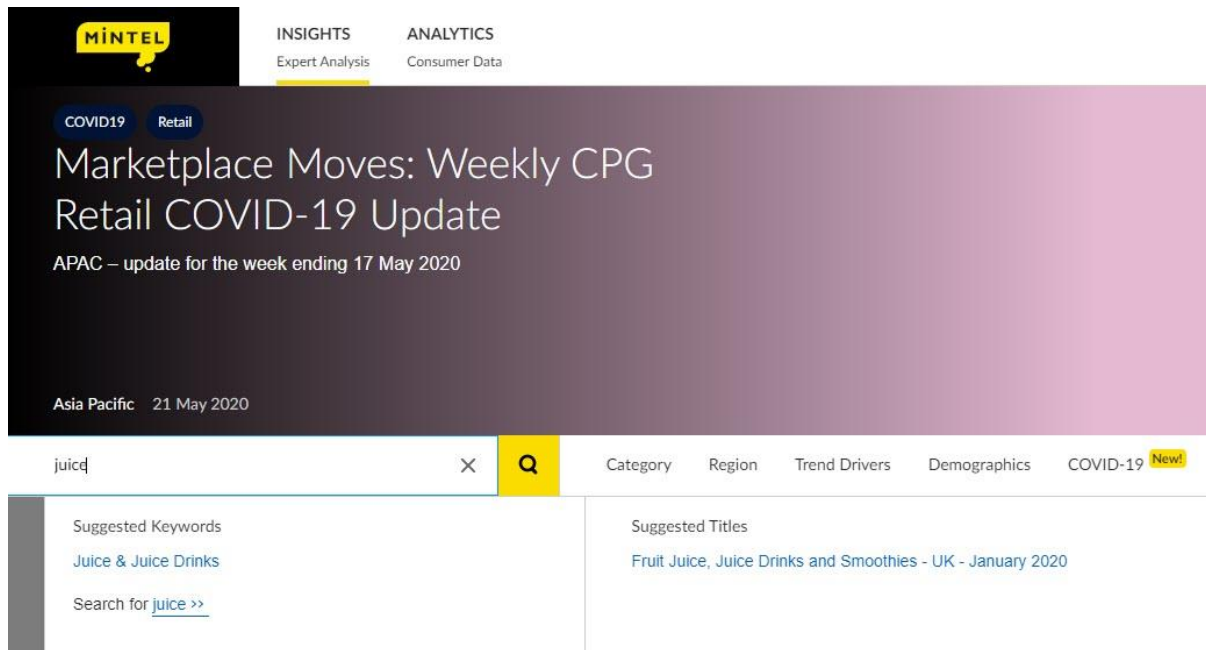


# Searching Mintel

Mintel is a great source for market research data and analysis.

## The search bar

From the Mintel homepage, you can use the search bar on the right to search for topics.



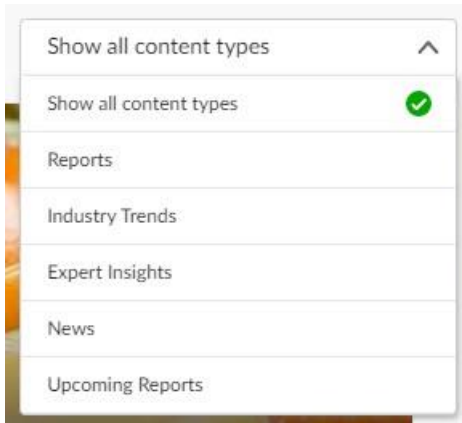
The screenshot shows the Mintel website interface. At the top left is the Mintel logo. To its right are two menu items: 'INSIGHTS' with 'Expert Analysis' below it, and 'ANALYTICS' with 'Consumer Data' below it. Below the logo is a navigation bar with 'COVID19' and 'Retail' buttons. The main header area features a large title: 'Marketplace Moves: Weekly CPG Retail COVID-19 Update' with a subtitle 'APAC – update for the week ending 17 May 2020'. Below this, it says 'Asia Pacific 21 May 2020'. A search bar is located below the header, containing the text 'juice'. To the right of the search bar is a magnifying glass icon and a yellow 'Q' icon. Below the search bar, there are two columns of suggestions. The left column is titled 'Suggested Keywords' and contains 'Juice & Juice Drinks' and 'Search for juice >>'. The right column is titled 'Suggested Titles' and contains 'Fruit Juice, Juice Drinks and Smoothies - UK - January 2020'. Above the search bar, there are several filter tabs: 'Category', 'Region', 'Trend Drivers', 'Demographics', and 'COVID-19' (which has a yellow 'New!' badge).

Suggested titles will appear as you type. In this example we have searched for 'juice' and there is a suggested report 'Fruit Juice, Juice Drinks and Smoothies – UK – January 2020'.

You can click on a suggested title to go directly to it, or alternatively click the magnifying glass to see more results.

**Reports** are detailed market studies, mostly from the UK.

**Insights** are short written pieces from around the world.



You can use the content types drop-down menu to filter your results by different types of content.



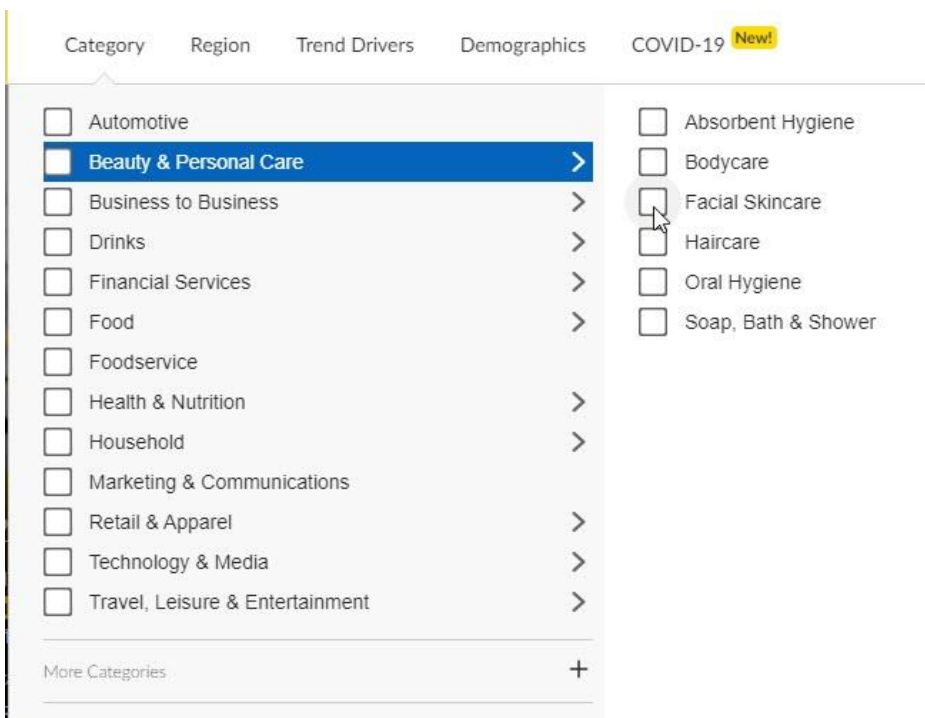
You can also choose to sort your results, to prioritise either the newest results or the most relevant.

To refresh the search, click the cross next to the search bar.



## The category menu

The category menu is a different way to search, by topic.



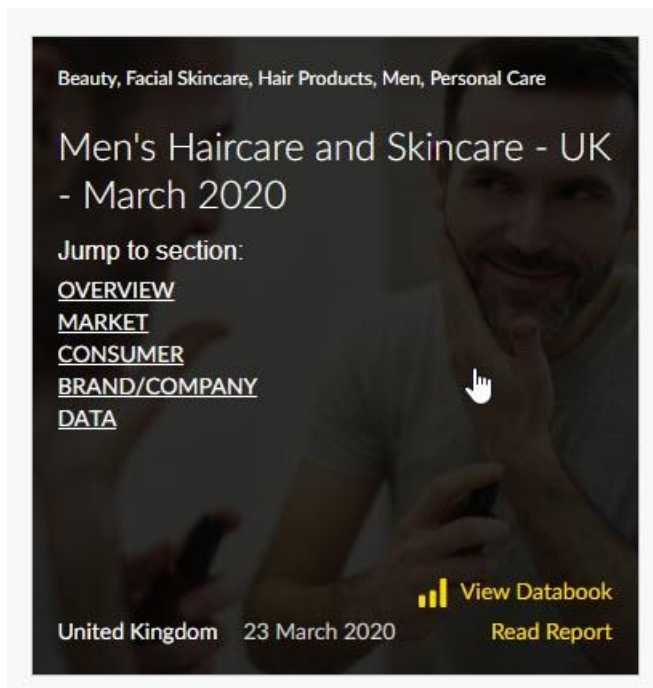
You can select a category, like Beauty and Personal Care, and then a sub-category, like Facial Skincare.

You can filter by Region, Trend Drivers or Demographics in a similar way.



## Search results

Hover over a report to check details like section titles.



In the next video, we will be looking at navigating the content within reports.