

### How to browse Mintel

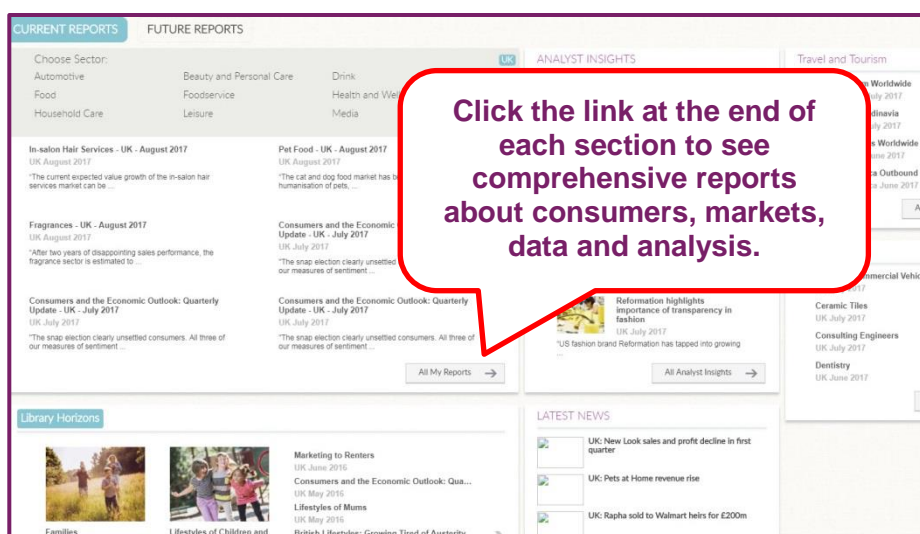
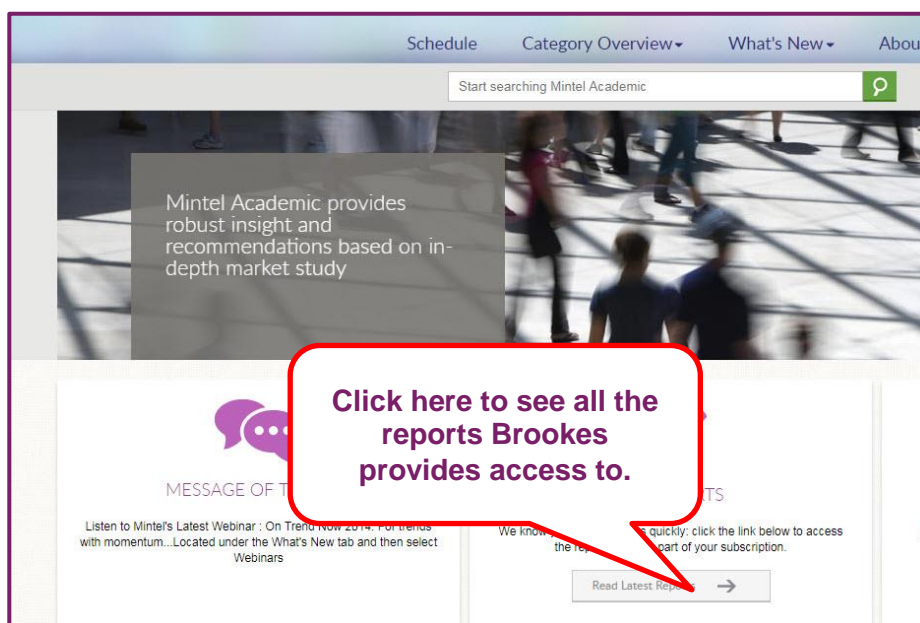
Mintel contains UK market research reports, including industry, leisure and retail reports. There are also consumer lifestyle data and reports.

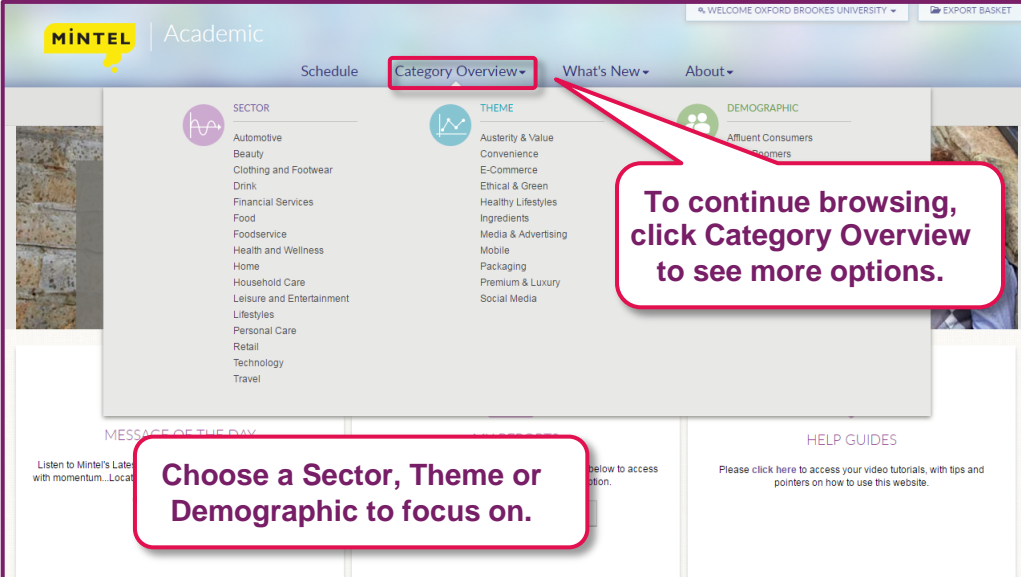
Connect to **Mintel** through the [Moodle database course](#) or the [library website](#).

Read the terms and conditions for use, then click '**I Agree**'.

You can use the search box but in this activity we will browse through Mintel to see what information is available.

\*Some screenshots have been blurred to protect the copyright of Mintel\*





The screenshot shows the Mintel Academic homepage. At the top, there's a navigation bar with 'Schedule', 'Category Overview' (highlighted with a red box), 'What's New', and 'About'. Below this, there are three main categories: 'SECTOR', 'THEME', and 'DEMOGRAPHIC'. Each category has a list of sub-items. A red callout box points to the 'Category Overview' link with the text: 'To continue browsing, click Category Overview to see more options.' Another red callout box points to the 'SECTOR', 'THEME', and 'DEMOGRAPHIC' lists with the text: 'Choose a Sector, Theme or Demographic to focus on.'

**MINTEL Academic**

WELCOME OXFORD BROOKES UNIVERSITY | EXPORT BASKET

Schedule **Category Overview** What's New About

**SECTOR**

- Automotive
- Beauty
- Clothing and Footwear
- Drink
- Financial Services
- Food
- Foodservice
- Health and Wellness
- Home
- Household Care
- Leisure and Entertainment
- Lifestyles
- Personal Care
- Retail
- Technology
- Travel

**THEME**

- Austerity & Value
- Convenience
- E-Commerce
- Ethical & Green
- Healthy Lifestyles
- Ingredients
- Media & Advertising
- Mobile
- Packaging
- Premium & Luxury
- Social Media

**DEMOGRAPHIC**

- Affluent Consumers
- Boomers

**MESSAGE OF THE DAY**

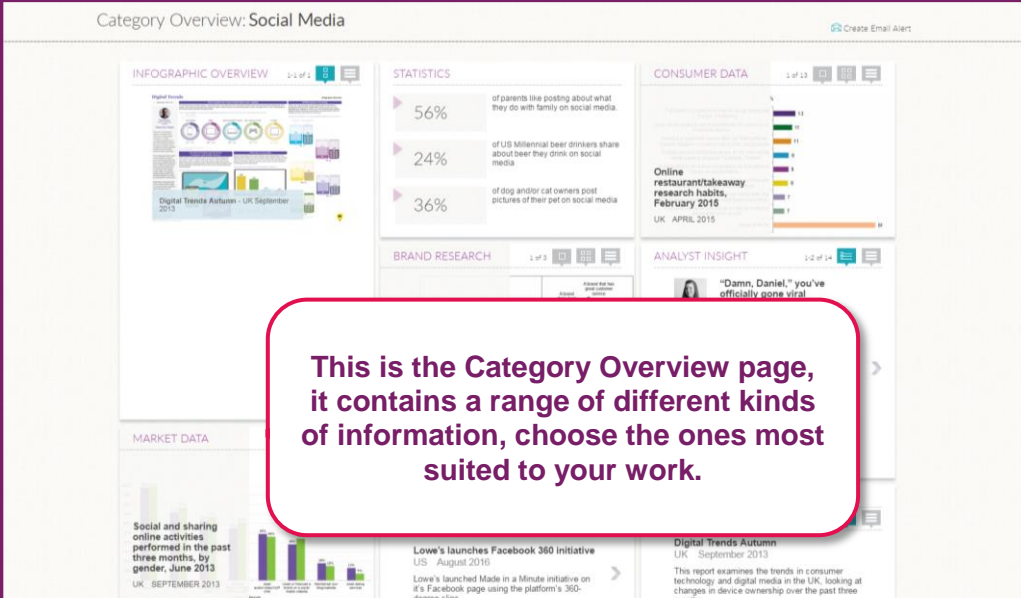
Listen to Mintel's Latest with momentum... Local

**HELP GUIDES**

Please click here to access your video tutorials, with tips and pointers on how to use this website.

**Choose a Sector, Theme or Demographic to focus on.**

**To continue browsing, click Category Overview to see more options.**



The screenshot shows the 'Category Overview: Social Media' page. It features several data visualizations and sections: 'INFOGRAPHIC OVERVIEW', 'STATISTICS', 'CONSUMER DATA', 'BRAND RESEARCH', 'ANALYST INSIGHT', and 'MARKET DATA'. A red callout box points to the page with the text: 'This is the Category Overview page, it contains a range of different kinds of information, choose the ones most suited to your work.'

**Category Overview: Social Media**

Create Email Alert

**INFOGRAPHIC OVERVIEW** 1 of 2

**STATISTICS**

- 56% of parents like posting about what they do with family on social media.
- 24% of US Millennial beer drinkers share about beer they drink on social media.
- 36% of dog and/or cat owners post pictures of their pet on social media.

**CONSUMER DATA** 1 of 13

**BRAND RESEARCH** 1 of 3

**ANALYST INSIGHT** 1 of 14

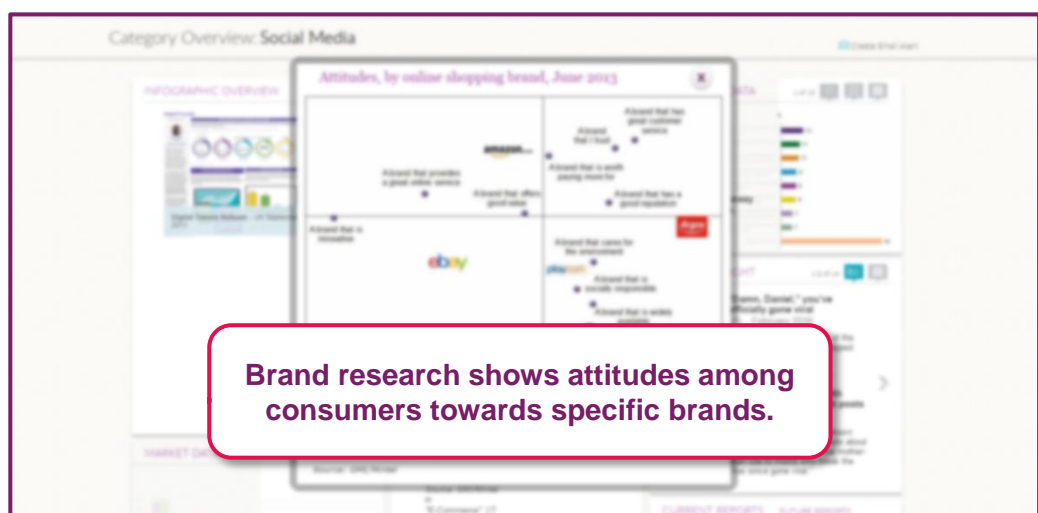
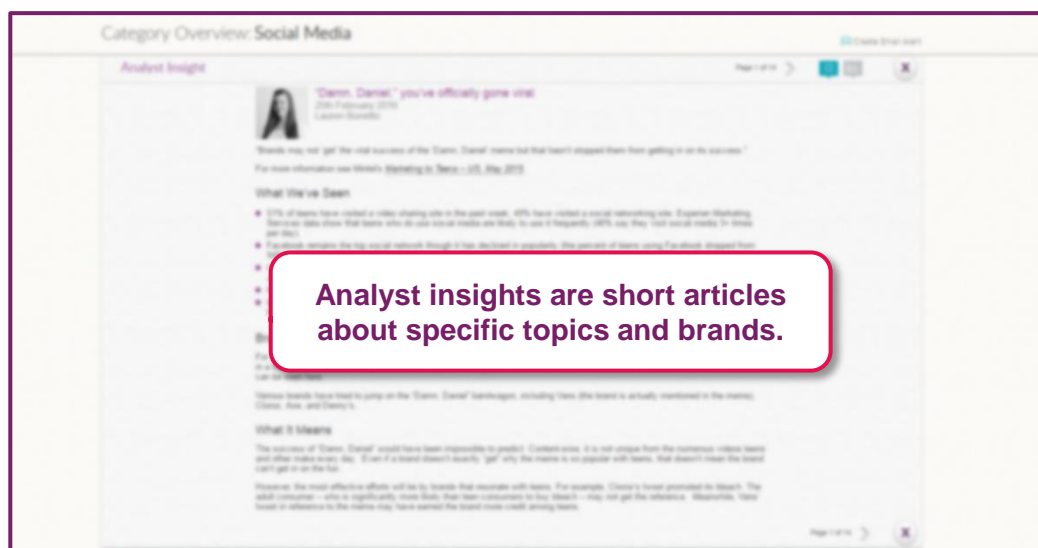
**MARKET DATA**

**Social and sharing online activities performed in the past three months, by gender, June 2013** UK SEPTEMBER 2013

**Lowe's launches Facebook 360 initiative** US August 2016

**Digital Trends Autumn** UK September 2013

**This is the Category Overview page, it contains a range of different kinds of information, choose the ones most suited to your work.**





Digital Trends Summer - UK - July 2016

Despite many people viewing email as a somewhat outdated means of communication, it is not only the most common means of online communication but also the most likely to be used multiple times per day. It cannot be disputed, though, that other channels such as instant messaging can provide more immediacy and engagement, which is why companies are focusing on developing services in this area."

— Matt King - Category Director, Technology ...

About the Analyst: Matt King, Head of Leisure, Tourism, Tech & Media Research

Download: Executive Summary, Infographic Overview, Report Presentation, Databook, Report Brochure

Report Content: Search this report, Downloading, Table of contents

Digital Trends Summer - UK - July 2016

Digital Trends Spring - UK - March 2016

Digital Trends Winter - UK - December 2015

Digital Trends Autumn - UK - September 2015

Digital Trends Summer - UK - June 2015

Digital Trends Spring - UK - March 2015

Trend reports are very comprehensive reports in Mintel, and are good to use in your work. They normally contain analysis, data and charts, they are frequently updated. Find them using the search box and entering the word 'trends'.