TABLE OF CONTENTS

Creating a profile and logging in .................................................. 1
The new homepage ........................................................................... 2
Running a search ............................................................................... 3
Creating and managing email alerts ............................................... 4
Reports .............................................................................................. 5
New Category Overviews ................................................................. 11
Get to know Mintel analysts and research methodologies .......... 12

PLEASE NOTE:
Depending on your University’s subscription or if you are accessing via a public library, downloadable features and the ability to save searches will vary.
CREATING A PROFILE AND LOGGING IN

Go to academic.mintel.com.

1. Agree to Terms and Conditions.
2. Sign in with your Mintel profile. If you do not have one, please create one using your University email address.
THE NEW HOMEPAGE

1. The horizontal menu bar enables you to navigate to relevant editorial and focus pages, explore categories in your subscription and access your personal content.

2. To start your search, simply type your search terms.

3. Quick link to view the reports you have access to.

4. Quick link to Help Guides.

Please note: To navigate back to the homepage, click on the Mintel logo at the top of the page throughout the site.
RUNNING A SEARCH

1. Enter a search term in search bar which appears on all pages and press enter.

2. Filter to narrow your search results.

Please note: If you do not want the filters you have set to affect new searches, ensure you clear them.
CREATING AND MANAGING EMAIL ALERTS

Creating
1. Run a search and apply relevant filters.
2. Click on Save Search/Alert – set your preferences in the pop-up window.

Managing
3. Click ‘My Saved Searches and Email Alerts’ under the ‘Welcome...’ tab.
4. Set your preferences. This information will be saved to your Saved Searches & Email Alerts page.
REPORTS - VIEW TITLES

1. Click here to view all reports.
2. Click here to find the reports you have access to this month.
REPORTS - SECTIONS

Our report content is accessible in two ways: you can find individual report sections within topline groups, or through a traditional table of contents.

1. Clicking on the report content headings will show you which sections make up these groups. Once clicked, the group will allow you to navigate to relevant report sections.

2. Set Email Alert to receive updated content
REPORTS - TABLE OF CONTENTS

1. Click View Tables to access and download within a report. You can also create data graphs from here.

2. Download sections or full Table of Contents as a Word Document or Export to Basket.

3. Set Email Alert to receive updated content.
REPORTS - NAVIGATION

When you’re in a report section there are numerous ways to navigate.

The reports navigation bar offers quick and easy jump-off points.

1. Table of contents drop down.
2. Content map and forward/back navigation arrows.
3. Back to top navigation.

Please note: To return back to a report homepage, click on the title of the report.
REPORTS - CONTENT MAP

1. The Content Map allows you to quickly find specific report sections within the content groups.
Here, you will find all of the content you have exported, be it full reports, report sections, analyst insights or news. Export a whole section/sub section, then download everything into a Microsoft Word document.

Please Note: You may see related content depending on access. Please see your librarian for more information.
NEW CATEGORY OVERVIEWS

1. Explore all content by three new sections: Sector, Theme and Demographic.
2. Each block of content can be explored, browsed and links to source content.
3. Set any Category Overview page as the homepage. You can also create alerts to get an email whenever the page updates.
4. Edit page preferences (for Theme and Demographic sections only).
5. Change view options by clicking single, grid or list.
6. Click on the navigation arrows to scroll to next piece of related content/analysis.

Please Note: Content displayed varies depending on access. Please see your librarian for more information.
GET TO KNOW MINTEL ANALYSTS AND RESEARCH METHODOLOGIES

1. To find out more information about analysts and their latest publications, click on the analyst section under ‘About’.

2. You can also read our methodologies here.
If you have any questions please speak to your librarian.