

# MINTEL

**Mintel** market intelligence provides an outlook on the UK consumer landscape this includes data, market research, market analysis, competitive intelligence, and product intelligence: the expert analysts combine these elements to create insight of the market. The reports are independently by expert analysts.

This database is available on and off campus and may be accessed from **Databases** in the **Electronic Library** at: [www.ljmu.ac.uk/library/e-library](http://www.ljmu.ac.uk/library/e-library)

- Go to **Discover**, if prompted, **Sign in** with your **LJMU username@ljmu.ac.uk** and **password**
- Select the **Databases** option
- Type **MINTEL** into the search box and select the **search icon**
- Select **Mintel** from the results list and then the online link in the **View Online** box
- Type Liverpool John Moores in the search box or select Let me choose from a list then select the continue button.

or [Let me choose from a list](#)

## Searching

To search type the keyword in the search box and then select the search icon:

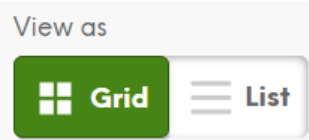
  

## Limiting Searches

The results of your search will appear on the screen. To filter the results to a content type for example Reports select an option from the list shown on screen:

All content types	^
All content types (10,876)	✓
Reports (1,715)	
Industry Trends (19)	
Consumer Trends (4)	
Expert Insights (484)	
Observations (2,550)	
News (6,104)	
Upcoming Reports	

Results are displayed in a grid to change the display to a list from the **View as** icon select **List**:



## Displaying Results

The list of reports is displayed on the results screen, for example: title and year. Select the title of the report to view the content.

### REPORTS



#### Coffee Shops - UK - 2021

Includes COVID-19 Impact United Kingdom



#### Coffee - UK - 2021

Includes COVID-19 Impact United Kingdom

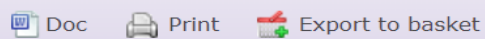
To access the content select Table of contents icon or expand a section by selecting for example Overview

The screenshot shows a report content interface. At the top, there is a purple 'Report Content' button and a search bar labeled 'Search this report'. A green 'Table of contents' button is in the top right. Below this, the 'Overview' section is expanded, showing a thumbnail image of a dashboard with charts and a text description: '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.' Below the description are three expandable sections: 'Overview', 'Executive Summary', and 'Issues and Insights', each with a right-pointing arrow icon.


## Print/Save

To download a section of the report as a MS Word, print or **export to basket** select the

appropriate icon on screen



To access the Export to basket select the icon displayed at the top righthand corner of the

page  The button will expand to My Presentations select the icon. To view the [Export Basket](#).

select the link. Follow the instruction on screen to download the section.

## Further Help

Further guidance is available using the **Help and FAQs** tab. You can also contact your Academic Engagement Librarian for help and guidance via **LJMU HelpMe**.

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By: Lorraine Richards