



MINTEL



MINTEL TRENDS

Be stimulated. Be validated. Be disruptive. Be inspired.

USER GUIDE



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Client Login

Email Address

Password

☐ Remember me | [Forgot your password?](#)

[Log in](#)

[New to Mintel?](#) [Register Now](#)

1

Registration Step 1 of 3

Please enter your email address. You will be sent an email containing a link that will grant you access to your Mintel services.

[Send Email](#) [Cancel](#)

2

CREATING A PROFILE

Go to portal.mintel.com.

1. Click “Register Now” in the “New to Mintel?” section.
2. Enter your company email address and click register for access (our system will automatically recognise your company email URL).
 - A link will be emailed to you to activate your account from Mintel client services (please ensure you check your spam folders).
 - Click on the link which will take you to a registration page.
 - Fill in your details and set your password.
 - You have now created your profile.

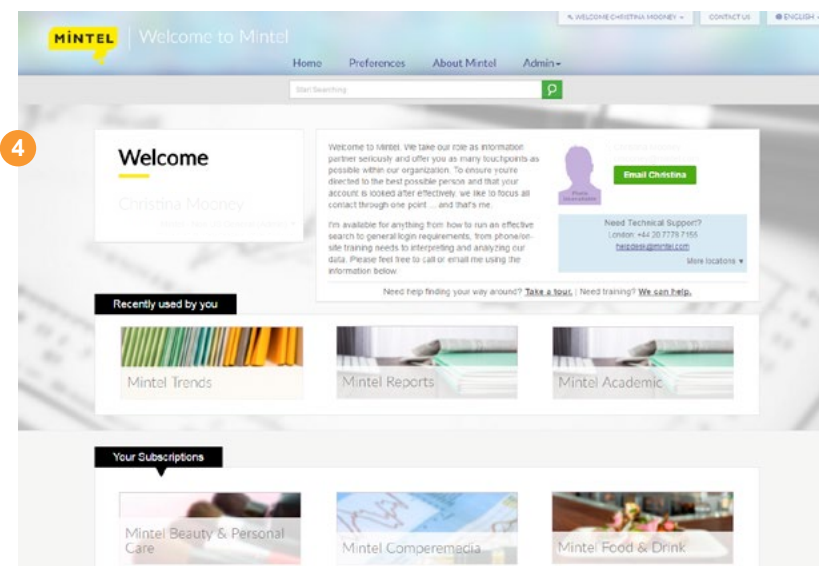
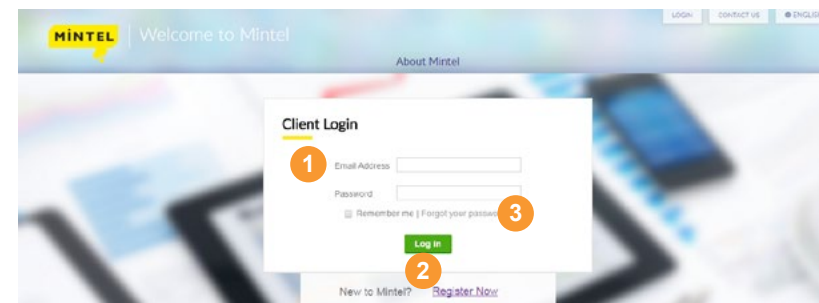
LOGGING IN

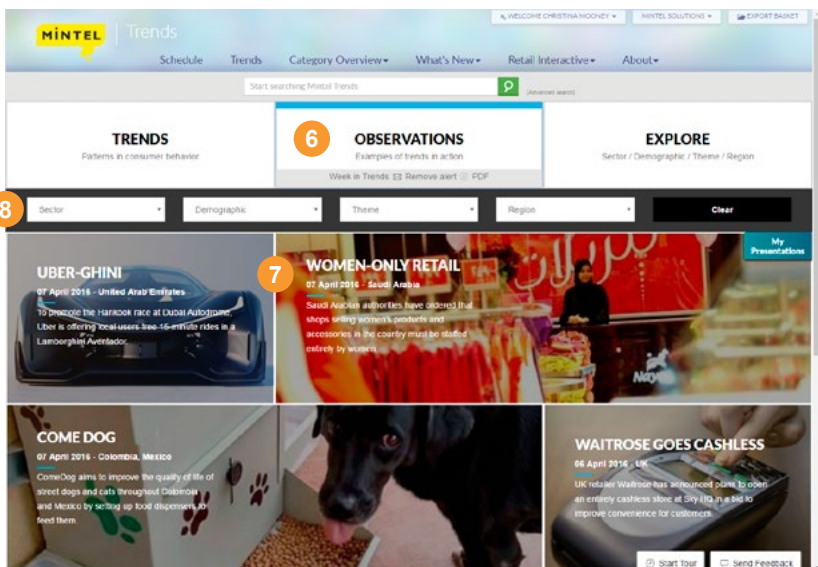
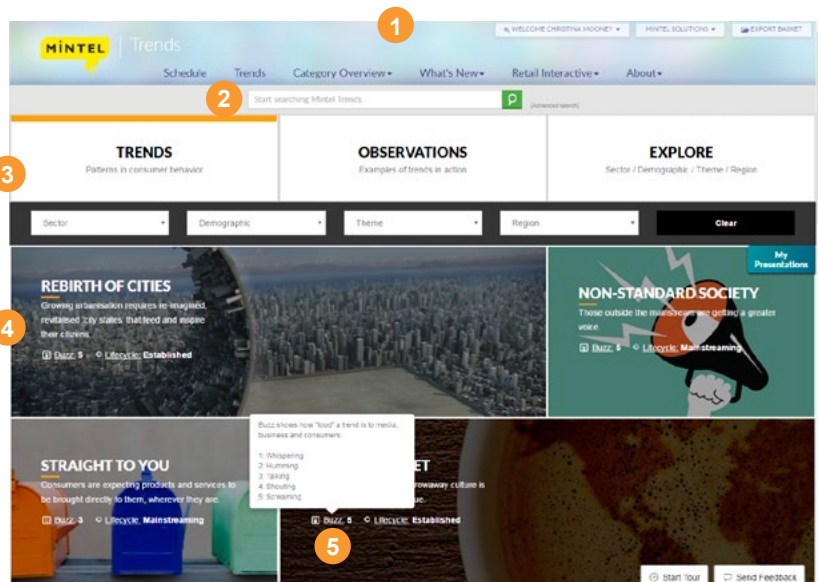
Go to portal.mintel.com.

1. Enter the username and password you created.
2. Click login.
3. If you have forgotten your password, click “Forgot your password?” to create a new one.
4. You are now logged into your Mintel services. Navigate to the your subscriptions menu to select a Mintel service. Other services that you have subscribed to will be listed here.

Please note:

The box titled Mintel solutions includes services you are not currently subscribed to.



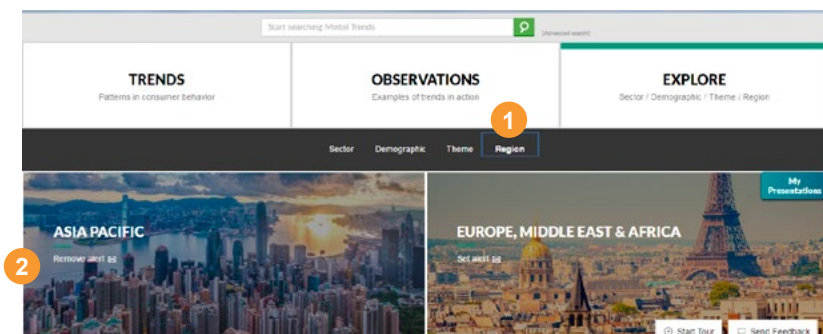
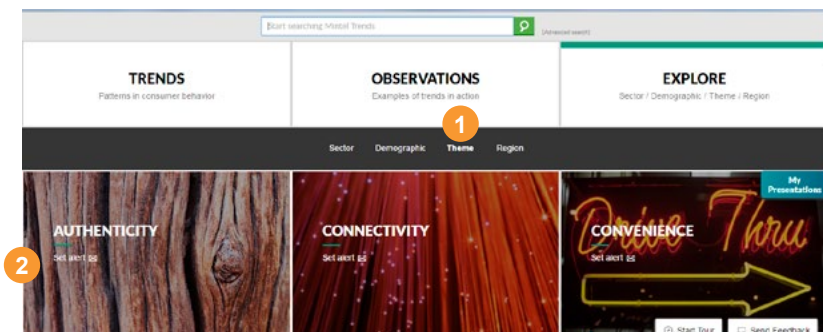
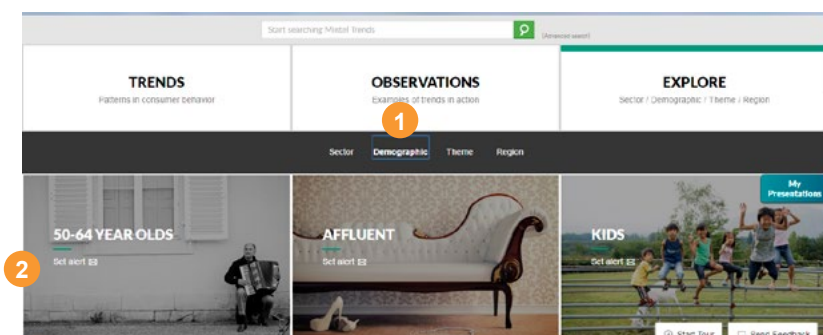
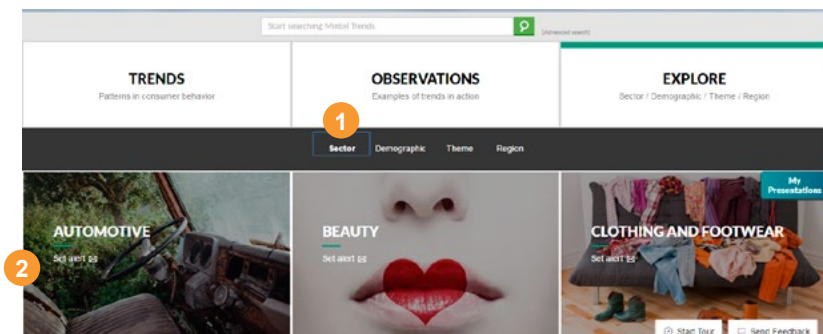


HOME PAGE

1. The primary navigation allows you to edit personal settings, view your export basket and access other Mintel products.
2. The horizontal menu bar enables you to run a search, navigate back to the Trends homepage and to access help documents, as well as Mintel Reports content.
3. The front page is divided into three views (Trends, Observations, Explore) to allow you to quickly get to your most important content.
 - Browse the stories published daily
 - Jump into trends
 - Explore all content by a sector, demographic, theme or region
4. View the trends-those listed first are the trends with the most observations in the last 90 days.
Gain the context you require, using the title, summary, buzz and lifecycle options which are always displayed.
5. Click on buzz or lifecycle for the definitions.
6. View the observations from the last week highlighted by the Trends consultants. Turn on an alert to get emailed the Week in Trends newsletter or download the PDF.
7. Get the context you need via the stories using the title, date published, geography and summary.
8. Select sector, demographic, theme and region filters to view just the observations most important to you. Select one option for each filter.
Use as many or as few filters as desired. The observations are listed with the most recent stories first. As you scroll down, the filters stay fixed at the top of the page.

HOME PAGE

1. Click on sector, demographic, theme or region to explore all content by your topic of choice. Click on one of the topics to be taken to a page with all Mintel Trends content on that topic.
2. Manage alerts from the home page. Set alerts to get emailed an update when there is new content available for your topics of interest.



Start searching Intel Trends

Smart Glasses

A group of students in Pernambuco, Brazil has developed smart glasses for the visually impaired with a focus on upper-body obstacle detection.

22 July 2016 - Brazil

Download PDF Export to basket Tags

Statistics

45 million
of Brazilians are disabled.
Brazilian Institute of Geography and Statistics (IBGE), 2014

Supported Trends

Access All Areas
Braz 4 LibbyCSG, Kazakhstan
Mobile and GPS technology is enabling us to explore our surroundings like never before.

Second Skin
UK Buzz 6 LibbyCSG, Mainstreaming
Wearable technology devices are unobtrusive, self-charging and can help us monitor our health and take control of our lives.

Wearable functions

We've seen technology move out of consumers' hands and onto their bodies, providing information in a safer and discreet manner. This has enabled consumers to be hands-free and mobile and multitask more efficiently. And wearable tech-specialized functionality are proving to be helping significantly both the disabled and the elderly population.

Multiple companies in the US have created **smartwatches** for seniors to get help if needed: sending medication reminders, tracking their activity, and alerting them if they get lost. While a company in India is working on an internet-connected device that can keep track of the **elderly** and provide services when needed and a pocket-sized, wearable collision detection device that works like the backing up alarm in newer model cars was developed in the US to assist those with **damaged peripheral vision**.

There are about 40 million of Brazilians, 24% of the population, with some form of disability, according to data released in 2014 by the Brazilian Institute of Geography and Statistics (IBGE). As people with disabilities are gaining visibility all across markets, companies will do well to explore wearable tech to help be the eyes and ears of those demographics.



Related Observations

Sector: Demographic: Theme: Region: Clear

Other observations supporting the same trends.

Park with Parkbot

IoT Medical Aid

Cheaper Roaming

OBSERVATIONS

Click on an observation to explore the story in detail.

1. Get a quick summary of what the observation is about with the title, short description, country and date published.
2. Access all the tools in one place—download, export and view associated tags.
3. Read the full story and view associated imagery.
4. Review the key statistics with sources.
5. View the trends this story is supporting.
6. Click the Trendscape link to see how content related to this observation is connected.
7. Browse through other observations supporting the same trends and filter them by sector, demographic, theme and region.

TRENDS

Click on a trend to explore it in detail.

1. Get a quick summary of what the trend is about using the title, short description and slideshow. Download the trend Power Point from the slideshow.
2. Access all the tools in one place—view buzz and lifecycle, set an email alert, download, export and view associated tags.
3. Read the trend overview for a more detailed explanation of the trend.
4. Browse through the observations supporting this trend and filter them by sector, demographic, theme and region.
5. Review the key statistics with sources.
6. Get a global or regional overview of where the stories to support this trend are happening and how that has changed over time.
7. Understand what this trend means for a particular region and what you should do.
8. Understand what this trend means for particular sectors and demographics and explore consumer data examples by sector.
9. Read through the analyst's thoughts on the implications of the trend.
10. Click the play button to view the webinar. Download the PPT or copy the link to share.
11. Read about how the trend has changed over time.
12. Click the Trendscape link to see how content related to this trend is connected.
13. View similar trends as suggested by the Mintel Trends analysts.

The collage shows the following steps in the Mintel Trends interface:

- 1**: Trend Overview for 'Access All Areas'.
- 2**: Trend Overview for 'Access All Areas'.
- 3**: Trend Overview for 'Access All Areas'.
- 4**: Observations for 'Access All Areas'.
- 5**: Statistics for 'Access All Areas'.
- 6**: Heatmap for 'Access All Areas'.
- 7**: Regional context for 'Access All Areas'.
- 8**: App Showcase for 'Access All Areas'.
- 9**: Implications for 'Access All Areas'.
- 10**: Webinar for 'Access All Areas'.
- 11**: History for 'Access All Areas'.
- 12**: Explore connections to this trend.
- 13**: Related Trends.

1

Travel

Some of the main drivers behind the travel industry have been driving campaigns over the last few months: spend, convenience, new tech and recommendations. We have built a number of brands. However, explore the driver side to the business they control.

2 set alert email alert

Observations 3

Travel Demographic Theme Region Clear

Cheap International Flight
19 October 2016 - International
Newspaper headlines in some regions from the US and Europe as low as \$19 per international flight.

Halloween in the Catacombs
18 October 2016 - International
A series of marketing campaigns in France with a choice to spend in the Paris catacombs.

Self-Driving Public Transport
18 October 2016 - International
A series of marketing campaigns in Singapore are considering the introduction of self-driving vehicles in the next stage of development.

Top Trends 4

Travel Demographic Theme Region Clear

Ranked in order of importance for Travel by our analysts.

Access All Areas
19 Oct. 4 - 10 - 100% Estimated
Mobile and GPS technology is enabling all to explore our surroundings like never before.

What it means for Travel
Travelers can enjoy visiting our itineraries in the chance to check out the side of gates for nearby attractions. There is a chance to deliver more into the local cultural and history through on city breaks, or through languages, discover.

Sense of the Intense
19 Oct. 4 - 10 - 100% Estimated
Intense physical and sensory experiences give the brands and products deeper meaning.

What it means for Travel
We are of generations is extending the market for extreme sports or activity holidays, but sensory products must offer more than just adrenaline. Consumers are increasingly curious about—and confident in—sampling contrasting experiences.

Authenticity
19 Oct. 4 - 10 - 100% Mainstreaming
Consumers have grown more comfortable with goods and services that look, taste, sound or feel like the real thing, even though they're known.

What it means for Travel
Travelers want this is where they have been provided the longest. There is a chance for cultural immersion through making local food, meeting local people, learning local languages, when we are away from home, but in reality this.

5 Heatmap

Visualization of where our analysts are observing activity to help these brands.

Travel Last year Last month Last week View Observations

high activity
low activity

Click within the area to zoom.

6 Webinars

Futures: Old Gold
19 Oct. 2016
Old cultural and consumer insights go. But in fact it is a series of consumer segments aged 60 and over who are the most important, common and most of all demographics. These segments are 8.

Futures: Access Anything. Anywhere
17 Nov. 2016
We have already been at home with our smartphones and laptops, but as technology spreads to new areas of the world, how are consumers and how we live will really change. Connect with.

Richard Chappell Senior Trends Consultant

SECTORS, DEMOGRAPHICS, THEMES & REGIONS

Choose a sector, demographic, theme or region to explore it in detail.

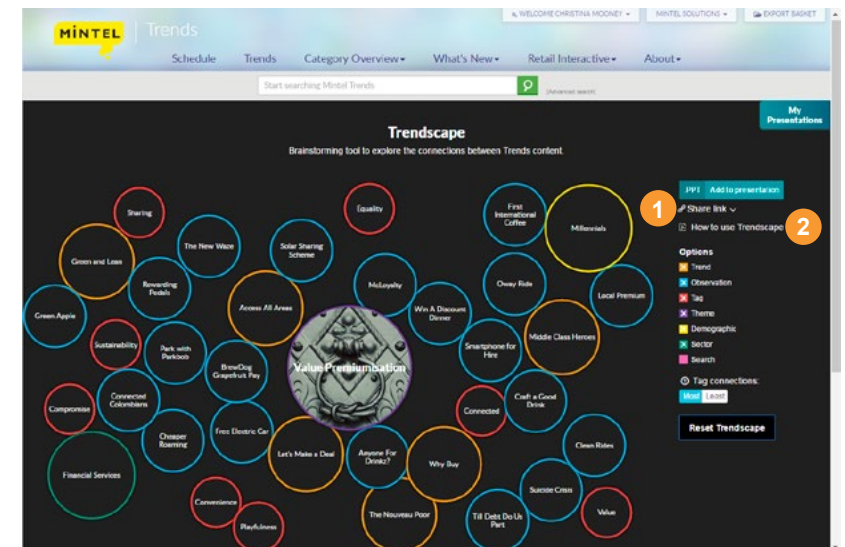
1. Get a quick summary of the sector, demographic, theme or region using the title and short description.
2. Set or remove email alerts.
3. Browse through the observations supporting this and filter them by sector, demographic, theme and region.
4. Browse through the trends relating to the chosen topic and filter them by sector, demographic, theme and region. Understand what the trends mean for sectors, demographics and regions.
5. Get a global or regional overview of where the stories to support the sector, demographic, theme or region are happening and how that has changed over time.
6. Click on the Trendscape link to see how content related to this subject area is connected.
7. Click the play button to view the webinar. Download the PPT or copy the link to share.

TRENDSCAPE

Trendscape is a brainstorming tool for exploring the connections between Trends content.

Trendscapes can be focused on a trend, an observation, a sector, a demographic or a theme as well as any search. Use the banners on the content pages to click through to the Trendscape.

1. Get a link to share your trendscape or add it to a custom presentation.
2. Access some case studies showing how to use the Trendscape.





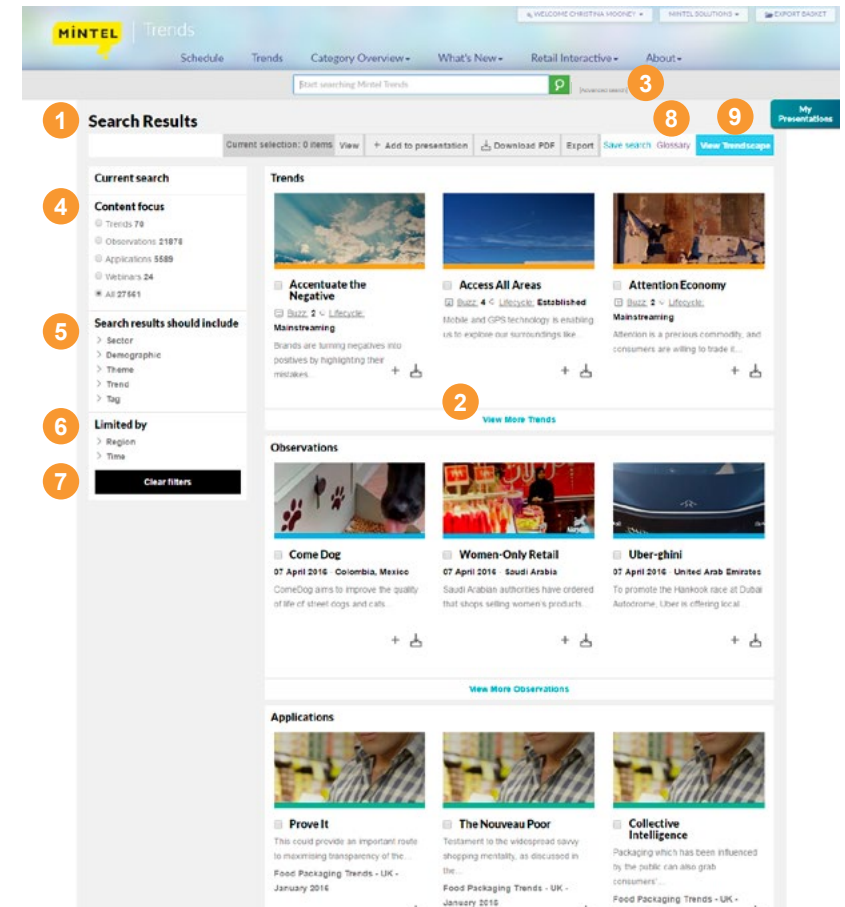
SEARCH

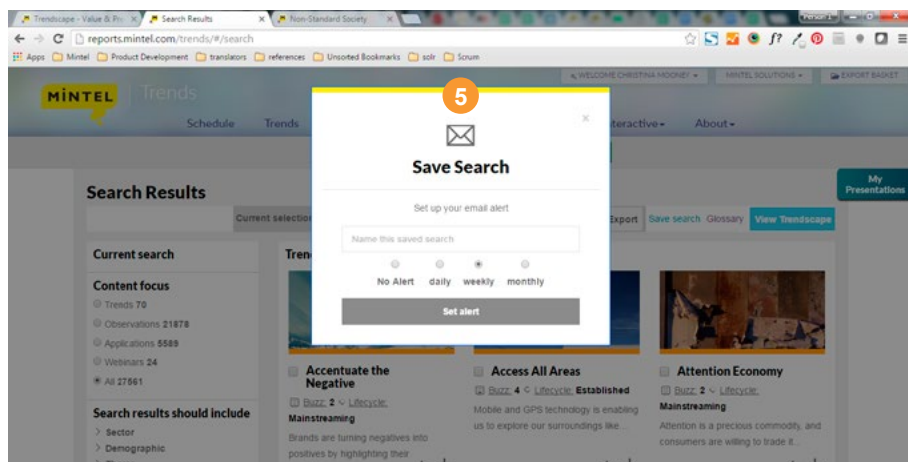
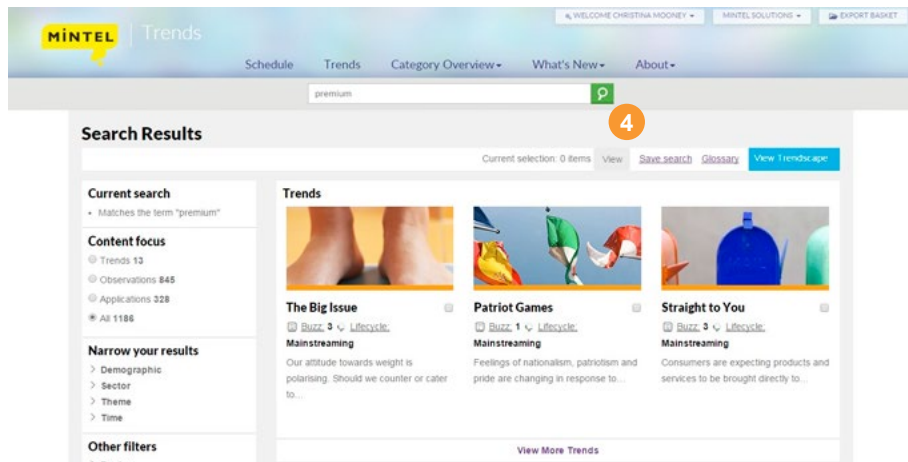
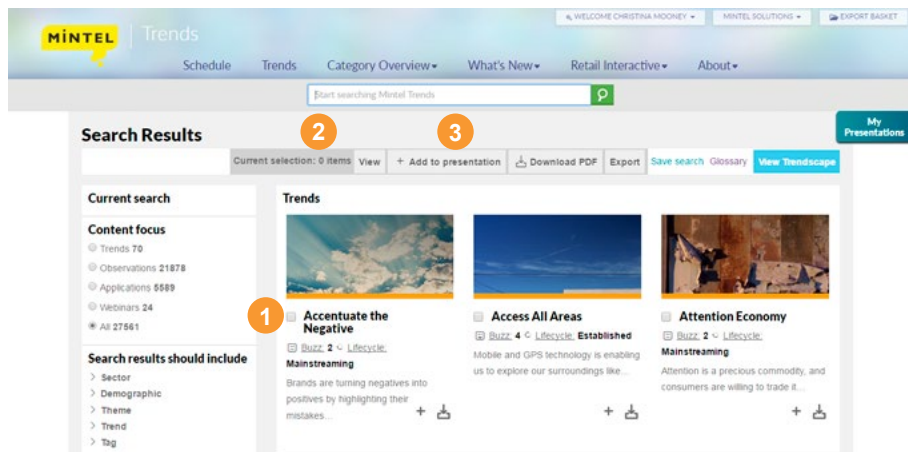
1. Use the search bar at the top of the page to run a text search or click on advanced search to go to the search results page and use the filters to refine the results.

Type in the name of a trend, sector, demographic, theme or region to get a prompt to go straight to that content page.

SEARCH RESULTS

1. Change your search terms in the search bar at the top of the page.
2. The default view of your search results shows the trends, observations, market applications and webinars that are most relevant to your search terms and filters. The results are sorted by relevance and recency.
3. If you go to the search results page by clicking on the advanced search link beside the search bar, the trends will be in alphabetical order and observations, market applications and webinars will be in date order with the most recent first.
4. Use the “View More” options to see more of that type of content or switch between the content types using the content focus options.
5. Select sectors, demographics, themes, trends and tags to include in your search criteria.
6. Results can also be limited by region/country and time.
7. Remove all the filters that have been applied by using the clear filters button.
8. Click the glossary link to view definitions for tags.
9. Click the Trendscape link to see how content related to this search is connected.





SEARCH RESULTS

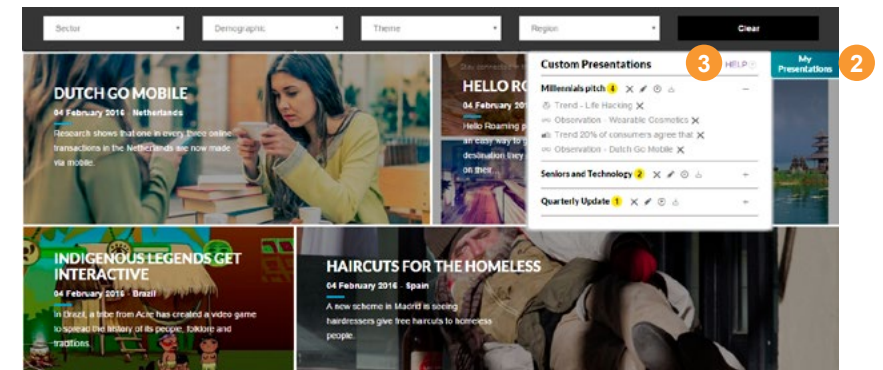
1. Select content for download or export using the tick boxes.
2. The number of items selected will be shown in the current selections area. Selections are saved across multiple pages of results.
3. Selections can be added to a presentation, downloaded as a PDF or exported to your basket for downloading later as a MSWord file.

Saved Search & Email Alerts

4. Click on the saved search link to save your search and set up an alert to receive a newsletter by email when there is new content related to your search.
5. Edit the title of your saved search and set the time frame for email alerts as desired.

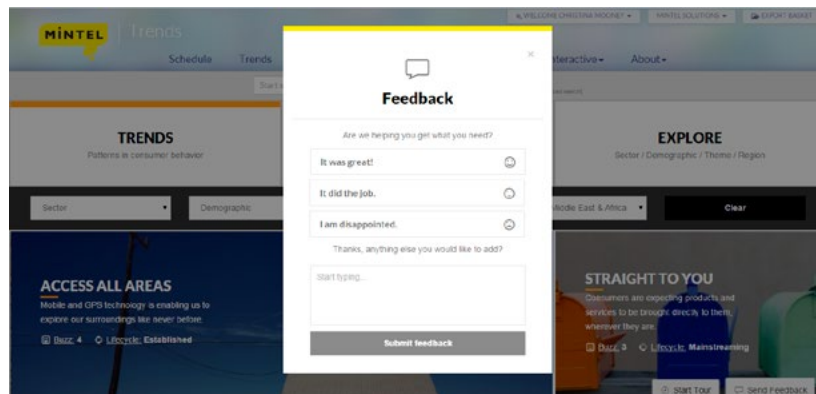
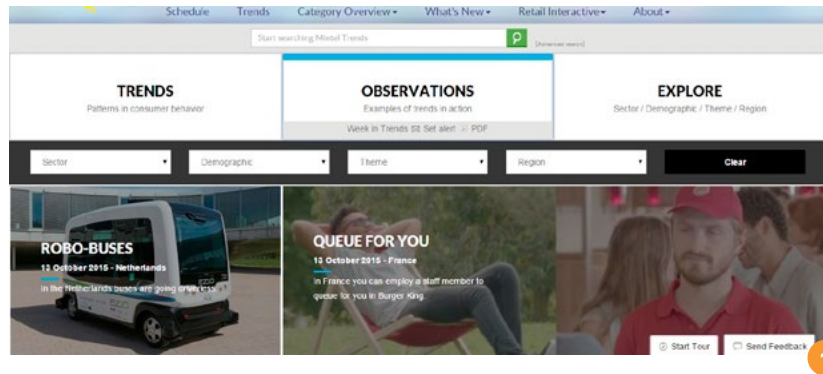
CUSTOM PRESENTATIONS

1. Hover over content throughout the website to see the “add to presentation” button. Click on this button to add the content to your own custom presentation. If you are on a mobile or tablet, tap on content to see the “add to presentation” button.
2. Once you have added content to a presentation, you can view it by clicking this button. It shows up throughout the website and is always visible, even when you scroll down.
3. To learn more about the custom presentations feature, click on the “HELP?” link in the upper right corner of the menu.



FEEDBACK

1. Use the feedback option to let us know what you think. The button can be found on every page.



THE WORLD'S LEADING MARKET INTELLIGENCE AGENCY

Our expert analysis of the highest quality data and market research will help you grow your business.

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