

The Mintel logo is located in the top right corner. It consists of the word "MINTEL" in a bold, black, sans-serif font, enclosed within a yellow speech bubble shape that has three small circles trailing off to the right.

**MINTEL**

The background of the entire page is a stylized, artistic representation of the Earth. The globe is tilted, showing the continents of Europe, Africa, and parts of Asia. The colors are vibrant and somewhat abstract, with blues, yellows, and pinks. A large, white rectangular box is superimposed over the center of the globe, containing the main title and subtitle. At the bottom of the image, the top curve of another globe is visible, suggesting a reflection or a second perspective.

# **MINTEL TRENDS**

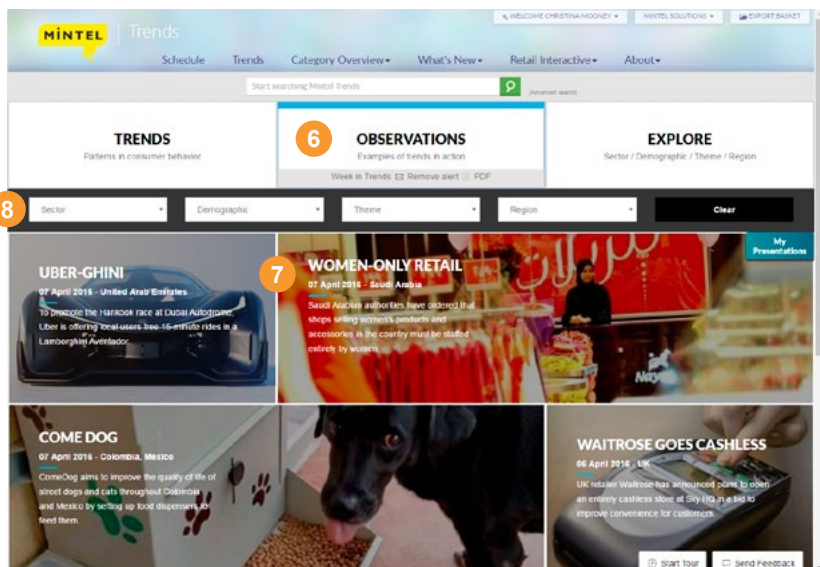
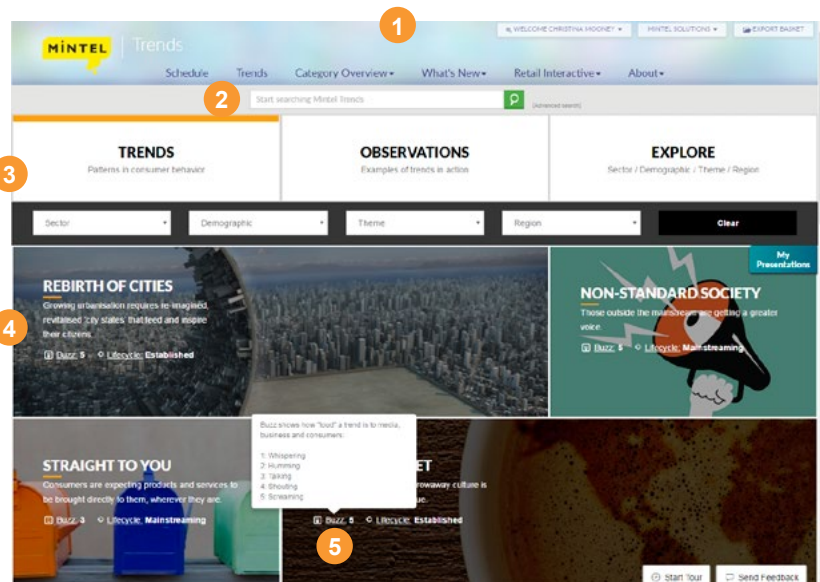
Be stimulated. Be validated. Be disruptive. Be inspired.

ACADEMIC USER GUIDE



## TABLE OF CONTENTS

Home Page	1-2
Observations	3
Trends	4
Sectors, Demographics, Themes & Regions	5
Trendscape	6
Search	7-9
Custom Presentation	10

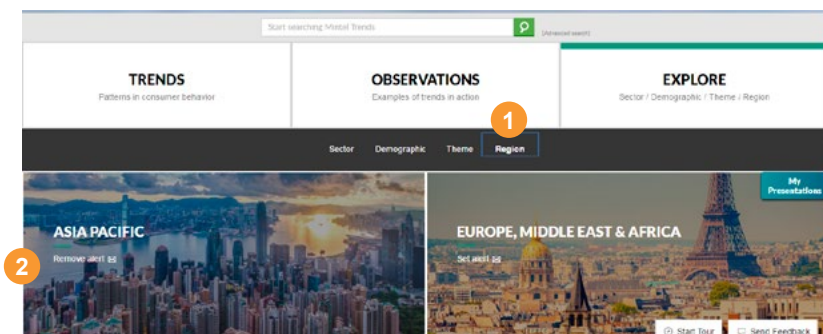
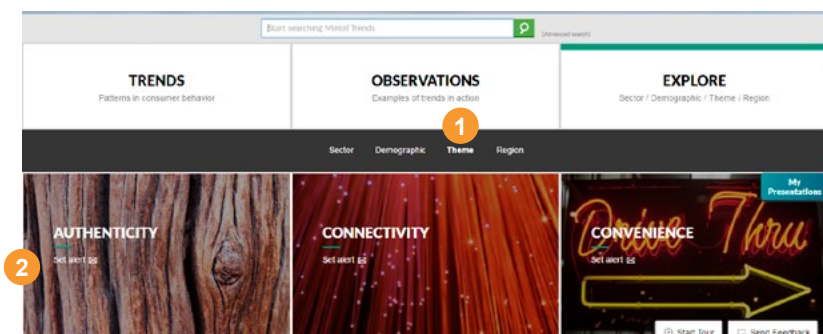
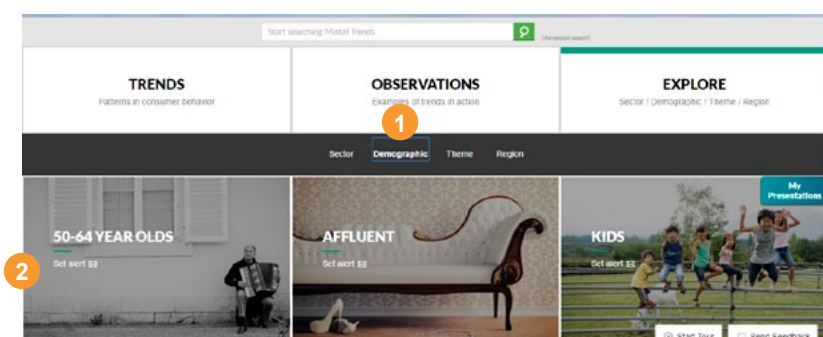
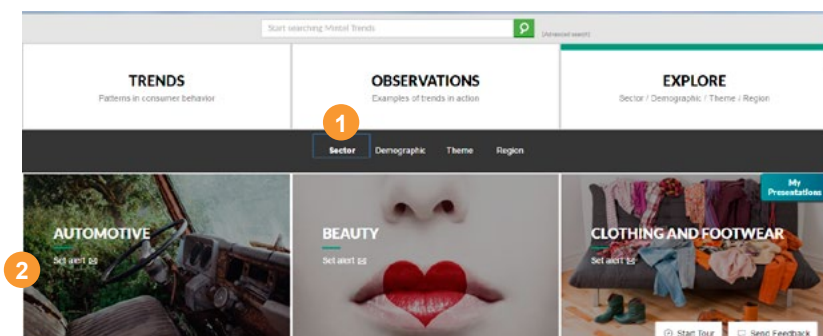


## HOME PAGE

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.

28 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**  
Buzz 4 LibbyCSC, Kazakhstan  
Mobile and GPS technology is enabling us to explore our surroundings like never before.

**Second Skin**  
Buzz 6 LibbyCSC, 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 aiding 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 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

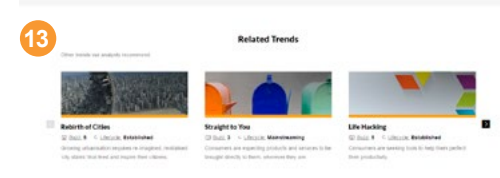
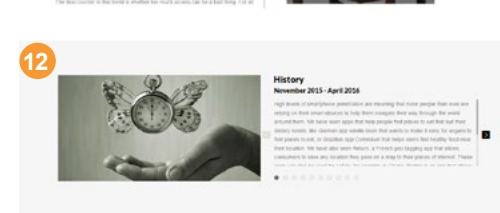
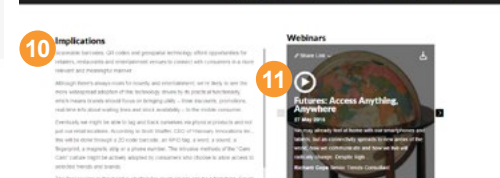
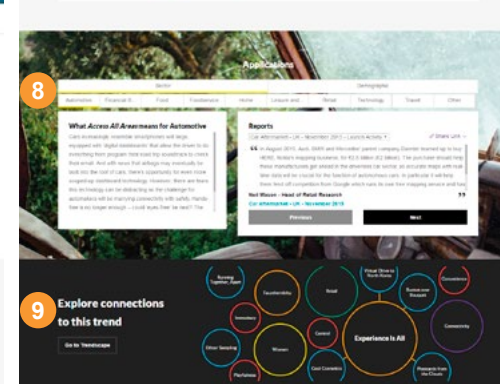
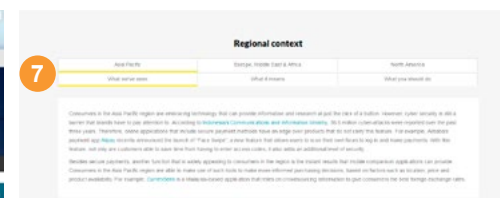
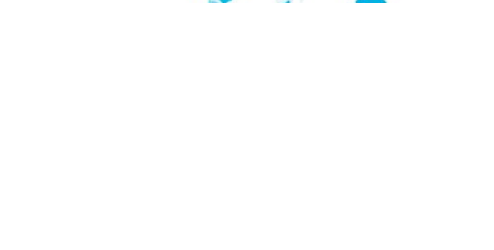
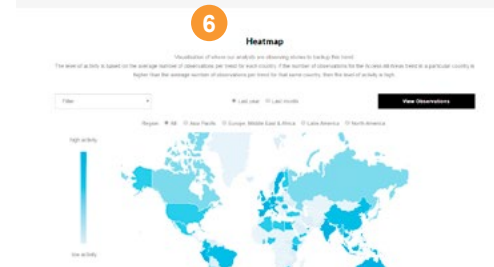
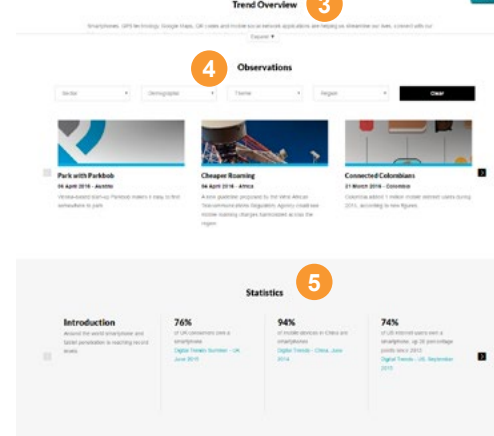
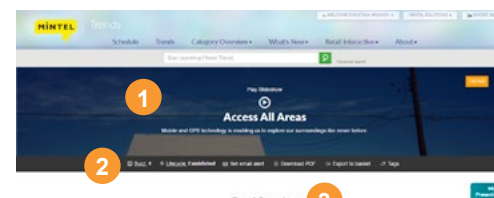
Click on an observation to explore the story in detail.

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, 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, 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. Click the Trendscape link to see how content related to this trend is connected.
10. Read through the analyst's thoughts on the implications of the trend.
11. Click the play button to view the webinar. Download the PPT or copy the link to share.
12. Read about how the trend has changed over time.
13. View similar trends as suggested by the Mintel Trends analysts.



The screenshot displays the MINTEL TRENDS interface with the following sections and numbered callouts:

- 1**: Travel section header.
- 2**: Filter buttons for Sector, Demographic, Theme, and Region.
- 3**: Observations section showing three cards: Uber-ghai, Clean Rides, and Poetry Points.
- 4**: Top Trends section showing three cards: Transmitters, Rebirth of Cities, and Life Making.
- 5**: Heatmap section showing a world map with activity levels.
- 6**: Explore connections to this sector section showing a network diagram.
- 7**: Webinars section showing two video thumbnails: Future: Old Gold and Future: Access Anything, Anywhere.

## SECTORS, DEMOGRAPHICS, THEMES & REGIONS

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

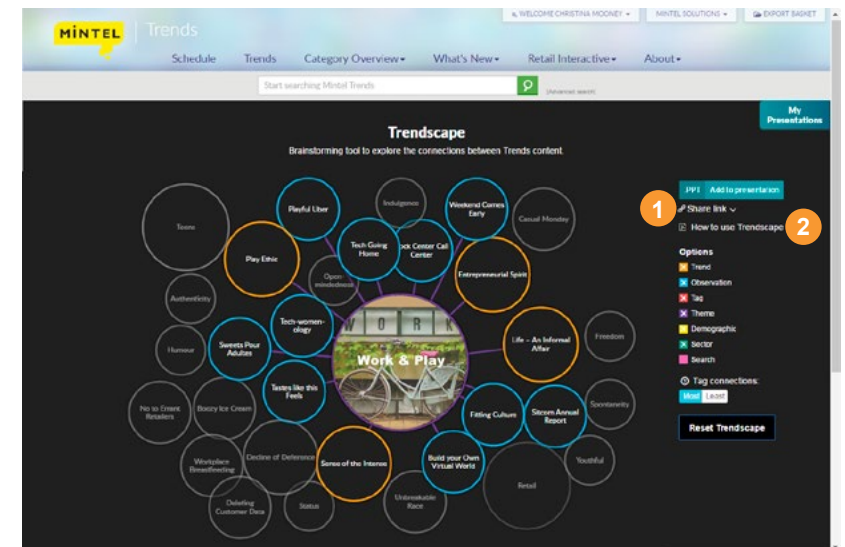
1. Get a quick summary of the sector, demographic, theme or region using the title and short description.
2. Set or remove email alerts.
3. Browse through the observations supporting this and filter them by sector, demographic, theme and region.
4. Browse through the trends relating to the chosen topic 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.





The screenshot shows the Mintel Trends website. At the top, there's a navigation bar with links like 'Schedule', 'Trends', 'Category Overview', 'What's New', 'Retail Interactive', and 'About'. A search bar is located at the top left, with a red circle and the number '1' highlighting it. Below the search bar, there's a dropdown menu with options like 'Trend', 'Make it Mine', 'Man in the Mirror', 'Middle Class Heroes', 'Maverick Me', 'Demographic', 'Millennials', 'Region', and 'Europe, Middle East & Africa'. The main content area is divided into two sections: 'TRENDS' and 'EXPLORE'. The 'TRENDS' section features a grid of trend cards, each with a title, date, location, and a brief description. The 'EXPLORE' section has filters for 'Sector / Demographic / Theme / Region' and a 'Clear' button. The trend cards include: 'UBER-GHINI' (07 April 2016 - United Arab Emirates), 'WOMEN-ONLY RETAIL' (07 April 2016 - Saudi Arabia), 'POETRY POINTS' (06 April 2016 - UK), 'SMALL, NOT BIG' (06 April 2016 - UK), 'PIGEON AIR PATROL' (06 April 2016 - UK), 'FAST AND ECO-FRIENDLY WASHES' (06 April 2016 - Mexico), 'TASTES LIKE THIS FEELS' (06 April 2016 - UK), 'PARK WITH PARKBOB' (06 April 2016 - Austria), 'SWEETS POUR ADULTES' (06 April 2016 - France), 'PICK AND MIX WITH NESTLE' (06 April 2016 - UK), and 'CLEAN RIDES' (06 April 2016 - Mexico).

## SEARCH

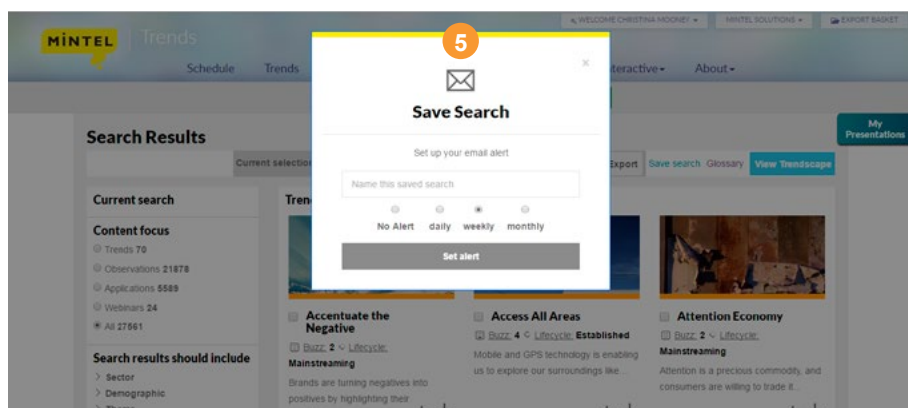
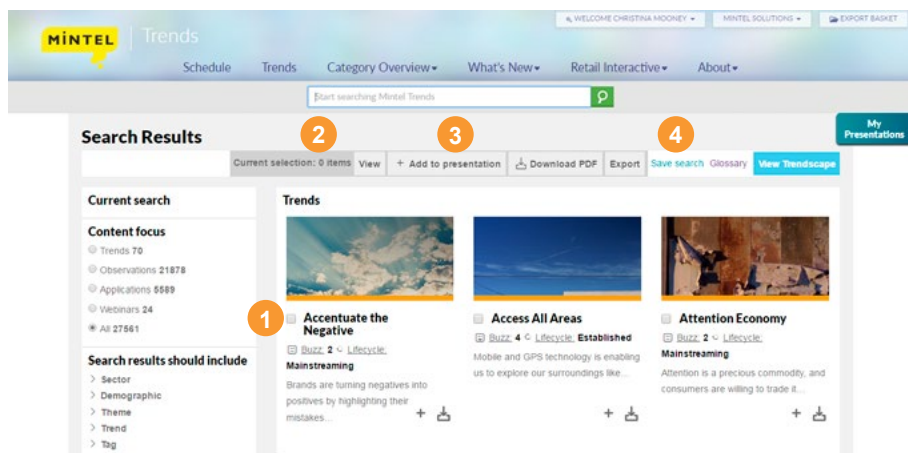
1. Use the search bar at the top of the page to run a text search or click on advanced search to go to the search results page and use the filters to refine the results.

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 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.

The screenshot shows the Mintel Trends search results interface. At the top, a navigation bar includes the Mintel logo, a search bar (1), and links for Schedule, Trends, Category Overview, What's New, Retail Interactive, and About. Below the navigation bar, the search results are displayed in a grid format. On the left side, there is a sidebar with filters: Current search (2), Content focus (3), Search results should include (5), and Limited by (6). The main content area shows three sections: Trends (4), Observations, and Applications. Each section contains a grid of results with images and titles. At the bottom right, there is a 'My Presentations' button (9).



## SEARCH RESULTS

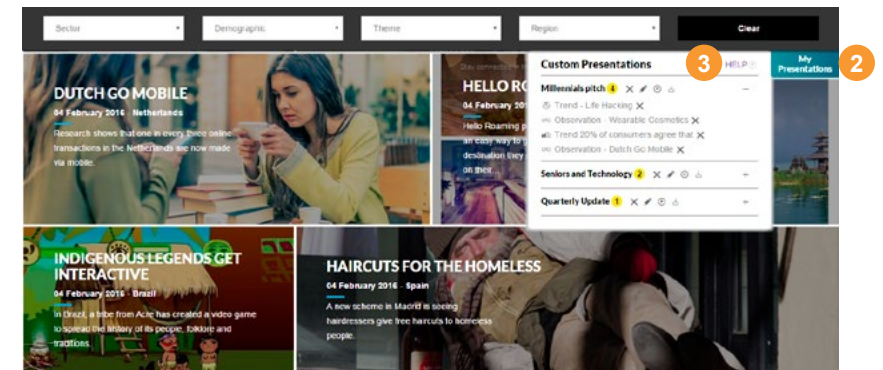
1. Select content for download or export using the tick boxes.
2. The number of items selected will be shown in the current selections area. Selections are saved across multiple pages of results.
3. Selections can be added to a presentation, downloaded as a PDF or exported to your basket for downloading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





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