What is Mintel Academic?
Mintel provides consumer market research reports covering different topics or sectors of the UK market.

What type of information will I find in Mintel?
You’ll find market research data that analysts at Mintel have collated including trends, statistics, information on brands and companies, demographic data on a range of sectors.

Which countries does Mintel cover?
Mintel covers UK only. For international marketing data, you’ll need to access another product called Passport.

What does our Mintel subscription at Newcastle University cover?
We do not subscribe to all the reports on Mintel, currently we have access to:
- Automotive
- Beauty and personal care
- Clothing and footwear
- Drink
- Food
- Health and Wellbeing
- Home retailing
- Household care
- Media
- Retail
- Technology
Library Horizons contains issues associated with marketing such as green lifestyles, Christmas shopping, consumers and the economic outlook. We also have some one-off reports which we’ve purchased e.g. European Retail Handbook. So we currently have access to around 200 reports.

**How to log into Mintel**

1. On or off campus or via RAS, access Mintel from [Library Search](#).

2. Click on the blue link bubble to access the log in page. As you’ve gone via Library Search on campus it will recognise you as a member of the University.

3. Select Newcastle University as your organisation.

4. Log in with your University Username and Password. You’ll be asked to read and agree to the Mintel terms and conditions.
Mintel is asking for money? None of the reports are free?

It’s likely you haven’t logged in correctly or you’re trying to access a report outside of our subscription.

You’ll see options asking you for payment:

Unfortunately if you’ve logged in and the report isn’t readily available it is unlikely we will be able to obtain a copy for you.

I’ve logged into Mintel, how do I search?

Use keywords to find reports relevant to your topic.

Results are organised with relevant reports at the top. You can refine your results by information type, date or by category.

Can I browse for information in Mintel?

My Reports allows you to see the reports within the University subscription.

You can also use the Category Overview to get a quick overview of content available by Sector, Theme or Demographic. This section is customisable and you can set a chosen area as your Mintel homepage.
I’ve found a report in Mintel what information can I get?

Within each report there are different sections providing different types of information. Each section expands and reveals headings such as:

- Market Share
- Market Drivers
- Consumer Attitudes
- Companies and products
- Channels to market

Read an executive summary, infographic overview or the full content by expanding the sections.

Can I save, print, download the content of Mintel reports?

Within each section of the report you’ll see different options along the top. By exporting to basket you can then easily download multiple documents. For individual pages, just click on the Word doc icon or print.

Tip If you take text, graphs or statistics from Mintel (either as a Word document or by cutting/pasting) ensure you reference it correctly.

What else is in Mintel?

Other useful features available from Mintel include:

- Webinars: short videos or power points on hot topics.
- News: current headlines with companies, directors and management appointments.
- Quarterly update: providing information on the economy and how it shapes consumer spending habits. Good for the context of the macro environment.
- Report publication schedule: so you can see what new reports are coming soon.
- Under my profile info; you can look at saved searches, your export basket and your history.