

# Database Guide

## Mintel

Mintel is a globally recognised supplier of consumer, media and market research, producing some 600 reports into European, UK-specific and US consumer markets every year. Mintel reports are aimed mainly at the business community.

### Summary

- Full-text access to the Mintel Horizons: UK series. This includes a broad range of reports analysing consumer spending and buying behaviour in the United Kingdom.

### Strengths

- Mintel reports have a very high profile in the UK and are much in demand.
- The Horizons: UK series covers a wide range of consumer sectors including food and drink, travel and tourism, financial services and cosmetics and toiletries.
- This database is very user-friendly.

### Weakness

- Access is limited to the Horizons: UK series. No access to any of the other Mintel series such as Leisure Intelligence and Retail Intelligence.
- Coverage is limited to the UK.
- No printing is or downloading is permitted.

### Alternatives

- Some crossover with other databases such as Key Note, Snapdata, Euromonitor and Business Insights.

### Printing/Downloading

- Strictly no printing or downloading permitted.