

Create a Mintel Profile

If you use a proxy solution to access Mintel, you will need to log into your profile to access all features of the database.

1. On the Mintel homepage, click on the link in the banner that says 'Improve your experience'



2. Input your university email address on the 'Welcome to Mintel' page

Welcome to Mintel

Hello and welcome to Mintel!

If you have any questions regarding your subscription to Mintel, or if you need any assistance with your research, then please contact either your library or learning resources department.

Your Subscriptions

[Mintel Reports](#)

Country and category specific reports with quantitative and qualitative market, brand and consumer insights.

Register or login to a personal profile

If you wish to use Mintel's collaboration features, like saved searches and email alerts, then you must register or login to a personal profile.

Please enter your university email address.

Email

3. You will get an email with a link to complete the registration process

Welcome to Mintel

Thank you for registering with Mintel.

We've sent an email to [redacted] containing a link. Please click on the link to complete the registration process and to access your Mintel services.

If the email address above is incorrect, please [click here](#) to correct it.

4. Click on 'Validate Me' from your email

You're almost there!

The link below will allow you to complete your registration and gain access to your Mintel subscription.

Just click on the validate me link below and your registration is complete.

[VALIDATE ME](#)

Many thanks,
The Mintel Team

5. Input your name and create your password

Welcome to Mintel

Thank you for choosing us. To enjoy the benefits of using Mintel, please finish your registration.



Finish your registration

Please provide your details that are required to set your account right.

First Name

Last Name

Mintel processes information provided according to its [Privacy Policy](#).

Next

6. When your account is created, you can edit your preferences, or skip and go to the database

Welcome to Mintel

Thank you for choosing us. To enjoy the benefits of using Mintel, please finish your registration.

Success! Your account is now set!

We'd like to make your experience tailored to your needs, please help us to know you better.

Skip and Go to content **Edit Preferences**

7. Acknowledge the terms of use and hit 'Continue'

Mintel Academic Access

You have successfully logged on. Please read the Academic permissions and prohibitions.

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