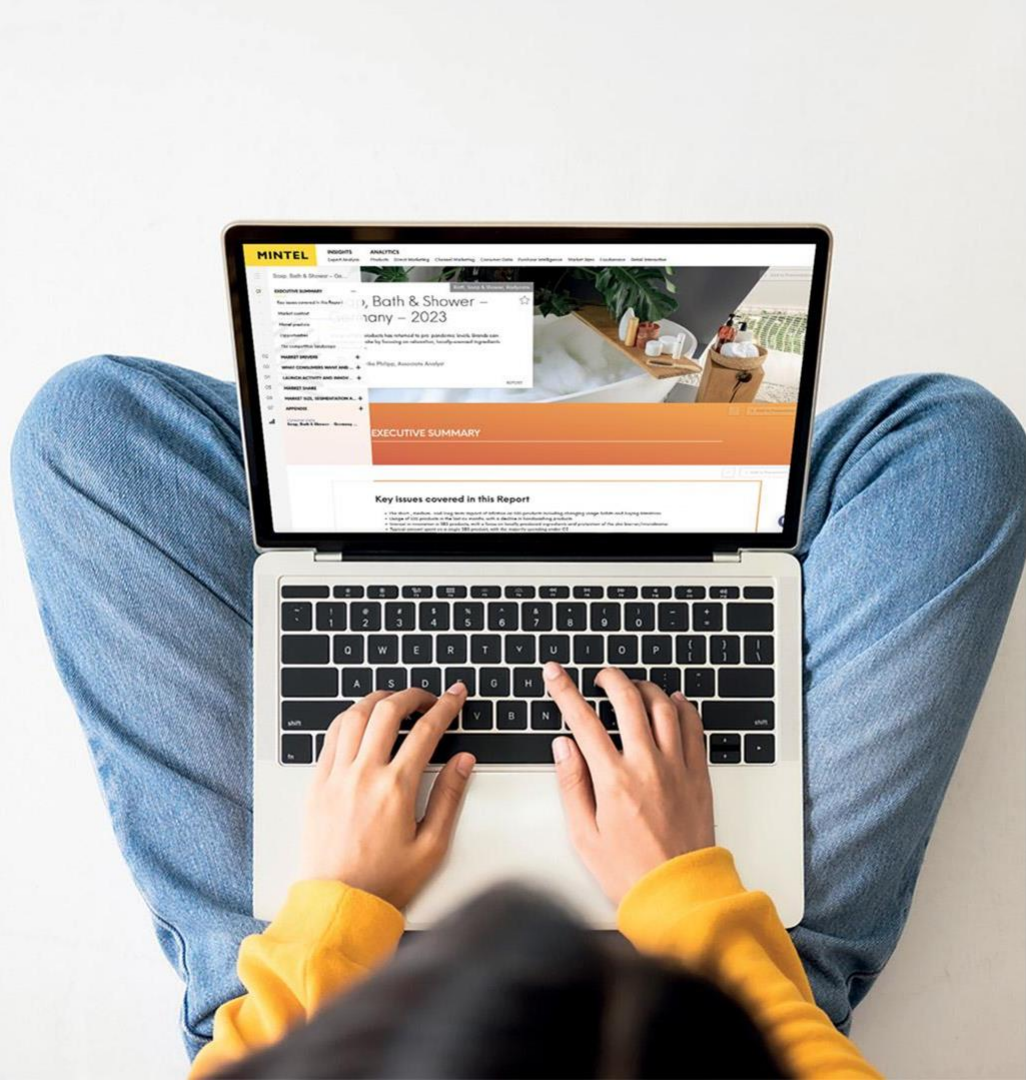


MINTEL

Mintel Reports

User Guide

Experts in what consumers want and why



Navigate a Report

Quickly jump to any section of the report with our intuitive navigation.

- Within a report, hover your mouse over the navigation bar ≡ on the left side of the report page to see the table of contents.
- Click on + within the table of contents to expand the main sections and see the subsections.
- Jump straight into any section of interest from there by clicking on the respective section title.

The screenshot displays the Mintel website's navigation and a report preview. The top navigation bar includes 'MINTEL', 'HOME', 'INSIGHTS', and 'ANALYTICS'. Below 'ANALYTICS', there are sub-links: 'Leap', 'Expert Analysis', 'Products', 'Direct Marketing', 'Channel Marketing', 'Consumer Data', 'Purchase Intelligence', 'Market Sizes', 'Foodservice', and 'Retail Interactive'. A left sidebar shows a table of contents for a report titled 'Social Media: Engaging with Brands – Germany – 2023'. The table of contents includes sections like 'EXECUTIVE SUMMARY', 'MARKET DRIVERS', 'WHAT CONSUMERS WANT AND ...', 'LAUNCH ACTIVITY AND INNOV...', and 'APPENDIX'. A report preview window is open, showing the title 'Social Media: Engaging with Brands – Germany – 2023', a star icon, a brief description, the analyst's name 'Lena Rittmann, Analyst', the date 'AUGUST 11, 2023', and a 'REPORT' button. The background of the preview window shows a blurred image of a plant. At the bottom of the preview window, the text 'EXECUTIVE SUMMARY' is displayed on an orange background.

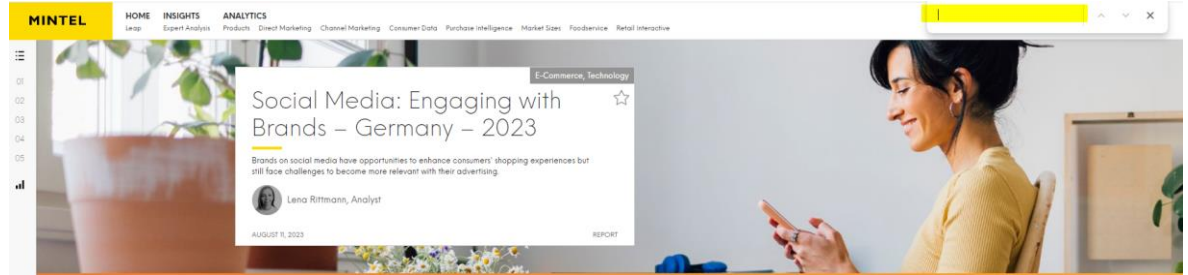
Keyword Search

Quickly find keywords in your report by using simple keyboard shortcuts.

- Open the report where you intend to conduct a keyword search.
- Use the following keyboard shortcuts to initiate the search:

Windows: Press CTRL + F

MacOS: Press ⌘ + F

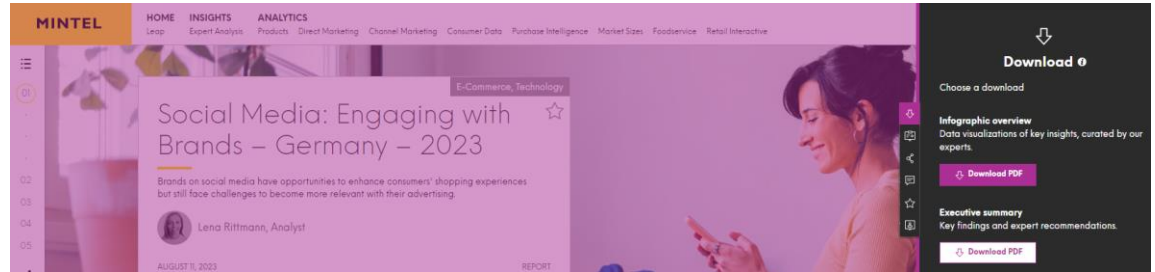


Download Sections of the Report

Download the Infographic Overview or Executive Summary of the Report.*

- Navigate to the taskbar on the right-hand side of the report and select the 'Download' arrow to display the download options.
- Use 'My Presentations' on the taskbar to build a presentation and download sections of the report.

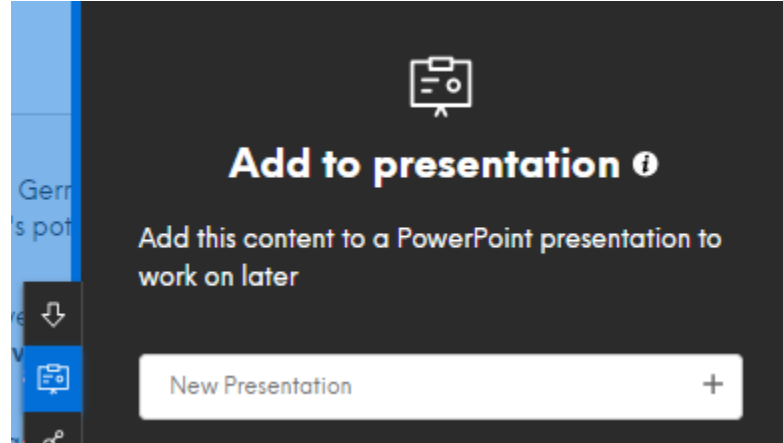
*If you access Mintel through a proxy solution, you will need to create a profile to access the downloading and customization options.



Customize Presentations


Create, organize and download customized PowerPoint presentations.

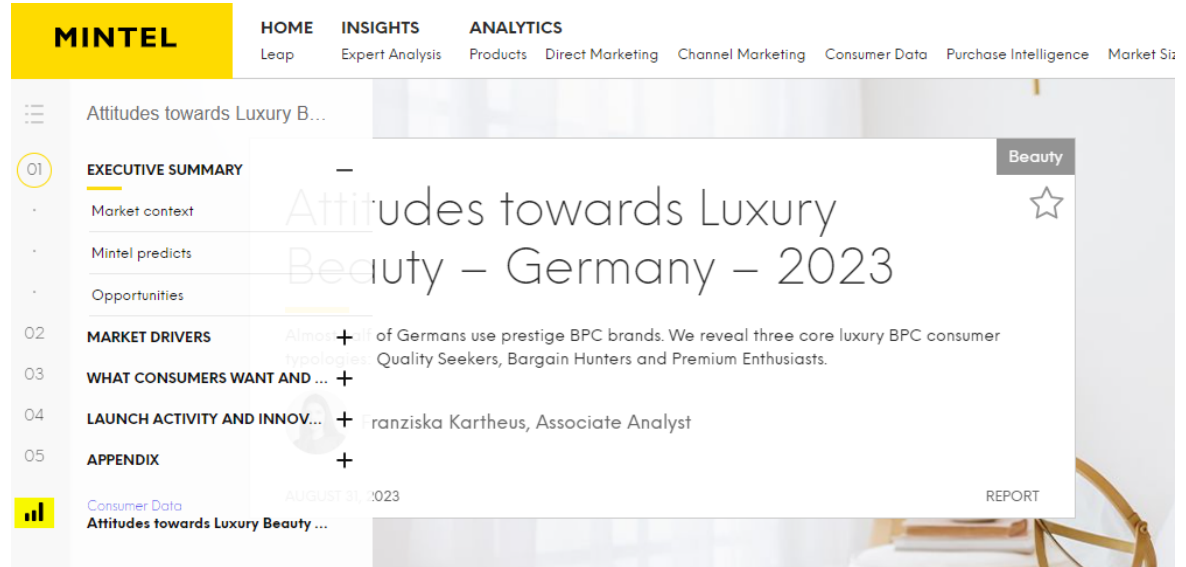
- Within a report, hover over any section of choice, click 'Add to Presentation' button on the top right side to save the content into your presentation.
- Name your 'New Presentation' or add it to an existing presentation.
- Add as many sections from across different reports to the same or different presentations.
- To find the sections you have saved, click on the 'My Presentations' option from the taskbar. From here you can view the slides, reorder, delete, and finally download a fully editable PowerPoint presentation.



Interactive Databooks

Easily find specific data or access the full Interactive Databook from your report.

- Within a report, click on the chart symbol  at the bottom of the table or contents on the left-hand side of the report page to access the consumer survey databook.
- Additionally, click on highlighted statistics within the report to explore specific data insights.

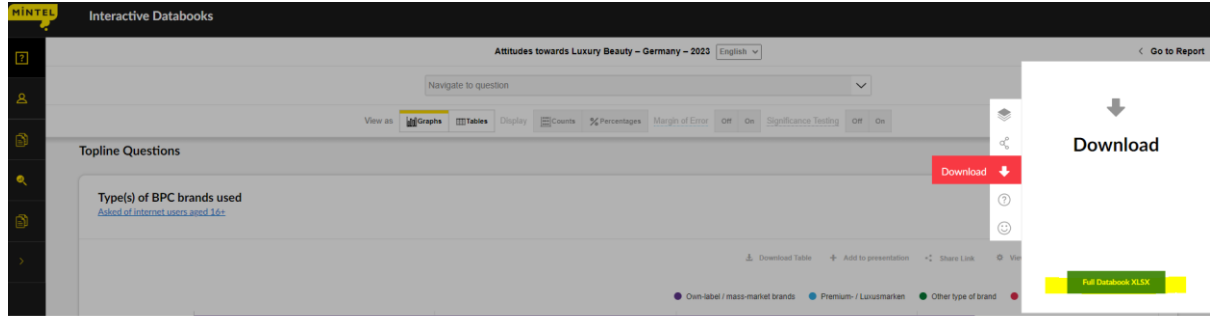


The screenshot shows the Mintel report interface. At the top, there is a navigation bar with 'MINTEL' in a yellow box, followed by 'HOME', 'INSIGHTS', and 'ANALYTICS'. Below this, there are links for 'Leap', 'Expert Analysis', 'Products', 'Direct Marketing', 'Channel Marketing', 'Consumer Data', 'Purchase Intelligence', and 'Market Size'. The main content area features a report titled 'Attitudes towards Luxury Beauty – Germany – 2023' with a 'Beauty' category tag and a star icon. The report is structured into sections: 'EXECUTIVE SUMMARY' (with sub-sections: Market context, Mintel predicts, Opportunities), 'MARKET DRIVERS', 'WHAT CONSUMERS WANT AND ...', 'LAUNCH ACTIVITY AND INNOV...', and 'APPENDIX'. A sidebar on the left contains a table of contents with numbered items (01-05) and a chart icon at the bottom. The report content includes a snippet: 'Almost + of Germans use prestige BPC brands. We reveal three core luxury BPC consumer segments: Quality Seekers, Bargain Hunters and Premium Enthusiasts.' and the name 'ranziska Kartheus, Associate Analyst'. The date 'AUGUST 31, 2023' and the word 'REPORT' are also visible.

Interactive Databooks

Download the full databook or data tables as a spreadsheet.

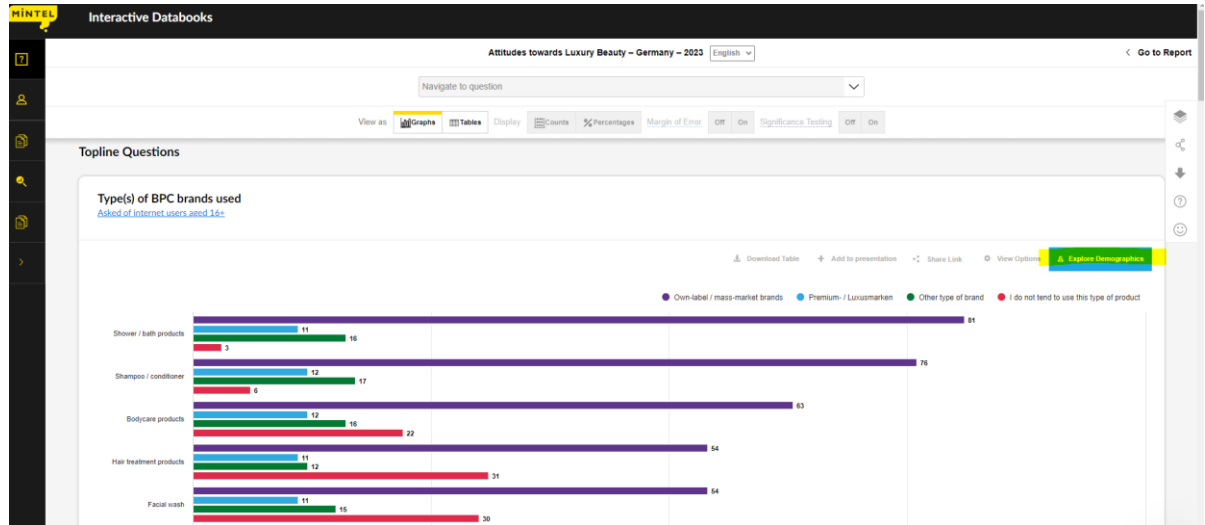
- Within the Interactive Databook, navigate to the taskbar on the right-hand side and select the 'Download' button.
- Click on 'Full Databook XLSX' to download the spreadsheet.
- Select 'Download Table' on the Interactive Databook to download a specific data graph/table.



Interactive Databooks

Explore Demographics to easily customize the data.

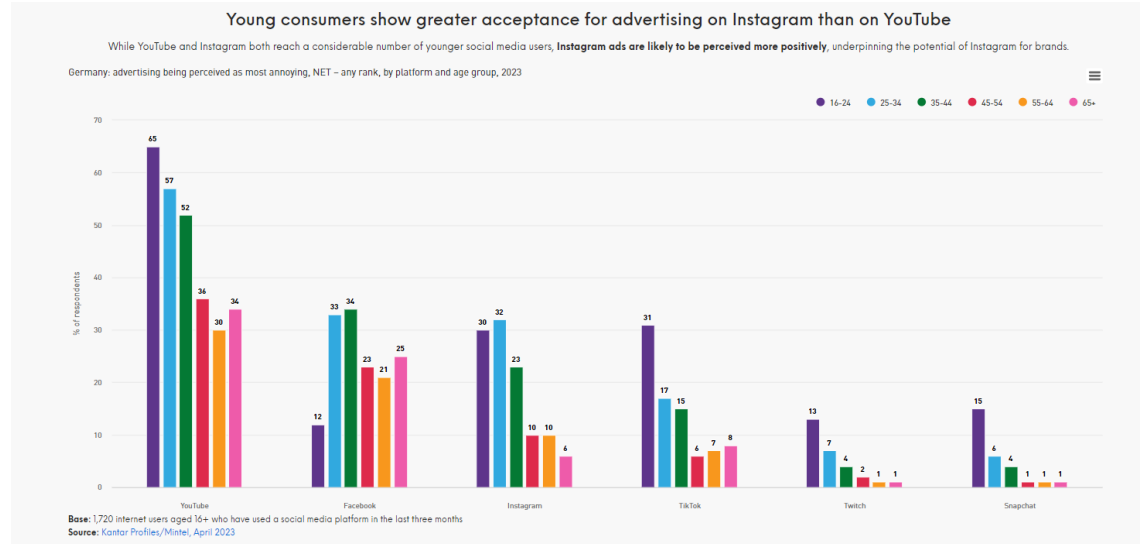
- Within the Interactive Databook, navigate to a question and select 'Explore Demographics' to customize the responses by demographic.
- Then, select the 'Demographics' drop down to choose your audience.
- Use the tool bar at the top of the Interactive Databook to change the view between a Graph/Table, display the Counts/Percentages, turn on the Margin of Error and/or Significance Testing.



Interactive Charts

Easily focus on the data that matters to you within a chart.

- Within a report, hover over the chart that you intend to work with.
- Click on the titles/variables mentioned in the chart legend.
- By clicking on these, you can manage the data that is displayed on the chart. You can hide or unhide specific data series as needed.
- Additionally, hover over the title of the chart or table to view the questions asked for the specific consumer research data.



Mark Favorite Reports

Keep track of your preferred reports and by marking them as favorites with a simple click.


- Click the star icon ☆ on the top right of the report title. Then, add it to an existing favorites folder or create a new folder.
- Within the report, click the star icon ☆ on the top right of the report heading. Then, add it to an existing favorites folder or create a new folder.
- To see all your favorites in one place, navigate to the taskbar on the right-hand side of the report and select Favorites.



Find Related Content

At the end of each report, related contents are automatically populated, allowing you to read contents with the topics that you are interested in quickly.

YOU MIGHT ALSO BE INTERESTED IN...



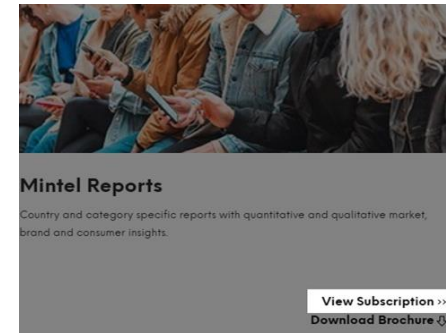
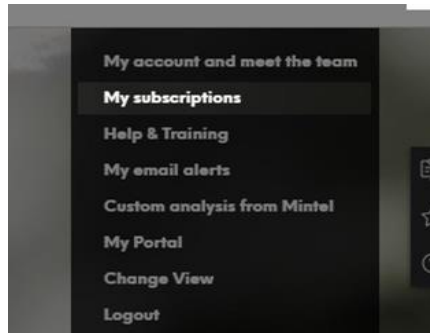
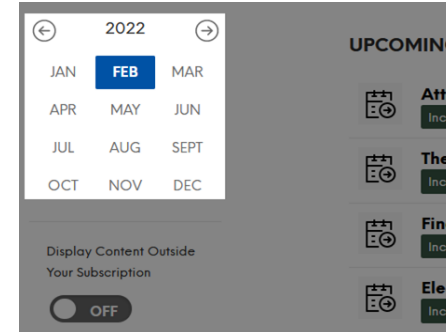
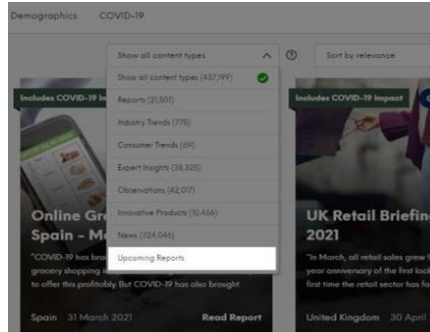
The image shows three related content cards arranged horizontally. Each card features a background image, a title, a 'Read more' link, and a date. The first card shows two women looking at a laptop. The second card shows a woman applying makeup. The third card shows hands holding smartphones.

- Card 1:** Advertising Life Insurance to Millennials
Read more
7 AUGUST 2023
- Card 2:** Beauty Influencers and Educators – Germany – 2023
Read more
31 JULY 2023
- Card 3:** Smartphones – Germany – 2023
Read more
14 AUGUST 2023

Find Upcoming Reports

Easily find the list of upcoming reports in your subscription.

- On the Mintel homepage, click on the 'Content types' drop down and select 'Upcoming Reports.'
- You can view all the upcoming reports and change the month/year to view future titles.
- To view the annual schedule, click on the user icon on top right of the Mintel homepage and select 'My subscriptions.'
- On the Mintel Reports card, select 'View Subscription.' If you have access to multiple countries, choose a location on the left. Then select any category to view and download the full schedule.



MINTEL

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster. Our purpose is to help businesses and people grow.



If you have any questions please
email us at:
helpdesk@mintel.com

Experts in what consumers want and why

