

REPORTS

The smartest way to understand consumer markets.

What it is

Mintel Reports are a series of comprehensive reports rooted in robust data and market analysis to provide you with expert insights and strategic recommendations.

What it covers

Each report combines consumer research and drivers, product innovation and/or competitive analysis as well as market size to give you a complete view of your market.



Mintel Reports helps your business grow:

- Identify future opportunities by understanding what your consumers want and why.
- 2 See the trends and innovations impacting you on a local and global level.
- Make better decisions faster by keeping informed on what's happening across your market.

1,000+ in-depth reports a year

Brazil, Canada, China, Germany, India, Ireland, Thailand, UK and US

6,000+ questions asked to 600,000+ consumers each year

