



# The Sainsbury Library

One of the Bodleian Libraries

Mintel

*Mintel* provides market research reports. There are four categories of report, the consumer related Market Intelligence UK reports, both UK and European Retail Intelligence reports and MBD Industrial which covers a range of UK industrial sectors.

## Accessing the database

To access the databases, go to the Sainsbury Library website at

<http://www.bodleian.ox.ac.uk/business> or on the MySBS intranet at

<https://my.sbs.ox.ac.uk/user/login> (for MBS members only) and click on DATABASES.

If accessing this database outside the Oxford network, you will be prompted for your **Single Sign-On (SSO)**

## Searching the database

Oxygen provides robust insight and recommendations based on in-depth market study

**MESSAGE OF THE DAY**  
Listen to Mintel's Latest Webinar: On Trend Now 2014. For trends with momentum...Located under the Insights tab and then select Webinars

**MY REPORTS**  
We know you need answers quickly: click the link below to access the reports that are part of your subscription.  
[Read Latest Reports](#) →

**HELP GUIDES**  
Please [click here](#) to access your video tutorials on how to use this w

Click on **READ LATEST REPORTS** to access your reports and begin searching

**Mintel** Oxygen

Reports Inspire Category Overview Insights My Oxygen About

Start searching Oxygen

Either search by keyword or browse by category. 2014. For trends with momentum...Located under the Insights tab and then select Webinars"

CURRENT REPORTS FUTURE REPORTS

Choose Sector:

Automotive Beauty and Personal Care Clothing and Footwear

Drink Food Foodservice

Health and Wellbeing Home Retailing Household Care

UK China

## Viewing your list of results

NEWS (7864)

Sector

Retail (6754)

Food & Drink (4889)

Leisure & Entertainment (1673)

Foodservice (1654)

MORE

Demographic

Families (363)

Kids (348)

Mothers (186)

Dads (60)

MORE

**Supermarkets: More Than Just Food Retailing**  
REPORT Germany November 2013

"German shoppers look to be retrenching their spending. While discretionary sectors have been ha anticipated for the grocers for 2013, with a possible further weakening following in 2014. And this is

All Results

**Supermarkets Plus**  
INSPIRE: MARKET APPLICATION UK December 2013

would allow **supermarkets** to tailor demand to local areas. Consumers showed relatively high interest for a number of potential services from **supermarkets**. 15% would consider in-store beauty services, for example,

**Garden centres and supermarkets make good bedfellows**  
ANALYST INSIGHT UK December 2013

including **supermarkets**. **Supermarkets** have been improving and expanding their garden ranges and some have a choice of indoor and outdoor goods. Notably Waitrose launched a gardening range in March 2013, providing

**Supermarkets: More Than Just Food Retailing - UK**  
INSPIRE: MARKET APPLICATION UK December 2013

dentists in **supermarkets** – and with demands for healthcare provision set to rise, there could be scope for retailers to target the requirements of older shoppers in this area. Inspire trend: Old Gold: Active,

A keyword search will give a list of results consisting of market reports, shorter analysis and news.

## Viewing the reports

The screenshot shows a report page for "National Newspapers - UK - April 2013". At the top left, there is a quote: "Whether consumers like it or not, the only long-term sustainable business model for national newspapers' online operations is to combine revenue from advertising with some form of subscription payment, so it is likely that we will see more brands switching to this model in the next 12-18 months." Below the quote is a "more" link. To the right, there is a "set email alert" link. Below the quote is a "Subscription Info" button. Underneath, there is a "Download:" section with links for "Executive Summary", "Issues in the Market", "Infographic Overview", and "Report Brochure". A "Report Content" section includes a search bar and "Methodology" and "Table of contents" buttons. The "Overview" section features a chart and a description: "This report provides in-depth analysis and insight supported by a range of data. At the same time, introductory and top-level content is provided to give you an overview of the issues covered." Below this are links for "Introduction", "Executive Summary", and "Issues in the Market". On the right side, there is an "About the Analyst" section for Michael Oliver, with a callout box stating: "It is only possible to view the reports by their individual sections rather than download the whole report." Below this is an "Analyst In" section with a quote: "There is a clear correlation between a strong online presence and better than average Saturday print sales. When people do still buy a print copy of a newspaper on a Saturday, they are tending to gravitate towards the titles they are reading most often online." and a link to "Is there still a future for physical media?" dated 30th January 2014, with a quote: "The value to consumers of actually owning physical media should not be underestimated, as having something which can be collected, displayed, sold, shared around or passed on is still an important consideration."

## Saving and Printing

The screenshot shows a report page for "Nursery and Baby Equipment - UK - February 2014". At the top left, there is a photo of a baby in a play gym. The title is "Nursery and Baby Equipment - UK - February 2014". Below the title is a search bar containing "\*Strengths and Weaknesses in the Market". To the right of the search bar are "Doc", "Print", and "Export to basket" buttons. Below the search bar are "Search" and "Content Map" buttons. The main content area is titled "Strengths" and has an "export" link. The text under "Strengths" includes: "New i-Size EU regulations for car seats have created an incentive for parents to buy new products that comply with the rules." and "to have their first child later in life when they have more disposable income." Below this is another "export" link. At the bottom, there is a quote: "The second-hand market has been growing in popularity, and three in ten parents only had to buy a few items as they relied on hand-me-downs or pre-used products." A callout box on the left states: "To save or print sections of the report use the links at the top of the webpage."