MINTEL TRENDS is a global trends tool that provides strategic, evidence-backed insights on today’s consumer.

It analyzes changes in culture, society, brands and markets, so you can gain a deep understanding of what influences people. But Mintel Trends doesn’t stop there. You get the information you need to tap into today’s consumer, as well as the ideas and insights necessary to plan for tomorrow.

With Mintel Trends, you’ll understand what affects people and what you can do about it. It’s exactly the tool you need to come up with great ideas that keep you ahead of your competition.

MORE THAN JUST TREND-SPOTTING.

Of course at Mintel Trends, we observe the cool, the contrary, and the innovative from around the world—from robot jockeys to vampire facelifts to genetically-modified apples that never turn brown. (We couldn’t say “trend” if we didn’t.) But Mintel Trends’ team of expert analysts does more than that. They look for crucial connections between trends – patterns and developments in behavior and values. Then, they put trends into context, so you understand what it means to your category, in different demographics and amidst global themes.

Plus, every Mintel trend is grounded in Mintel’s trusted data. Our trend analysts work hand-in-hand with Mintel industry experts to ensure that every trend has a sound basis in real-world application.

NO FLUFF. THAT’S OUR MOTTO.

YOUR NEXT BIG IDEA. DELIVERED.

Mintel Trends helps you understand consumer needs so you can think creatively about how to solve them. With your subscription, you’ll be able to:

• Understand consumer choices and behaviors, and why they change
• Generate original ideas based on solid research and analysis
• Capitalize on change and get to market first
• Stimulate and validate creative thinking
• Better engage your consumers
• Discover new demos, markets and sources of inspiration

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TREND (N): A CHANGE IN PEOPLE’S MINDSETS OR BEHAVIORS

When Mintel’s trend analysts see change, they ask why. Scouring the globe for developments in culture, society, brands and markets, they work to add context and meaning to what’s affecting consumers. They then back their observations with hard data, and connect new trends with existing activity. So you know where trends come from, where they’re going and how they impact you.

DYNAMIC, INTELLIGENT, ACCESSIBLE.

Here’s what you’ll find on Mintel Trends:

- More than 80 consumer trends, updated regularly
- Trend observations, added daily
- Industry, demographic and theme pages, with the top 10 trends for each
- Trend dashboards that highlight buzz, key stats, history and lifecycle
- Expert blogs covering industries, demographics and wider global themes
- Quarterly webinars on hot business topics
- Monthly newsletters exploring key issues in consumer culture
- Actionable recommendations on how to apply trend insights
- Intuitive, accessible website navigation

For more than 40 years, Mintel has analyzed markets, consumer behavior and product trends. Mintel Inspire steps above these facts and figures to pinpoint what’s changing with consumers. And more importantly, what you can do about it.

INSPIRE (V): TO FILL WITH FEELINGS, THOUGHTS, THE URGE TO ACT

Contact us today to learn how Mintel Trends can inspire a deeper understanding of consumers, help you generate original ideas and find ways to capitalize on change:

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