Programme

- Access
  - The University Portal

- Passport
  - Coverage (global)
  - Search options
  - Organising and modifying search results
  - The content: reports, articles and statistical data
  - Output options and formats

- Mintel Academic
  - Coverage (UK)
  - An alternative or complimentary product
  - Appendix: Access procedure for Mintel
Access
Access: University Portal

Access Passport and Mintel via the University Portal: Library & Computing tab; eLibrary channel; Databases… link
Library Databases and Electronic Information Resources

An A-Z title list; each title is a link to the database.

17th and 18th Century Burney Collection
- Represents the largest single collection of 17th and 18th century English news media. Comprises a collection of newspapers and pamphlets published in the 18th and 19th centuries.

19th Century British Library Newspapers
- Provides access to forty-eight national, regional, and local newspapers. Reflects the social and political development of Britain.

Academic Search Premier
- Contains indexing and abstracts for over 8,500 journals, with full text for more than 4,600 of those titles. Please use the proxy server.

ACM Digital Library (Association of Computing Machinery)
- Bibliographic information, abstracts, reviews and over 54,000 full-text articles published in ACM periodicals and proceedings since 1985. Please use the proxy server.

ACS Legacy Archives
- Provides full-text searching and instant access to all titles, volumes, issues, and articles published by the ACS from 1879 to 1995. For off-campus access, please use the proxy server.

Adept Scientific - Adept 4 Education
- Offers a broad range of software for students, lecturers and staff in education establishments including tools for reference management, engineering design and visualisation.

ASCE Research Library (American Society of Civil Engineers)
- The ASCE Research Library is a comprehensive online tool for locating articles of interest across all disciplines of civil engineering. The Reserve can be found within the University. For off-campus access, please use the proxy server.

Medline
- The entire Medline database of the U.S. National Library of Medicine from 1990 to present. Citations and abstracts to world-wide biomedical literature, comprehensive introduction to this database, please see our online tutorial.

Mintel Oxygen
- Covers the full-text Mintel marketing intelligence reports and the daily news digest. Includes reports on consumer goods, the leisure industry, database, please see our online tutorial.

MyLibrary
- Provides access to electronic books, reports and other documents.

Oxford Journals
- Online access to subscribed journals and archive. For off-campus access, please use the proxy server.

Oxford Scholarship Online
- Offers access to over 3,000 Oxford books in 18 subject areas. Access to the Business and Management, Economics and Finance Modules only.

Passport GMID
- A global market information database and analysis tool containing comprehensive data and reports across all industries, countries and consu...
Passport
Passport provides market information on a global range of industries, products and services. This includes:

- Market size and trend data
- Company and brand profiles
- Industry reports
- Contextual macroeconomic and business-environment information, such as:
  - Regional employment data
  - National GDP data
Note: When you first access Passport, you’ll be prompted to create your own account, in which you can save searches and results.
There are two basic methods of searching:

- **Menu Search**
  - The user is guided through the available search categories
  - This is preferable for new users as it gives a clearer view of the thematic and geographic coverage of Passport
  - **Companies** and **Brands**
    - More specific variants of the Menu Search

- **Keyword Search**
  - Use your own terms to construct searches
  - Typically used for very specific topics; for example, Rio Tinto’s production of pink diamonds
With grinding inevitability, you will also see the ubiquitously witless Google-esque search box. The **Search** tab displays the specific search options: **Menu Search**; **Keyword Search**; *etc.*

On logging in, you will see the persistently displayed menu bar.
Any selection of categories and sub-categories can be combined. Your selection will be shown in the **Category Summary** box.

This example shows a deliberately inappropriate selection. Categories will be combined using Boolean **OR**, which may generate an unmanageable result set.

The **Category Tree** has two main components: **Industries** (part of which is shown here) and **Countries and Consumers** (further down).
Example **Countries and Consumers** categories

- Countries and Consumers
  - Business Environment
    - Retail Sales
    - Corruption
  - Ease of Doing Business Ranking
  - Global Competitiveness
  - Non-Residential Construction
  - Networked Readiness
  - Patents
    - Total Expenditure on R&D
    - Total Expenditure on R&D as % of Total GDP
  - Consumer Behaviour
  - Consumer Expenditure and Prices
  - Economy and Finance
  - Energy and Environment
Use the **Filter Tree** to enter your own descriptors.

Each result will be displayed within the context of the category structure.

However, it may not always be apparent where in the structure a particular Category might appear.

On completing your Category selection, you will be prompted to **Now Choose Geographies**.
Passport: Menu Search - Geography Tree Selections

**Geographic Tree**

- Individually selectable regions and/or countries

**Predefined Selections**

- Predefined sets of countries

**Summary**

- The *Category* and *Geography* summaries: ‘Chocolate Confectionery’ + ‘United Kingdom’
Passport: Results List - Initial Display

- **Sort options** (defaults to Relevance)
- **Statistics**: Typically equates to the Market Sizes data
- **Analysis**: Typically equates to the Category Briefing or Country/Industry Report
- Contextually relevant refinement options displayed in the left-hand column
- If appropriate, you can **Modify Search** by returning to the Category and Geography trees
This class of document typically contains a summary of current industry or sector trends and anticipated future developments, plus associated data on the key products, brands and companies as appropriate.
Kraft targets Cadbury’s strong portfolio

Following Mars’ acquisition of Wrigley, further consolidation in the chocolate sector is set to follow, with Cadbury likely to be the focal point either as a target for Kraft or as a bid for Cadbury is therefore not a surprise and is a good strategic move, particularly in light of Cadbury looking to extend its geographic presence in key emerging markets.

Coupled with this, the economic downturn has increased competition in recent years, which in turn has driven manufacturers to finding new ways of differentiating their products. Cadbury has responded to this by investing heavily in R&D and marketing, particularly in the health and wellness sector.

It also provides an opportunity for Cadbury to expand its product range and leverage its strong brand portfolio, which is a significant factor in its success. Cadbury’s strong brand portfolio includes iconic brands such as Cadbury Dairy Milk, Cadbury’s Fingers, and Cadbury’s Fruit & Nut. These brands have a strong presence in the chocolate market, and a strategic acquisition could help Cadbury expand its footprint in key markets.

In summary, the acquisition of Cadbury by Kraft provides a significant opportunity for both companies to capitalize on the growing demand for chocolate in emerging markets and to diversify their product portfolios. It also represents a strategic move by Kraft to gain a stronger presence in the chocolate industry, which is a key component of its overall strategy.
Can be highly variable in complexity depending on your search. Data might be from several **Industry** and/or **Country and Consumers** categories.

**Explanation of the displayed data table**

**Options to display alternative data variables**

**Charting options**
Options for data formats

The drop-down menu of chart formats: bar; column; line

Note: Far more sophisticated displays can be achieved by exporting the tabular data to MS Excel
Passport: Keyword Search

Searches the full-text of each document;
Connects words using Boolean AND (baby AND food AND tesco);
Appears not to permit phrase searching (e.g. ‘baby food’).
A service that enables you to process cross-industry and socio-economic data using a set of predefined models.

Example: Projected impact (2015-19) of a Eurozone Recession on UK GDP, and rates of Interest, Unemployment, and Inflation.
Passport: Output - Articles, Reports, Statistical Data

**Income and Expenditure: United Kingdom**

Country Briefing | 06 Aug 2014

Although the UK economy grew by 1.5% in 2013, a slower rate of growth is expected in 2014. Despite this, the country remains one of the most developed economies in the world, with a strong focus on exports and foreign investment. The government continues to implement policies aimed at stimulating economic growth and creating jobs. This may curb discretionary outlay. As elsewhere in Western Europe...

**Market Sizes | Historic | Retail Values**

Key:
- Related Analysis
- View Chart

Options to export displayed data to MS Excel, and to export all data in this dataset.

Options to Export to PDF, Print, and Save to My Research.
### Company Shares (by Global Brand Owner) | Historic | Retail Value RSP | £ mn

<table>
<thead>
<tr>
<th>Geographies</th>
<th>Companies</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>Mondelez International Inc</td>
<td>1,028.70</td>
<td>1,153.40</td>
<td>1,212.20</td>
<td>1,280.80</td>
<td>1,283.90</td>
<td>1,302.30</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>Mars Inc</td>
<td>-</td>
<td>-</td>
<td>1,701.30</td>
<td>1,771.40</td>
<td>1,838.70</td>
<td></td>
</tr>
<tr>
<td>United Kingdom</td>
<td>Nestlé SA</td>
<td>820.60</td>
<td>867.80</td>
<td>927.70</td>
<td>939.70</td>
<td>944.50</td>
<td>958.20</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>Thorntons Plc</td>
<td>209.50</td>
<td>217.30</td>
<td>236.50</td>
<td>250.60</td>
<td>265.70</td>
<td>277.20</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>Chocoladefabriken Lindt &amp; Sprüngli AG</td>
<td>81.50</td>
<td>96.10</td>
<td>111.30</td>
<td>128.00</td>
<td>149.50</td>
<td>165.10</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>Ferrero Group</td>
<td>73.50</td>
<td>71.40</td>
<td>76.20</td>
<td>84.10</td>
<td>92.30</td>
<td>98.10</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>Zetar Plc</td>
<td>33.50</td>
<td>34.30</td>
<td>35.40</td>
<td>37.50</td>
<td>36.40</td>
<td>34.80</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>Storck KG, August</td>
<td>28.00</td>
<td>30.20</td>
<td>32.80</td>
<td>24.60</td>
<td>23.70</td>
<td>22.90</td>
</tr>
</tbody>
</table>

**Research Sources:**
Packaged Food: Euromonitor from trade sources/national statistics

Date Exported (GMT): 2/3/2015 3:31:33 PM
Mintel: Database Coverage

- Detailed market intelligence reports, providing data and explanatory text on a wide range of UK service and product sectors:
  - Food; Drink; Leisure; Media; Health; Clothing; Travel; Technology; Retail e-Commerce; Beauty & Personal Care; etc.

- Reports typically provide information on:
  - Market environment; market drivers; leading companies and brands; consumer behaviour; market size and share; key issues; anticipated future developments; etc.

- Mintel also contains the series: Travel & Tourism (country reports); and Finance Intelligence UK
Mintel: Home Page

- Permanently displayed header - including search input box
- Link to the set of reports to which the University subscribes

Mintel Academic 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 What’s New 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.

HELP GUIDES
Please click here to access your video tutorials, with tips and pointers on how to use this website.
## Mintel: List of All UK Reports

### My Reports

#### Subscription
- Beauty and Personal Care
- Drink
- Food
- Foodservice
- Health and Wellbeing
- Household Care
- Leisure
- Media
- Retail: Clothing and Footwear
- Retail: E-Commerce
- Retail: Home
- Technology
- Travel

#### Reports
- Smoking Cessation and E-cigarettes - UK - February 2015
- Beach Holidays - UK - January 2015
- Beauty Retailing - UK - January 2015
- Bundled Communications Services - UK - January 2015
- Cider - UK - January 2015
- Cleaning for the Family - UK - January 2015
- Consumer Attitudes toward Sugar and Sweeteners - UK - January 2015
- Cooking Sauces, Pasta Sauces and Stocks - UK - January 2015
- Crisps, Savoury Snacks and Nuts - UK - January 2015
- Deodorants - UK - January 2015
- Hair Colourants - UK - January 2015
- Handbags - UK - January 2015
- Homewares - UK - January 2015
- Online Dating - UK - January 2015
- Sugar and Gum Confectionery - UK - January 2015
- Beauty & Personal Care Vending - UK - December 2014
- Beer - UK - December 2014
- Children's Media - UK - December 2014
- Coffee Shops - UK - December 2014
- Cosmetic Surgery - Win...
In February 2015, the former retrieved 217 documents, the latter 156; i.e. a smaller (by 28%) but more precisely relevant result set.
Mintel: Search Results

217 documents found

Refine By:
- Country
- Date
- Content

Country refinement options: Country / Date / Content / Sector / Demographic ('Kids', 'Families', etc.)

Highlighted, most relevant result(s)

Reports closely matching your search

Chocolate Confectionery
- UK – April 2014
- COMING SOON
- UK – April 2015

All Results

Seasonal and Boxed Chocolates
REPORT UK August 2010

Focus on:
- Consumer (38)
- Market (41)
- Companies & Brands (62)
- Data (20)
- Insight (20)
- News (1)

Include Older Content

Sector refinement options: Food & Drink (209)
- Foodservice (46)
- Lifestyles (20)
- Retail (18)

MORE

Food and Drink Retailing - Consumer Spending on Confectionery
REPORT SECTION UK March 2014

Hotel Chocolat is expanding into high street locations, feeding demand for artisan chocolates, while Thornton’s store multiples.

Promoting Galaxy Little Treat’s lower calorie count should help maximise its appeal
Mintel: Key Document Types (‘Content’)

- **Reports**

- **Insight**
  - A thematically highly focussed mini-report (equates to a subsection in a full report).

- **News**
  - Typically very short updates to the annual reports.
Although this is the table of contents for the Chocolate Confectionery (2014) report, it demonstrates the typical structure of all Mintel industry and service reports. Thus you will commonly see such sections as: Market Drivers; Who’s Innovating?; Market Size, Segmentation and Forecast; Companies and Products; etc.

More content! – including appendices of data.
McVitie’s launches DeliChoc biscuits

Source: Food & Drink Innovation Network 19-01-2015

UK 19-01-2015

Following success in Europe, McVitie’s has launched DeliChoc biscuits in the UK. The product, which originated in France and Belgium as part of United Biscuits Delacre portfolio, comprises an extra-crunchy biscuit followed by a thick layer of Belgian chocolate. The product is available in milk, dark and white chocolate variants and sold in 150g tray packs in case sizes of 12s or 6s. The new launch will be supported by a £2 million advertising campaign which is planned to begin in spring.
Print or download the report section (text and data) to MS Word.

Similarly, export any table to MS Excel (which allows you then to manipulate and redisplay that data).

For alternatives to Microsoft, use the sectional Export function, and download content in RTF format.
Support

- Library Moodle course: Library Information for Business Students
- Academic Support Librarians
  - mgbulibteam@gre.ac.uk
Appendix: Accessing Mintel
This link will take you to a page with a list of links to all the different resources we have, including Mintel.
At the Mintel interface, click on the **Federated Log In** option.
You need to sign in via University of Greenwich – OpenAthens

World class Market Intelligence reports from Mintel. Data and analysis on consumers, markets, companies and brands.

Which organisation would you like to sign in with?

Start typing the name of your organisation (e.g. Anywhere College) in the search box, and options will appear below:

University of Greenwich - OpenAthens

Type the name of your organisation

or Let me choose from a list

Need help logging in?

The UK Access Management Federation
Accessibility statement Privacy and Cookies Policy

Search over All Sites
You will now be presented with Mintel’s Terms and Conditions. To proceed, read the terms and conditions, then click on the I Agree button.
Mintel Access: Logged In

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- Search for reports using keywords
- See latest Mintel reports here
For further help...

mgbulibteam@greenwich.ac.uk

libguides.gre.ac.uk/business-economics

@UoGlibraries