

Mintel Market Reports and Business Research Methods

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What are the main advantages of using Mintel reports?

Mintel reports are extremely helpful for business owners as they provide sufficient information for decision-making. There are many benefits of using Mintel reports. The major one is that the data is precise and comprehensive. Also, the company provides reports regularly, which is another obvious asset. Further, Mintel reports cover every industry, which guarantees that one can find any data there.

One of the company's assets is its regular subscribers. Having such influential names as Associated Newspapers and SmithKline Beecham on their client list, Mintel reports demonstrate their reliability and solidity.

Another advantage of Mintel reports is that they present the integrated research comprising every possible feature of the product described. Instead of merely suggesting a concise characterization, the website provides an instructive editorial on the market and the place which the product in question possesses in that market.

Finally, a huge asset of Mintel reports is that they are intended to encompass the coming five years. Thus, the companies save time and money on planning. The firms using Mintel reports admit that the services performed by the website are of the highest quality and provide stable assessment and development of business.

What disadvantages might there be in using Mintel reports?

As the website produces extremely comprehensive reports, it is evident that their price is high. It is probably the biggest disadvantage of Mintel reports. The high price is explained by the cost of the original research. However, the expenses on the report are completely justified. Every company using Mintel reports realizes that the benefits will make up for the price. While a typical report costs approximately £1500, it may take up to twenty times as much if a company chooses to run a dedicated fundamental research exercise which will most likely bring the same information.

Mintel Market Research Report

Didier Musso



Mintel Market Research Report:

Environmental, Health, and Business Opportunities in the New Meat Alternatives Market Bogueva, Diana, Marinova, Dora, Raphaely, Talia, Schmidinger, Kurt, 2018-12-28 There are various innovations and new technologies being produced in the energy transportation and building industries to combat climate change and improve environmental performance but another way to combat this is examining the world's food resources. Currently there are global challenges associated with livestock and meat consumption giving way to resource scarcity and the inability to sustain animal agriculture. *Environmental Health and Business Opportunities in the New Meat Alternatives Market* is a pivotal reference source that provides vital research on the development of plant-based foods and nutritional outcomes. Through analyzing innovative and disruptive trends in the food industry it presents opportunities utilizing meat alternatives to create a more engaged consumer, a stronger economy, and a better environment. Highlighting topics such as meat consumption, nutrition, health, and gender perspectives, this book is ideally designed for policymakers, economists, health professionals, nutritionists, technology developers, academicians, and graduate-level students.

Researching Business and Management Harvey Maylor, Kate Blackmon, Martina Huemann, 2017-09-16 This core textbook combines a highly engaging approach with academic rigour to guide students through understanding and using research methods. Now in its second edition, this text has been fully updated and revised throughout. With a focus that is fresh and applied, *Researching Business and Management* goes beyond the theory to demonstrate how to actually do research. The unique 4 Ds model shows students how to define, design, do, and describe their research and in this way offers them a definitive guide to the research process as a system and a lifecycle that they can relate to their own work. Its user-friendly style enlivens the text and makes even some of the most complex issues accessible. Written by a dynamic author team of leading experts in the field, this is an ideal textbook for undergraduate, postgraduate, and MBA students studying research methods and essential reading for any business student doing a research project. New to this Edition: Even more cases and examples to highlight real-life examples of student research that helps bring the process to life. Increased coverage of the internet and online research. Expanded material on quantitative analysis to provide a truly balanced overview of the discipline. New dedicated chapter on research ethics and avoiding plagiarism. Accompanying online resources for this title can be found at bloomsburyonlineresources.com/researching-business-and-management-2e. These resources are designed to support teaching and learning when using this textbook and are available at no extra cost.

Strauss's Handbook of Business Information Hal P. Kirkwood, 2020-08-24 This new edition of Strauss's guide helps users to find current information for and about businesses of all kinds, both private and public, U.S.-based and international, related to finance, investment, industries, and entrepreneurship. *Strauss's Handbook of Business Information* is a resource for finding and understanding business information. It contains explanation and instruction on the key facets of business information and provides detailed descriptions of key resources within both broad and specific categories. It can be used as a

guide to further understanding the what how and why of business information research The changing arena of business information requires regular updating and awareness This new edition has been thoroughly updated with three new chapters Entrepreneurship Competitive Intelligence and Corporate Social Responsibility Other additions of note include subsections on internet and mobile marketing and tax havens and related issues coverage of new legislation e g Dodd Frank and subsections on index funds investment communities regulatory bodies and laws hedge funds venture capital companies assessing risks robo advisors and more The Handbook is for students faculty librarians and information professionals looking to gain a broader and deeper understanding of business information Anyone needing to gain quick exposure to business information needs and resources for solutions will benefit from the volume as well *World Databases in Geography and Geology* Chris Armstrong, 2020-01-20 No detailed description available for World Databases in Geography and Geology

Market Research British Library, Alan Gomersall, 2002 This 9th edition of Market Research lists all the market research reports from 14 top market research journals up to December 2000 All are available for free consultation in the British Library Business Information Service Market research can be the most expensive type of business information to acquire and previous editions of the guide have been used by companies to find out what has been published and in choosing which reports to refer to and buy It lists over 8000 reports covering hundreds of industries from accountancy to the yoghurt industry The guide includes a subject index with comprehensive cross referencing and a geographic index to all reports concerning markets overseas *The Garment Economy* Michelle Brandstrup, Léo-Paul Dana, Daniella Ryding, Gianpaolo Vignali, Myriam Caratù, 2023-07-29 This book introduces the reader to the business of clothes with flashbacks into the past business models of today and ideas for a sustainable future Historical perspectives discuss the cotton industry in India Bangladesh Greece and Central Asia which help trace the evolution of the clothing industry during the 20th century Chapters also discuss fashion marketing greenwashing blockchain in the fashion supply chain social media sustainability issues and sensory models Several business models are explained topics covered include blue ocean strategy the unstitched market the luxury sector access based consumption and ethics Among other topics explored are the future retail experience consumer value creation technology and the impact of virtual atmospheres The book also includes helpful case studies in understanding the country and culture specific nuances of the clothing business **Principles and Practice of Marketing** Jim

Blythe, 2013-11-05 When you think of marketing you may think of the adverts that pop up at the side of your screen or the billboards you see when you're out all those moments in the day when somebody is trying to grab your attention and sell you something Marketing is about advertising and communications in part but it's also about many other things which all aim to create value for customers from product research and innovation to after care service and maintaining relationships It's a rich and fascinating area of management waiting to be explored so welcome to Marketing Jim Blythe's Principles and Practice of Marketing will ease you into the complexities of Marketing to help you achieve success in your studies and get the

best grade It provides plenty of engaging real life examples including brands you know such as Netflix and PayPal marketing is not just about products but services too Marketing changes as the world changes and this textbook is here to help keeping you up to speed on key topics such as digital technologies globalization and being green *Data Sources for Business and Market Analysis* John Ganly,1994-11 Now in paperback ncludes coverage of intergovernmental and foreign business information sources and a new chapter on sources for software and hardware **Books and Periodicals Online** ,2001

Directory of Online Databases ,1992 **World Databases in Industry** C. J. Armstrong,1995 Subject coverage general business information trade newsletters state news services newspapers devoted solely to business industry *World Databases in Management* C. J. Armstrong,1995 Subject coverage general administration management consumerism economics marketing PR advertising Business Superbrands ,2002 **The Directory of International Sources of Business Information** Sarah Ball,1991 This directory aims to assist business researchers and analysts to locate information on companies markets finance securities and economics in Europe USA Canada and the Far East It details 660 services offered by 149 hosts and 384 producers worldwide **Manual of Online Search Strategies** C. J. Armstrong,J. A. Large,2001 The second volume of a three book updated edition covering the whole range of Internet CD ROM and dial up online services this text focuses on business law and patents Across the three volumes experts from the UK and US describe in detail how to identify and exploit specialist bibliographic and non bibliographic databases the best search methods and delivery modes and the relative merits of different services and online hosts in their different disciplines **The Food Institute's Food Industry Review** ,2005 **Bottled Water Reporter** ,2004 **Consumer Goods Europe** ,2004 **The European Food Marketing Directory** ,1987 Managing Information ,2000

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