

“Mintel is my first choice of search for all my investigative research on business topics. I find Mintel reports to be intuitive, comprehensive and easy to interpret. Mintel’s extensive database covers wide-ranging topics from digital cameras to the automotive rental industry...”

—MBA Student

## Market and consumer research

Mintel Oxygen’s market research provides comprehensive coverage of US and European markets in a visually driven platform. Reports cover everything from consumer behavior to SWOT and brand share analysis. Academic users have access to roughly 400 new reports each year.

Mintel’s analysis combines consumer habits and attitudes with the competitive landscape, illustrating the big picture of today’s fast-paced markets. A five-year forecast shows how businesses anticipate and plan for the future.

## Online report features

- “What’s Hot” analysis covering cross-category trends
- Tools to make graphs from any report table
- Links to view all tables in a report
- Company profiles
- Searchable daily news digests
- Links within reports to related news and research

## Report categories

- Beauty & Personal Care
- Lifestyles
- Drink
- Food & Foodservice
- Health & Wellbeing
- Household
- Retailing & Apparel
- Technology
- Travel
- International

## Student disciplines

- Marketing
- Entrepreneurship
- Finance
- Advertising
- Journalism
- Communications
- Consumer Psychology
- Economics
- Liberal Arts

**What's Hot** my what's hot what's hot sectors

**My What's Hot** (edit)

- Beauty and Personal Care
- Eating Out
- Fashion
- Financial Services
- Food and Drink
- Health and Wellness
- Household
- Leisure and Entertainment
- Lifestyles
- Retail
- Technology
- Travel

**Come buy with me**

Some of the best in retailing innovation is taking off at Heathrow's Terminal 5

**Killer Heels**

Torture instruments or fashionable footwear?

**This small boy is a sub-prime mortgage...**

with a large ripple effect

**Broadening club concepts**

Is it a club? Is it a cinema? No, it's a multi-functional entertainment venue.

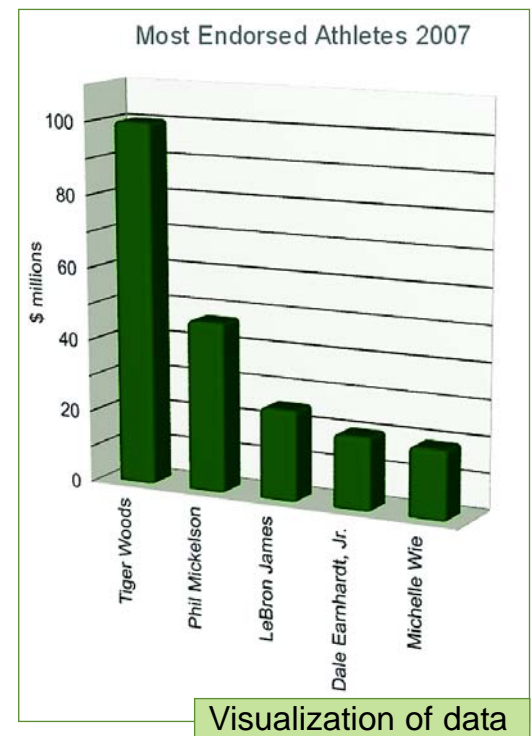
**Bulgaria or bust**

Recently voted top bargain

**Reports**

- Candles - US**  
Beyond the growing trend among consumers to seek out so-called "green" products, it is in the interest of manufacturers, based on rising costs of source materials, to begin thinking more comprehensively about producing candles made entirely of non-petroleum materials. However, several obstacles prevent most companies from going further with their all-natural or organic brands. For example, soy does not lend itself well to taper candles because the material burns unevenly. Beeswax has its own unique scent, which does not always appeal to candle consumers, as well as a tendency to burn
- Hispanic Shopping and Spending Patterns - US
- Hispanics and Beverages - US
- Movie Theaters - US
- Sports Events Marketing - US
- Antiperspirants and Deodorants - US
- Green Living - US
- Greeting Cards and eCards - US
- Salon Products and Purchasing Attitudes - US
- Healthy Snacking - US
- Pest Control - US

**Forward-thinking trends analysis**



## Logging in

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- Before using, you must review and accept the terms and conditions. Click **I agree** to proceed.
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- Enter your name and school email address. Choose a password of at least five characters and click **create profile**.
- Next time you visit, sign in with your profile email address and password.

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enter password again to verify:

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### Create a personal profile

## Searching

- To search Mintel Oxygen, enter keywords in the search field at the top right of your screen and click **go**.
- Related reports will appear as a list of links. Click any report title to access that report.
- To save your search, click **save search** from the search results screen.
- Run or edit the search by choosing **saved searches** from the search tab.

### Quickly locate relevant research

“...many times when I worked the business reference desk, I was able to point out Mintel reports that fit students' research needs perfectly. The students were overjoyed and so was I.”

—Business School Librarian