



MINTEL



MINTEL TRENDS

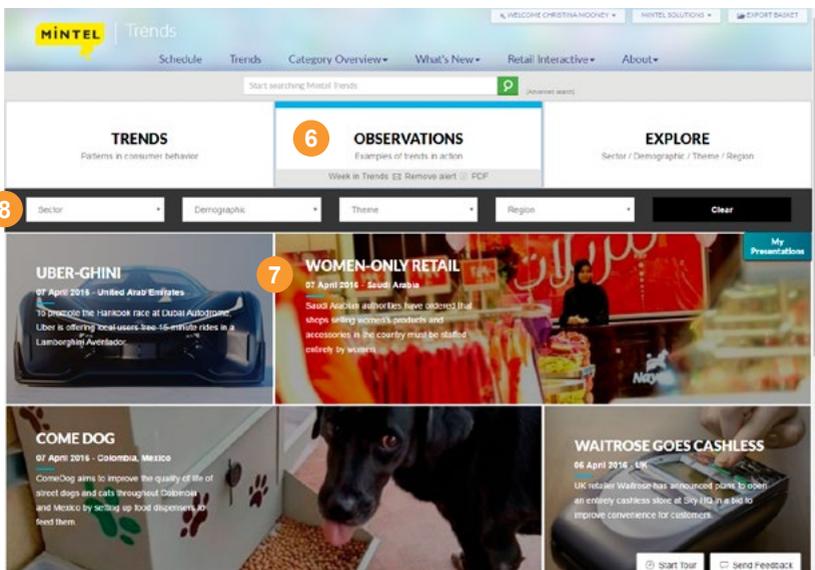
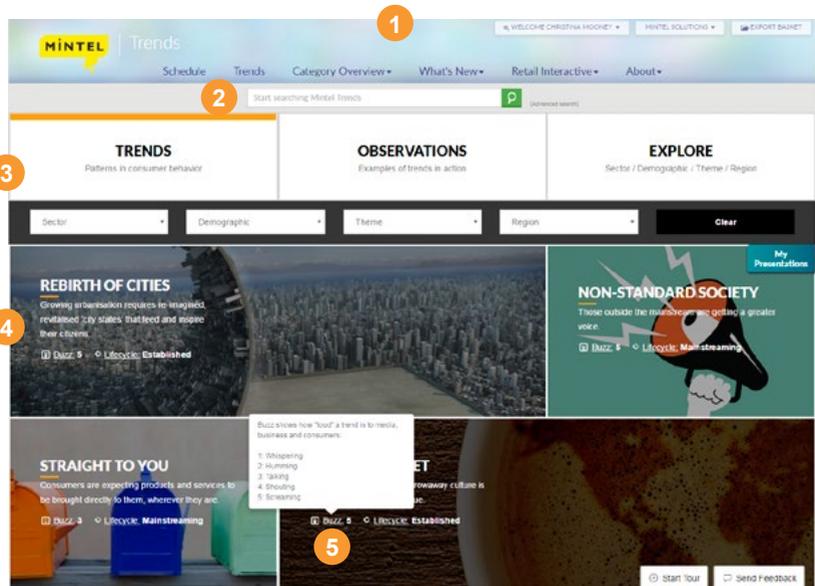
Be stimulated. Be validated. Be disruptive. Be inspired.

ACADEMIC USER GUIDE



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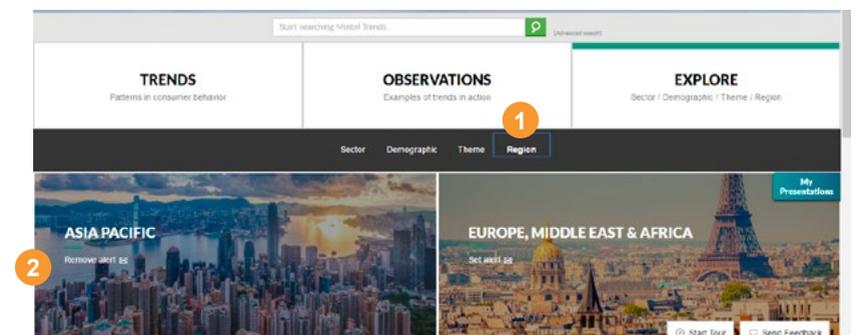
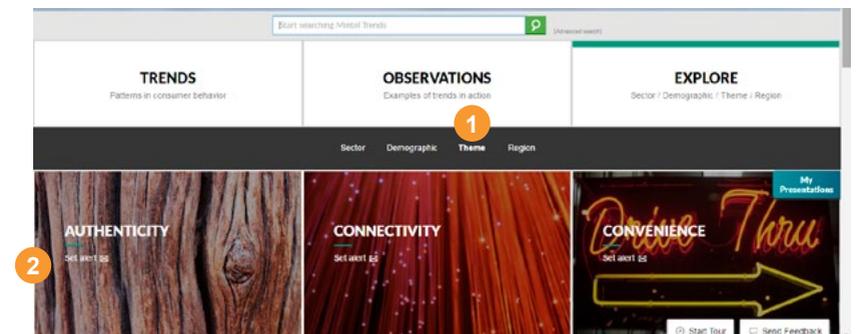
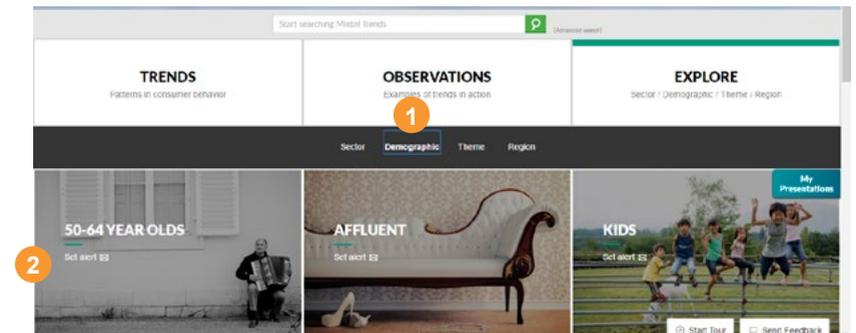
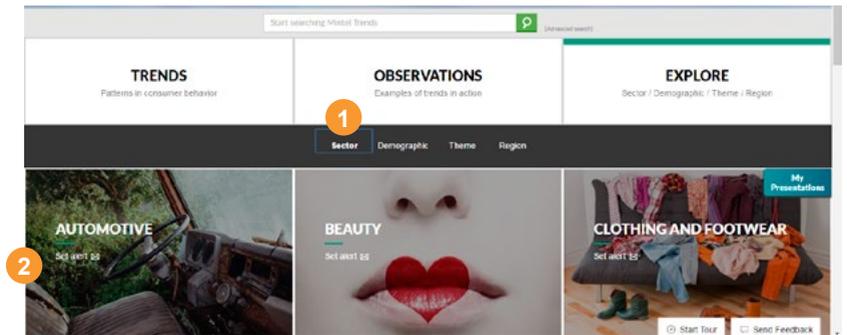


HOME PAGE

- The primary navigation allows you to edit personal settings, view your export basket and access other Mintel products.
- The horizontal menu bar enables you to run a search, navigate back to the Trends homepage and to access help documents, as well as Mintel Reports content.
- The front page is divided into three views (Trends, Observations, Explore) to allow you to quickly get to your most important content.
 - Browse the stories published daily
 - Jump into trends
 - Explore all content by a sector, demographic, theme or region
- View the trends-those listed first are the trends with the most observations in the last 90 days. Gain the context you require, using the title, summary, buzz and lifecycle options which are always displayed.
- Click on buzz or lifecycle for the definitions.
- View the observations from the last week highlighted by the Trends consultants. Turn on an alert to get emailed the Week in Trends newsletter or download the PDF.
- Get the context you need via the stories using the title, date published, geography and summary.
- Select sector, demographic, theme and region filters to view just the observations most important to you. Select one option for each filter. Use as many or as few filters as desired. The observations are listed with the most recent stories first. As you scroll down, the filters stay fixed at the top of the page.

HOME PAGE

1. Click on sector, demographic, theme or region to explore all content by your topic of choice. Click on one of the topics to be taken to a page with all Mintel Trends content on that topic.
2. Manage alerts from the home page. Set alerts to get emailed an update when there is new content available for your topics of interest.



Start searching Intel Trends

Smart Glasses

A group of students in Pernambuco, Brazil has developed smart glasses for the visually impaired with a focus on upper body obstacle detection.

22 July 2016 - Brazil

Download PDF Export to basket Tags

My Presentations

Statistics

45 million
of Brazilians are disabled.
Brazilian Institute of Geography and Statistics (IBGE), 2014

Supported Trends

Access All Areas
BUZZ 4 L100000 Established
Mobile and GPS technology is enabling us to explore our surroundings like never before.

Second Skin

BUZZ 5 L100000 Mainstreaming
Wearable technology devices are unobtrusive, self-charging and can help us monitor our health and take control of our lives.

Wearable functions

As we wear technology how our consumers' hands and gifts their bodies, providing information in a safer and discreet manner. This has enabled consumers to be hands-free and mobile and multitask more efficiently. And wearable tech-specialized functionality are proving to be helping significantly both the disabled and the elderly population.

Multiple companies in the US have created smartwatches for seniors for getting help if needed, sending medication reminders, tracking their activity, and alerting them if they get lost. While a company in India is working on an internet-connected device that can keep track of the elderly and provide services when needed and a pocket-sized, wearable collision detection device that works like the backup up alarm in newer-model cars was developed in the US to assist those with damaged peripheral vision.

There are about 45 million of Brazilians, 34% of the population, with some form of disability, according to data released in 2014 by the Brazilian Institute of Geography and Statistics (IBGE). As people with disabilities are gaining visibility across markets, companies will do well to explore wearable tech to help be the eyes and ears of those demographics.

OBSERVATIONS

Click on an observation to explore the story in detail.

1. Get a quick summary of what the observation is about with the title, short description, country and date published.
2. Access all the tools in one place, export and view associated tags.
3. Read the full story and view associated imagery.
4. Review the key statistics with sources.
5. View the trends this story is supporting.
6. Click the Trendscape link to see how content related to this observation is connected.
7. Browse through other observations supporting the same trends and filter them by sector, demographic, theme and region.

Explore connections to this observation

Go to Trendscape

Connectors: Related, Connected, Just One Minute, FISH HYPER, No More Borders, Trending, 10 Minute Habbit, Secondary, Click and Connect, Local Steps, Women, Local Steps, Control, Location

Nine Second Video

Related Observations

Sector: Demographic: Theme: Region: Clear

Other observations supporting the same trends.



Park with Parkbob



IoT Medical Aid



Cheaper Roaming

TRENDS

Click on a trend to explore it in detail.

1. Get a quick summary of what the trend is about using the title, short description and slideshow. Download the trend Power Point from the slideshow.
2. Access all the tools in one place—view buzz and lifecycle, set an email alert, export and view associated tags.
3. Read the trend overview for a more detailed explanation of the trend.
4. Browse through the observations supporting this trend and filter them by sector, demographic, theme and region.
5. Review the key statistics with sources.
6. Get a global or regional overview of where the stories to support this trend are happening and how that has changed over time.
7. Understand what this trend means for a particular region and what you should do.
8. Understand what this trend means for particular sectors and demographics and explore consumer data examples by sector.
9. Click the Trendscape link to see how content related to this trend is connected.
10. Read through the analyst's thoughts on the implications of the trend.
11. Click the play button to view the webinar. Download the PPT or copy the link to share.
12. Read about how the trend has changed over time.
13. View similar trends as suggested by the Mintel Trends analysts.

1 Trend Overview

2 Observations

3 Statistics

4 Heatmap

5 Regional context

Region	Global	Europe, Middle East & Africa	North America
What you should do	Global overview	Regional overview	Regional overview

6 Implications

7 Webinars

8 History

9 Related Trends

7 Regional context

Region	Global	Europe, Middle East & Africa	North America
What you should do	Global overview	Regional overview	Regional overview

8 What Access All Areas means for Automotive

9 Explore connections to this trend

10 Implications

11 Webinars

12 History

13 Related Trends

Birth of Cities

So Right to You

Life Hacking

1 Home of the road shows better than ever, but it's not always. Campaigns can be led for mobile, speed, convenience, new tech and recommendations.

2 It's not what you want.

3 Observations

4 Top Trends

5 Heatmap

6 Explore connections to this sector

7 Webinars

Uber: phii
47 April 2014 | **United Arab Emirates**
Uber is providing the fastest route to all cities in the region. Uber is offering local users for 10 minutes later in a 2-hour-long fare.

Clean Rides
41 April 2014 | **Mexico**
Uber is providing the fastest route to all cities in the region. Uber is offering local users for 10 minutes later in a 2-hour-long fare.

Poetry Poets
41 April 2014 | **UK**
Uber is providing the fastest route to all cities in the region. Uber is offering local users for 10 minutes later in a 2-hour-long fare.

Transfers
47 April 2014 | **United Arab Emirates**
Uber is providing the fastest route to all cities in the region. Uber is offering local users for 10 minutes later in a 2-hour-long fare.

Birth of Cities
41 April 2014 | **Mexico**
Uber is providing the fastest route to all cities in the region. Uber is offering local users for 10 minutes later in a 2-hour-long fare.

Life Making
41 April 2014 | **UK**
Uber is providing the fastest route to all cities in the region. Uber is offering local users for 10 minutes later in a 2-hour-long fare.

What it means for Travel
Uber is providing the fastest route to all cities in the region. Uber is offering local users for 10 minutes later in a 2-hour-long fare.

What it means for Travel
Uber is providing the fastest route to all cities in the region. Uber is offering local users for 10 minutes later in a 2-hour-long fare.

What it means for Travel
Uber is providing the fastest route to all cities in the region. Uber is offering local users for 10 minutes later in a 2-hour-long fare.

Explore connections to this sector

Webinars

Future: Old Gold
14 June 2014

Future: Access Anything, Anywhere
17 May 2014

SECTORS, DEMOGRAPHICS, THEMES & REGIONS

Choose a sector, demographic, theme or region to explore it in detail.

1. Get a quick summary of the sector, demographic, theme or region using the title and short description.
2. Set or remove email alerts.
3. Browse through the observations supporting this and filter them by sector, demographic, theme and region.
4. Browse through the trends relating to the chosen topic and filter them by sector, demographic, theme and region. Understand what the trends mean for sectors, demographics and regions.
5. Get a global or regional overview of where the stories to support the sector, demographic, theme or region are happening and how that has changed over time.
6. Click on the Trendscape link to see how content related to this subject area is connected.
7. Click the play button to view the webinar. Download the PPT or copy the link to share.

TRENDSCAPE

Trendscape is a brainstorming tool for exploring the connections between Trends content.

Trendscapes can be focused on a trend, an observation, a sector, a demographic or a theme as well as any search. Use the banners on the content pages to click through to the Trendscape.

1. Get a link to share your trendscape or add it to a custom presentation.
2. Access some case studies showing how to use the Trendscape.

The screenshot displays the Mintel Trendscape interface. At the top, there is a navigation bar with the Mintel logo and links for Schedule, Trends, Category Overview, What's New, Retail Interactive, and About. Below this is a search bar with the text 'Start searching Mintel Trends' and a search icon. The main content area is titled 'Trendscape' and includes the subtitle 'Brainstorming tool to explore the connections between Trends content.' The central part of the interface features a circular hub-and-spoke diagram with 'Work & Play' at the center. Surrounding this hub are various trend-related terms such as 'Playful Urban', 'Tech Going Home', 'Jack Center Call Center', 'Entrepreneurial Spirit', 'Life - An Informal Affair', 'Fitting Culture', 'Secret Annual Report', 'Sense of the Internet', 'Build your Own Virtual World', 'Unbreakable Place', 'Retail', 'Youthful', 'Community', 'Freedom', 'Open relationships', 'Tech-women-ship', 'Tasters like this', 'Tastes like this', 'How to Create Resisters', 'Bouncy Ice Cream', 'Workshops: Rebranding', 'Decision of Defiance', 'Defining Customer Data', 'Station', 'Urban', 'Humour', 'Authenticity', 'Sweets Pour Adults', 'Play Ethic', 'Team', 'Indulgence', 'Western Culture Early', 'Casual Monday', 'Tech Center Call Center', 'Entrepreneurial Spirit', 'Life - An Informal Affair', 'Freedom', 'Community', 'Youthful', 'Retail', 'Unbreakable Place', 'Station', 'Urban', 'Humour', 'Authenticity', 'Sweets Pour Adults', 'Play Ethic', 'Team', 'Indulgence', 'Western Culture Early', 'Casual Monday', 'Tech Center Call Center', 'Entrepreneurial Spirit', 'Life - An Informal Affair', 'Freedom', 'Community', 'Youthful', 'Retail', 'Unbreakable Place', 'Station', 'Urban'. On the right side, there is a sidebar with a 'My Presentations' button at the top. Below it, there are two numbered callouts: '1' pointing to a 'Add to presentation' button and '2' pointing to a 'Share link' dropdown menu. The sidebar also contains an 'Options' section with checkboxes for Trend, Observation, Tag, Theme, Demographic, Sector, and Search. At the bottom of the sidebar, there is a 'Tag connections' section with 'View' and 'Reset' buttons, and a 'Reset Trendscape' button.

The screenshot shows the Mintel Trends website. At the top, there is a navigation bar with 'Mintel Trends' and a search bar. A red circle with the number '1' highlights the search bar. Below the search bar, there are filters for Sector, Demographic, and Region. The main content area displays a grid of trend cards, each with a title, date, location, and a brief description. The cards include:

- UBER-GHINI**: 07 April 2016 - United Arab Emirates. To promote the haramok race at Dubai Autodrome, Uber is offering local users free 45-minute rides in a Lamborghini Aventador.
- WOMEN-ONLY RETAIL**: 07 April 2016 - Saudi Arabia. Saudi Arabian authorities have ordered that shops selling women's products and accessories in the country must be staffed entirely by women.
- POETRY POINTS**: 06 April 2016 - UK. London's Heathrow Airport introduced poetry points during Easter 2016 to improve the air travel experience for passengers with children.
- SMALL, NOT BIG**: 06 April 2016 - UK. It's been announced that smaller businesses will be favoured over chain stores at the Battersea Power Station redevelopment in London.
- PIGEON AIR PATROL**: 06 April 2016 - UK. In London pigeons are monitoring air pollution.
- FAST AND ECO-FRIENDLY WASHES**: 06 April 2016 - Mexico. A Mexican machine designer has created a fast and eco-friendly washing machine that only requires 10 minutes for disinfection and water saving.
- TASTES LIKE THIS FEELS**: 06 April 2016 - UK. In the UK, Cadbury has launched its new slogan "Tastes like this Feels" alongside its Dairy Milk where people could enjoy a sample of Dairy Milk when...
- PARK WITH PARKBOB**: 06 April 2016 - Austria. Vienna-based startup Parkbob makes it easy to find somewhere to park.
- SWEETS POUR ADULTES**: 06 April 2016 - France. In France, well-known brand Carambar has released an adults-only version.
- PICK AND MIX WITH NESTLE**: 06 April 2016 - UK. Nestle's Gerbers has launched a pop-up bar called the Aise of wonder in Westfield. Staffed that allows shoppers to create their own personalised.
- CLEAN RIDES**: 06 April 2016 - Mexico. With Mexico City imposing a driving ban as pollution soars, taxi hailing apps like Uber and Cabify are launching campaigns to help reduce the number.

SEARCH

1. Use the search bar at the top of the page to run a text search or click on advanced search to go to the search results page and use the filters to refine the results.

Type in the name of a trend, sector, demographic, theme or region to get a prompt to go straight to that content page.

SEARCH RESULTS

1. Change your search terms in the search bar at the top of the page.
2. The default view of your search results shows the trends, observations, market applications and webinars that are most relevant to your search terms and filters. The results are sorted by relevance and recency.
3. If you go to the search results page by clicking on the advanced search link beside the search bar, the trends will be in alphabetical order and observations, market applications and webinars will be in date order with the most recent first.
4. Use the “View More” options to see more of that type of content or switch between the content types using the content focus options.
5. Select sectors, demographics, themes, trends and tags to include in your search criteria.
6. Results can also be limited by region/country and time.
7. Remove all the filters that have been applied by using the clear filters button.
8. Click the glossary link to view definitions for tags.
9. Click the Trendscape link to see how content related to this search is connected.

The screenshot shows the Mintel Trends search results interface. At the top, there is a navigation bar with the Mintel logo and 'Trends' title. A search bar at the top center contains the text 'Start searching Mintel Trends'. To the right of the search bar are links for 'WELCOME CHRISTINA MOONEY', 'MINTEL SOLUTIONS', and 'EXPORT BARREL'. Below the search bar, there are navigation links: 'Schedule', 'Trends', 'Category Overview', 'What's New', 'Retail Interactive', and 'About'. The main content area is titled 'Search Results' and includes a 'Current selection: 0 items' indicator. On the left side, there are several filter sections: 'Content focus' (with options for Trends 78, Observations 21878, Applications 5589, Webinars 24, and All 27661), 'Search results should include' (with expandable sections for Sector, Demographic, Theme, Trend, and Tag), and 'Limited by' (with expandable sections for Region and Time). A 'Clear filters' button is located at the bottom of these filter sections. The main content area is divided into three sections: 'Trends', 'Observations', and 'Applications'. Each section displays a grid of content cards. The 'Trends' section shows cards for 'Accentuate the Negative', 'Access All Areas', and 'Attention Economy'. The 'Observations' section shows cards for 'Come Dog', 'Women-Only Retail', and 'Uber-ghini'. The 'Applications' section shows cards for 'Prove It', 'The Nouveau Poor', and 'Collective Intelligence'. Each card includes a title, a date, a location, and a brief description. A 'View More Trends' link is visible between the Trends and Observations sections. At the bottom right, there is a 'My Presentations' button.

SEARCH RESULTS

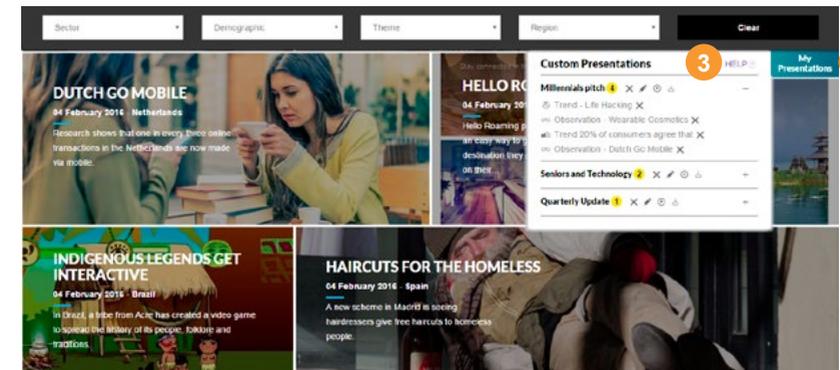
1. Select content for download or export using the tick boxes.
2. The number of items selected will be shown in the current selections area. Selections are saved across multiple pages of results.
3. Selections can be added to a presentation, downloaded as a PDF or exported to your basket for downloading later as a MSWord file.

Saved Search & Email Alerts

4. Click on the saved search link to save your search and set up an alert to receive a newsletter by email when there is new content related to your search.
5. Edit the title of your saved search and set the time frame for email alerts as desired.

CUSTOM PRESENTATIONS

1. Hover over content throughout the website to see the “add to presentation” button. Click on this button to add the content to your own custom presentation. If you are on a mobile or tablet, tap on content to see the “add to presentation” button.
2. Once you have added content to a presentation, you can view it by clicking this button. It shows up throughout the website and is always visible, even when you scroll down.
3. To learn more about the custom presentations feature, click on the “HELP?” link in the upper right corner of the menu.



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