

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

John Ganly



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.

World Databases in Geography and Geology Chris Armstrong, 2020-01-20 No detailed description available for World Databases in Geography and Geology.

International Business Information Michael Halperin, Ruth A. Pagell, 2024-02-02 This newly updated and expanded edition of a reference bestseller is the only work available that guides business researchers and librarians to the most valuable sources for information on international business and shows how to interpret and use that data. The authors discuss the best available resources and how to use them to find answers to a wide range of

questions about international business They also describe business practices in various regions and countries the basics of international trade and finance international business organizations and relevant political departments and agencies Many exhibits and tables are included and the book's appendices include glossaries checklists for evaluating sources and sample disclosure documents

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

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

Data Sources for Business and Market Analysis John Ganly, 1994-11 Now in paperback includes 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

Handbook of Special Librarianship and Information Work Patti Dossett, 1992

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
 Online Business Sourcebook ,1991 **Consumer Goods Europe** ,2004 **Information for Industry** Fiona
Trott,1986 **Gale Directory of Databases** ,2001

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