Mintel Academic: International market intelligence for your educational needs
Mintel Academic supplies the education sector with award-winning market intelligence trusted by the worlds’ leading brands and organisations. We provide educators and students with robust information, analysis and critical recommendations – so academics like you can make the right decisions, at the right time.

**Markets change, the need for intelligence doesn’t.**

Giving your students access to Mintel’s market, product and consumer intelligence will enable them to experience best-in-class research tools to support their study plans and prepare them for the commercial world. Our tailored academic package is delivered through three core product offerings. Educators and students can tap into international markets to gain a first glance at market conditions, dive deeper into global new product introductions and trends, and access Mintel’s world renowned consumer intelligence reports.
The first step in any business case is to understand the key characteristics of a market. Educators and students alike will find GMN an invaluable and easy to use resource that supports the preliminary research process and makes global comparison easy.

Global Market Navigator is a database containing market size, market share and forecast data for thousands of consumer goods categories worldwide.

- Check market conditions in unfamiliar industries, regions or countries
- Identify main players, spot trends and new expansion opportunities
- Extract market forecasts to support research goals and business plans
- Gain a thorough understanding of market segmentation
- Benchmark category performance against key socio economic indicators to create a complete market potential illustration.

Mintel Oxygen is a one-stop online platform, designed to give students and educators easy and fast access to international consumer and market insight. More than 600 report titles covering UK, Europe, US and International consumer markets are added to Mintel Oxygen every year, spanning consumer markets as diverse as Finance, FMCG and everything in between.

- Monitor international market developments across multiple sectors
- Understand consumer trends and their business implications
- Benchmark businesses’ competitive activity
- Cite market data in research papers and business plans
- Shape informed opinions and ideas.
Mintel Academic provides educators and students with best-in-class market, product and consumer intelligence, allowing them to:

- Monitor and compare international market developments across multiple sectors
- Search and analyse new product launch and ingredient trends in consumer packaged goods
- Understand consumer attitudes and behaviour and the implications for business
- Cite market data in research papers and business plans
- Shape informed opinions and ideas, supporting their study plans.

About Mintel

Mintel is an independent award-winning provider of world-leading market intelligence, delivering robust information, analysis and critical recommendations. Mintel’s trusted portfolio of proprietary industry solutions and products has been supporting high profile clients in key sectors such as FMCG, financial services, media, retail, leisure and education for over 38 years. With office locations in London, Chicago, New York, Shanghai, Tokyo and Sydney our global presence continues to grow.

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