

MINTEL

Mintel Global New Products Database

The definitive source to track and
analyse global product innovation.



Ensure your next product launch is a success.

Mintel's Global New Products Database (GNPD) allows you to see a product launched halfway across the world in as much detail as if it were right in front of you: visuals, ingredients, formulation, price.

And every month, you'll see more than 40,000 new beauty, drink, food, health, household care, hygiene, personal care and pet products across 86 markets.

That's millions of data points, overlaid with expert insights.

With Mintel GNPD, you'll quickly understand:



CLAIMS

What they are and how they're trending.



CATEGORIES

Who's innovating in your market.



PACKAGING

The concepts, the features, the insights.



INGREDIENTS AND FORMULATIONS

How, where and why they're evolving.



SPECIALISED NUTRITION

Where it's heading and who's driving change.



PATENTS

AI-powered global analysis on pre-launch innovation.



REGULATORY ANALYSIS

The necessary changes to keep on top of.

3 ways Mintel GNPD will help your business grow:

01

Identify future opportunities by understanding how product innovation is evolving and why.

02

Make better decisions faster by keeping informed on what's happening across your category and market.

03

Gain competitive advantage by seeing what your competitors are doing and how global trends are evolving.

Experts in what consumers want and why



In-depth coverage. Data you can trust.

Trained in-market shoppers buy the newest products across the world. They send them to specialist teams who examine every aspect and upload the information online. Our global in-house analysts then provide additional levels of knowledge and insight on categories, packaging, ingredients and more.

Giving you global coverage and analysis of the key new products launched – right at your fingertips.

The definitive source to track and analyse global product innovation.

Online access to innovative products launched around the world.

Ability to run analytics using powerful tools.

Analysis and expert recommendations.

Used by more than 52,000 marketers, innovators, researchers and scientists worldwide.

Why clients choose Mintel:

WE UNDERSTAND THEM

Our **expert-led intelligence** tells our clients what their consumers want and where their market is heading. We have hundreds of analysts based around the world who are passionate about the areas they cover.

THEY TRUST US

Our **high-quality data** and rigorous methodologies give clients confidence in decision-making right across their business.

THEY LIKE WORKING WITH US

We take pride in our relationships and giving our clients **the best service** through dedicated account management, client service teams and expert analysts.



New products analysed and explained.

Key features of Mintel GNPD include:

AUTOMATED DASHBOARDS
Continuously updated reporting on key metrics and trends.

DETAILED IMAGES
High-resolution photographs shot from different angles.

ANALYTICS TOOLS
Powerful tools to analyse and interpret our data.

EXCLUSIVE REPORTS
Regional and global analysis of categories and trends.

ANALYST PICKS
Innovative products chosen and analysed by the experts.

MULTIPLE FORMATS
Available to download in Excel, PowerPoint, PDF, JPEG and many more.



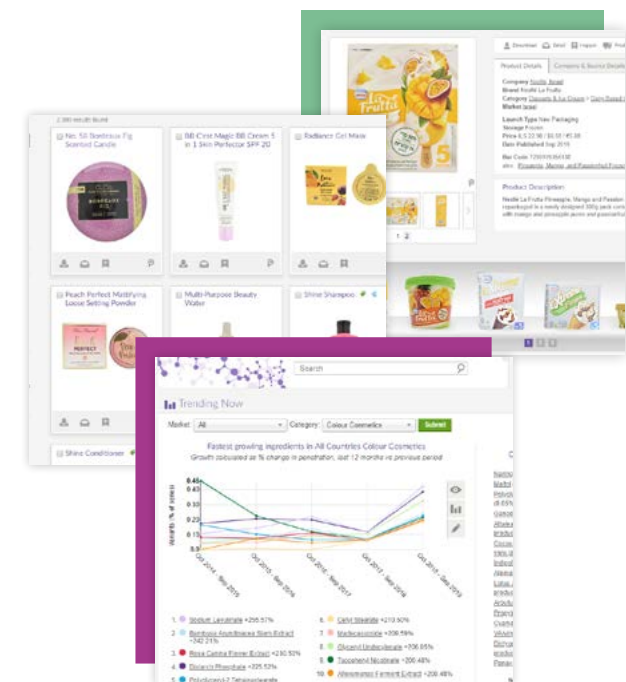
With a lot of our key accounts, we don't know exactly where they are using our ingredients. Mintel GNPD helps us in finding out which formulations they appear in and in which countries those products are being sold. It gives us a lot of extremely valuable information on how our ingredients are used in products with specific claims. That is critical for us because many of our customers change their formulations and launch new products all the time."

— Evonik



If you're presenting new ideas, it's essential they are underpinned by robust data and evidence, and rooted in fact. Mintel gives us all that. It's a great brand and one that's trusted by clients."

— Wunderman Thompson





About Mintel

Mintel is the **expert in what consumers want and why.** As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster. Our purpose is to help businesses and people grow. To find out how we do that, visit **mintel.com**.

To find out more, visit **mintel.com/gnpd**. Alternatively, contact us at **hello@mintel.com**.

