

MINTEL

Mintel Food & Drink

Expert-led, premium intelligence
solution for the industry.



Setting the agenda for today's food and drink industry.

Mintel Food & Drink tells you what's happening now and what's going to happen across global markets. We do this by making connections across categories, markets and channels, using Mintel's entire suite of products.

We are the market intelligence that drives every great business decision. And we can help your business grow.

Used by more than 12,000 marketers, innovators, researchers and strategists worldwide.



What you'll get.

Context: Understand the bigger picture and how you fit in it. We analyse a broader landscape and dig deeper so you can see further.

Direction: Our market intelligence leads to business growth. We'll show you where the future lies and tell you how to get there.

Timeline: We'll make sure you're in the right place at the right time – ready to take the right decisions to win investment and secure stakeholder support when you need to.

Who is Mintel Food & Drink for?

Fast-growing organisations with high targets for rapid growth.

Companies committed to intelligence-based decision making.

Businesses needing layers of information for the needs of their different teams.

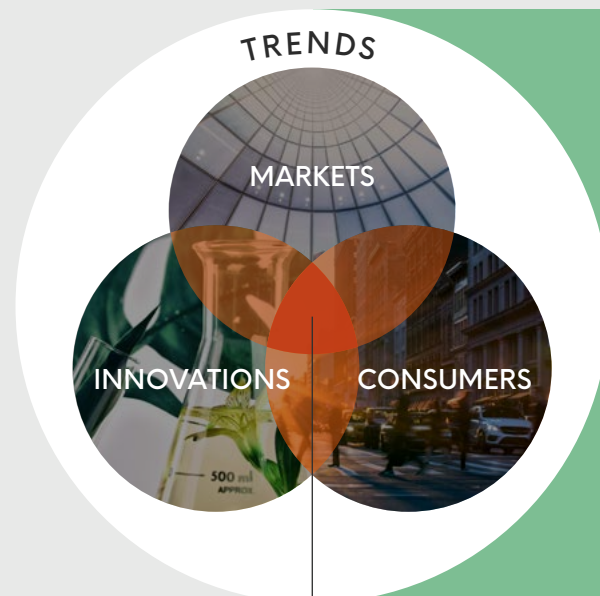
What is Mintel Food & Drink?

Coverage on more than 35 food and drink categories.

Product innovation across 86 markets.

Consumer data in 35 markets.

In-depth analysis of ingredient, nutrition, packaging and flavour trends.



YOUR OPPORTUNITY

Invest once. Access all.

MINTEL REPORTS
The smartest way to understand consumer markets.

MINTEL TRENDS
Understand what's new and next in consumer behaviour.

MINTEL GNPD
The definitive source to track and analyse global product innovation.

MINTEL MARKET SIZES
Helping you identify the size of a market opportunity.

MINTEL MENU INSIGHTS
Track trends in the US out-of-home dining experience.

Helping you make better decisions faster with: insights and analytics, expert recommendations and robust predictions.

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.



Think differently, win big.

Key features of Mintel Food & Drink include:

BOLD, FORWARD-LOOKING INSIGHTS

Stay on top of the latest trends and disruptors impacting your category.

TECHNICAL FORESIGHT

Explore the possibilities of the latest advances in food science, nutrition and packaging.

TIME-SAVING NAVIGATION

Find the content you need quickly with clever filters and email alerts.

PRODUCTIVITY TOOLS

Build libraries and presentations which can also be shared with colleagues for collaboration.



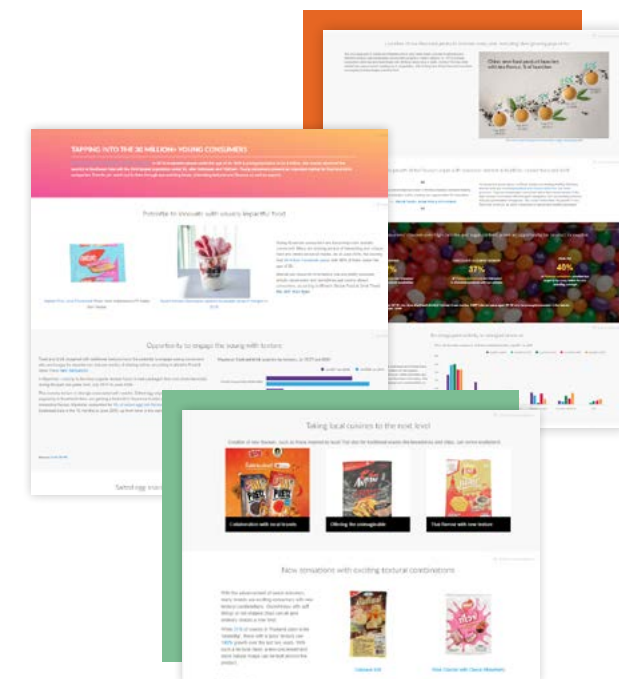
The key to Mintel's services are more than the functional service it provides, but rather the strong support and key consulting from the team that helps all our teams around the world to not only understand, but help in how to activate this and use the information."

— DSM



Mintel offers us flexibility, a global view and information that passes the 'So What?'"

— Tesco





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/mfd**. Alternatively, contact us at **hello@mintel.com**.



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