

## MBS Library Service Mintel: UK Market Analysis

### Introduction

The Mintel database provides UK and European consumer market research and related trade news abstracts. The reports available on the database cover products and services in the following sectors:

- Automotive
- Food Service
- Leisure Pursuits
- Retail
- Beauty & Personal Care
- Household Goods
- Media
- Technology
- Food & Drink
- Health & Hygiene
- Personal Finance
- Travel

Mintel reports provide a detailed overview for each product/service including:

- Executive Summary
- Market Size
- Market Definition
- Current Issues
- SWOT Analysis
- Buying Behaviour
- Competitor Analysis
- Market Forecasts

**Note:** Mintel is one of several market research resources available to consult, other resources providing UK, European & International market research include Keynote, GMID (Global Market Information Database), Frost & Sullivan and Business Insights.

### How can Mintel reports help me?

Mintel reports provide comprehensive UK market analysis for a wide range of consumer goods and services. Use Mintel reports to:

- Examine current issues, market trends/developments, market size, competitive structure and marketing activity
- Analyse industry leaders
- Identify growth opportunities
- Substantiate business plans, marketing ideas, concepts & strategies

### Accessing Mintel

- Mintel can be accessed via the Electronic Resources section of the MBS Library Website:

<http://www.mbs.ac.uk/library>

- Select “Databases”, “Markets and Sectors”
- Note: Your University “Central” username and password is required for on/off-campus access

### Search Tips

- Use Quick / Advanced search to search across all reports
- Browse categories to view available reports arranged by sector

<http://www.mbs.ac.uk/library>

# Quick / Advanced search

Quick Search or  
Advanced Search

NULL: [login details](#) [log out](#)

search



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Everything in All Countries

## Search Oxygen

show boolean search fields  show fulltext search fields

Search for all of these words...

...any of these words...

...this exact phrase...

...and none of these words

Search type

- Reports  
 What's Hot  
 Company  
 News and Other Databases

Maximum results

Word proximity

Anywhere in document

Include word variants

(Include variations on the search words. e.g. plurals and verb tenses)

Show related results

(Include results that are connected to the top 10 results)

Advanced Search  
Filters

### Result Filters

The Category field refines News and Reports searches only. Selecting a category to search in will automatically select all sub-categories. \* indicates a subcategory has been selected.

Category

- Search all categories.  
 Refine categories to search (reset selection).

- automotive  
 beauty, personal goods and toiletries  
 clothing, footwear, accessories  
 consumer lifestyles, marketing, promotion  
 drink and tobacco  
 electrical goods  
 financial services  
 food and foodservice \*  
 food

Hold down the <CTRL> key to select multiple regions.

Country

(Any)  
 UK  
 US  
 Ireland  
 France  
 Germany  
 Italy  
 Spain  
 Non-country specific

**Mintel Oxygen**

my homepage | what's hot | reports | webinars | news | media homepage | companies | my info | **advanced search**

advanced search | last search | **last results** | saved searches

## Search Results

**Category:** food  
**Country:** UK  
**Words used:** CHOCOLAT, CHOCOLATE, CHOCOLATED, CHOCOLATEERS,

**search results for reports**  
 repeat this search for what's hot articles  
 repeat this search for companies  
 repeat this search for news and other databases

[relevance] [date] [a-z]

**Search results for reports in your subscription**

- Chocolate Confectionery - UK - April 2010
- Seasonal and Boxed Chocolates - UK - August 2010
- Seasonal and Boxed Chocolates - UK - July 2008
- Sweet and Savoury Spreads - UK - March 2011
- Consumer Snacking - UK - June 2010
- Children's Eating Habits - UK - November 2009
- Fair Trade Foods - UK - January 2009
- Confectionery - UK - June 2009
- Milk and Cream - UK - May 2010
- Cereal and Snack Bars - UK - February 2011

- Use Quick Search or Advanced Search to search across all reports using a keyword
- Use Advanced search to refine where keywords appear in the document and which sector to search
- Matching reports will be displayed

## Browsing Reports

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Oxygen

my homepage | what's hot | **reports** | webinars | news | media homepage | companies | my info | advanced search | export basket | help

report categories | new reports | **my reports** | report subscriptions | research methodology

### My Reports

**Mintel Reports: UK**

**Subscription**

- Automotive
- Beauty and Personal Care**
- Beauty
- Fashion High Street
- Food
- Foodservice
- Health and Hygiene
- Health and Wellbeing
- Household
- Insurance and Protection
- Investment and Savings
- Leisure
- Media
- Non-fashion High Street
- Pensions and Retirement
- Retail Banking
- Technology
- Travel
- All Mintel Reports: UK Reports
- ◀back to all subscriptions

**Reports**

- Allergies and Allergy Remedies - UK - February 2010
- Babies' and Children's Personal Care Products - UK - March 2011
- Babies' and Children's Toiletries - UK - August 2009
- Beauty Online - UK - December 2010
- Beauty Retailing - UK - January 2011
- Beauty Supplements - UK - July 2007
- Consumer Attitudes Towards Beauty Product Ingredients - UK - Ma
- Cosmeceuticals - UK - July 2007
- Cosmetic Dental Surgery - UK - June 2007
- Cosmetic Surgery - UK - June 2010
- Deodorants and Body Sprays - UK - February 2011
- Electrical Haircare Appliances - UK - June 2008
- Electronic Beauty Aids - UK - May 2007
- Ethnic Beauty - UK - October 2009
- Ethnic Cosmetics and Toiletries - UK - October 2007
- Facial Skincare - UK - June 2008
- Fragrances Retailing - UK - June 2005
- Hair Colourants and Home Perms - UK - February 2008
- Hair Salon Products - UK - May 2008
- Hairstyling Aids - UK - December 2005
- Hand, Nail and Foot Care - UK - January 2011
- Health and Beauty Retailing - UK - March 2008
- Health and Beauty Treatments - UK - February 2007
- Make-up - UK - August 2008
- Male Grooming and Personal Care Consumer - UK - July 2010
- Market Re-forecasts - Beauty and Personal Care - UK - March 200
- Mature Beauty - UK - September 2009
- Men's Fragrances - UK - September 2010
- Men's Grooming - UK - June 2010
- Men's Grooming Habits - UK - March 2007
- Men's Grooming Habits - UK - December 2004
- Men's Grooming Habits - UK - February 2001
- Men's Toiletries - UK - March 2008
- Natural and Organic Beauty - UK - February 2010
- Nutricosmetics - Ingestible Beauty Products - UK - July 2009
- Oral Healthcare - UK - January 2011

[a-z] [date]

- Select "My Account" to browse an industry sector and sub-categories
- Reports can be sorted by date or alphabetically A-Z
- Select report title to view contents

## Additional Features

**MINTEL**  
Oxygen

my homepage | **what's hot** | **reports** | **webinars** | **news** | media homepage | **companies** | **my info** | advanced search | export basket | help

report categories | new reports | **my reports** | report subscriptions | research methodology

- **What's Hot:** latest features on the hottest trends. Keep track of latest trends using "What's Hot Sectors"
- **Webinars:** latest analysts presentations for specific products / sectors
- **News:** latest news on company, market and product developments news. Use useful lists to narrow by sector.
- **Companies:** find latest company news and related reports providing competitor profiles
- **My Info:** customise your home page to include regular updates for your products/sectors

# Viewing/Downloading Reports



my homepage | what's hot | reports | webinars | news | media homepage | companies | my info | **advanced search** | export  
 advanced search last search last results saved searches

## Search Results

**Search terms:** chocolate  
**Words used:** CHOCOLAT, CHOCOLATE, CHOCOLATED, CHOCOLATEERS, CHOCOLATEES, C

### Search results for reports in your subscription

**Chocolate Confectionery - UK - April 2010**  
 Seasonal and Boxed Chocolates - UK - August 2010  
 Hot Chocolate and Malted Drinks - UK - March 2010  
 Tea and Other Hot Drinks - UK - February 2011



my homepage | what's hot | reports | webinars | news | media homepage | companies | my info | **advanced search** | export basket | help  
 advanced search last search last results saved searches

### Contents

Report homepage  
 Research Methodology  
 View tables  
 Contents  
 Issues in the Market  
 Future Opportunities  
 Market in Brief  
 Internal Market Environment  
 Broader Market Environment  
 Competitive Context  
 Strengths and Weaknesses  
 Who's Innovating?  
 Market Size and Forecast  
 Segment Performance

## Chocolate Confectionery - UK - April 2010



- Top snack choice for consumers and bought as a personal treat by almost half the population, the chocolate bar market has benefited from increased snacking on-the-go.
- Ethical considerations have increased in prominence in new product launches for chocolate confectionery in 2009 compared to 2007, although 7% of consumers say they don't trust fair-trade products.
- Parents continue to maintain control over the purchase of chocolate confectionery for their children: only a third of children aged 7-16 years are buying chocolate confectionery themselves.

Select Report Chapter

Download Report Brochure

This report is part of the following subscriptions:  
 Food & Drink: International | Market Intelligence Food and Drink | Food: UK

### Related Reports

Related Information

### Resources

Download Report Presentation

### Webinars

Getting real about solving binge drinking  
 Webinar: British Lifestyles 2010  
 2011 Consumer Trends  
 Premiumisation within the alcohol market  
 Food Provenance

### What's Hot

Chocolate confectionery challenged by healthy eating

### Report homepage



## Chocolate Confectionery - UK - April 2010

\* Market in Brief

previous section next section

### Market in Brief

#### Commodity prices inflate value sales growth

bookmark | export

### Options

Download section

Export to basket

Bookmark

Print

### Report sections

- Value sales of **chocolate** confectionery (excluding boxed and seasonal **chocolates**) increased by 11.7% between 2007 and 2009, however, with the effects of inflation taken into account, sales fell by 2.9%.
- Commodity price inflation put pressure on manufacturers' margins, which meant there was an increased focus on initiatives to shore up raw ingredients supplies.
- Penetration of **chocolate** confectionery decreased, but frequency of consumption went up by 8 percentage points between 2008 and 2010 as loyal chocoholics sought **chocolate** confectionery, an impulse affordable treat.

- Select a report title to display report contents and other related information eg: other reports, news, what's hot
- Select a report chapter from the left hand menu
- "Download section" will download the individual chapter
- "Export to Basket" allows you to select multiple chapters or "export" specific sections/graphs within chapters. Use these functions to select chapters/sections from multiple reports and download together using the "Export Basket" option from the top menu

## Research support & contact details

### Further Support

A full research and enquiry service is available across the Eddie Davies Library & Precinct Library during core hours. You can contact us in person, or alternatively by telephone or email.

#### Eddie Davies Library

Manchester Business School (West)  
Booth St. West.  
Manchester  
M15 6PB  
Telephone: +44 (0)161 275 6507

#### Precinct Library

Manchester Business School (Crawford House)  
Oxford Rd.  
Manchester  
M13 9QS  
Telephone: +44 (0)161 306 3200

Email: [libdesk@mbs.ac.uk](mailto:libdesk@mbs.ac.uk)

Web: <http://www.mbs.ac.uk/library>

Alternatively try our **Business Answers 24/7**, a searchable database of frequently asked questions, providing guidance on the library databases or our **Business Research Plus** blog providing useful tips on business research topics.

**Manchester Business Answers 24/7:** <http://www.mbs.ac.uk/bizlib247>

**Business Research Plus:** <http://bizlib247.wordpress.com>



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