

MINTEL MARKET REPORTS

What is Mintel?

- Market research firm that measures trends and interests in consumer products
- Determine market for new products
- Available to Purdue students

Why is Market Research Important?

- Who is your target consumer?
 - Age
 - Gender
 - Race
- How do you market your product towards your consumer?
 - Health qualities
 - Values of consumer
 - Taste quality
- How does your product compare to competitors?
 - Price
 - Market size
 - Trend in market

Purdue Access

- <http://academic.mintel.com/index.html>
- Or enter this URL for step-by-step tutorial:
<http://sites.lib.purdue.edu/guides/tutorial/mintel/single-page>
- Agree to the terms and conditions.
- Create a personal profile (name, user name, and password)

Searching for reports

- Let's search for 'cakes' in the search bar at the top of the page.

[Home](#) [Reports](#) [Analyst Insight](#) [News](#) [Search](#) [Tools](#)

[Search](#) [Last Results](#)

Search Results

Search terms: cakes

Words used: CAK, CAKE, CAKED, CAKES, CAKING

search results for reports
repeat this search for Analyst Insight 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

Prepared Cakes and Pies - US - August 2012

Cake and Cake Bars - UK - June 2012

Cakes and Pies - US - December 2008

Baking and Dessert Mixes - US - January 2011

Home Baking - US - January 2012

In-store Bakeries - US - September 2011

Kids' Snacking - UK - December 2011

Bread, Cakes and Biscuits - Ireland - July 2008

Convenience Stores - UK - April 2012

Trends in Snacking and Value Menus in Foodservice - US - June 2012

...more >>

Future reports

Consumer Snacking - UK - December 2012

Cooking Enthusiasts - US - October 2012

...more >>

Archived reports

Breakfast Foods - US - November 2009

Breakfast Foodservice Trends - US - February 2009

...more >>

[save this search](#) | [edit this search](#) | [download csv](#) | [related results](#)

42 Analyst Insights

[\[relevance\]](#) [\[date\]](#) [\[a-z\]](#)

10-18-2011 Premier Foods continues to introduce confectionery brands into cake formats

02-10-2012 Mr Kipling harnesses nostalgia trends with Sweet Shop range

06-17-2010 Cakes caught up in a Tug of War

07-31-2012 Retailers introducing more innovation, fun to grilling

05-11-2012 Does gluten-free have a long-term future?

01-18-2012 More excitement in the kitchen

11-10-2009 Rockin' Red

11-08-2011 The in-home drinks market looks to utilise the seasonal opportunity

12-22-2011 New regulations scramble the state of play in the EU egg industry

08-30-2011 McVitie's channels the success of Kellogg's Krave through a filled biscuit range

...more >>

486 News

[\[relevance\]](#) [\[date\]](#)

09-13-2012 Better burger chains add nontraditional meats to menus

09-10-2012 [Unilever forms new partnerships for Marmite snacks range](#)

09-05-2012 Dunkin' Donuts brings back seasonal menu items

09-03-2012 Mr Kipling expands product range

08-31-2012 Premier Foods facing rising cost of wheat

08-30-2012 Outback sells four-course meal for \$15

08-29-2012 Sara Lee revamps pound cake lineup

08-28-2012 National Cupcake Week to be supported by Budgens

08-24-2012 Online loyalty scheme for Anchor

08-20-2012 Halloween and Bonfire Night biscuits from McVitie's

...more >>

20 Companies

[\[relevance\]](#) [\[a-z\]](#)

Finsbury Food Group Plc

3 Useful Lists

[\[relevance\]](#) [\[date\]](#)

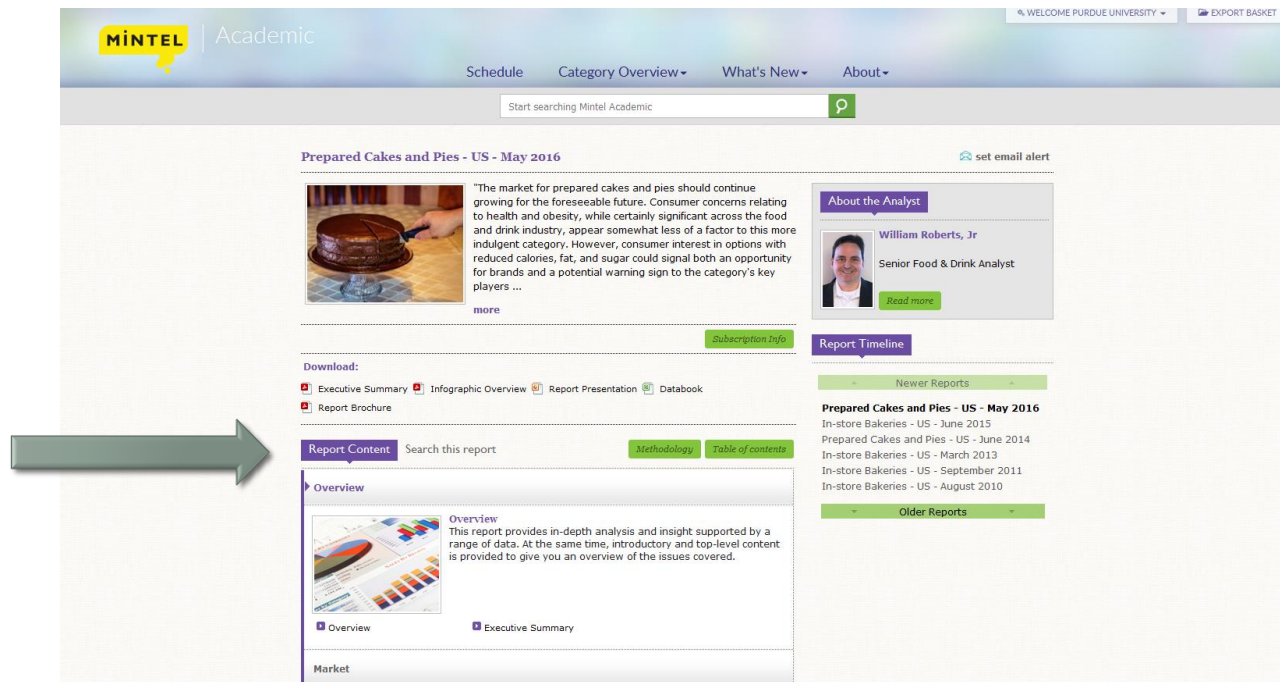
06-01-2011 Best budget eateries in Bradford

Search Results

- The most helpful resource is the Reports section
 - Select the most recent and relevant report
- In May 2016, a report was done on prepared cakes and pies
- Note: some of the reports are for different countries.
- Other reports such as Ready to Eat foods or Desserts could also include information on prepared cakes and pies.

Contents of Report

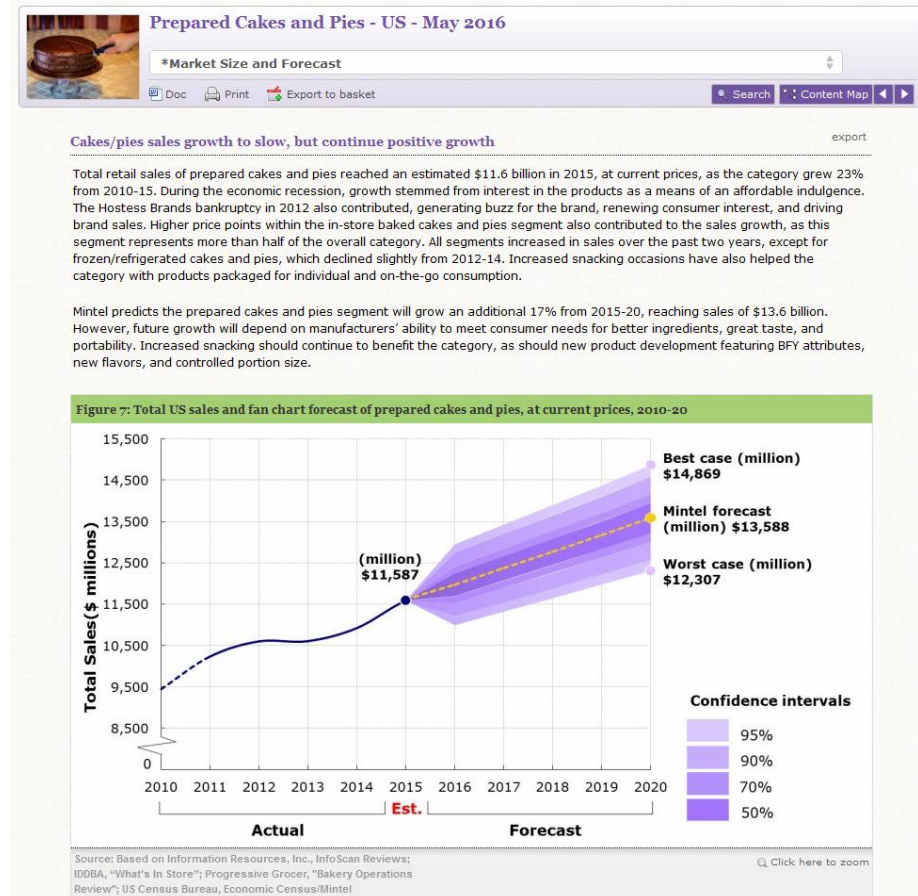
- Click on 'Report Content'
- A page will pop up showing the in depth contents of the report.
- There is a lot of useful information in these reports.



The screenshot displays the Mintel Academic website interface. At the top, the header includes the Mintel Academic logo, navigation links (Schedule, Category Overview, What's New, About), a search bar, and user options (WELCOME PURDUE UNIVERSITY, EXPORT BASKET). The main content area is titled 'Prepared Cakes and Pies - US - May 2016'. It features a summary image of a cake, a brief description of the market, and a 'Download' section with links to Executive Summary, Infographic Overview, Report Presentation, Databook, and Report Brochure. A large green arrow points to the 'Report Content' tab, which is currently selected. The 'Report Content' section shows an 'Overview' tab and a 'Market' section. The 'Overview' tab is active, displaying a chart and a description of the report's content. The 'Market' section is partially visible below. On the right side, there is an 'About the Analyst' section for William Roberts, Jr., a 'Report Timeline' section with 'Newer Reports' and 'Older Reports' dropdowns, and a 'Subscription Info' link.

Market Size

- Click on 'Market size and Forecast' in report
- Here you can find the market size for past years, current year, and estimations for the years ahead
- There are descriptions and explanations that explain the market size
- Why is it growing/declining?
- Also suggests ways to improve within the market



Market Size

- Under the market tab you can also find out who the competitors are for your product
 - How is your product more competitive?
 - What is the price range of the competitors?
- Important to understand what is already on the market

Target Consumer

- Select “Cake/Pie Purchase Factors” under the Consumer tab
- This gives lots of information about why people buy this product
- Other tabs have helpful information as well
- Keep in mind:
 - Who is your consumer?
 - Age, gender...
 - Why are they using this product?

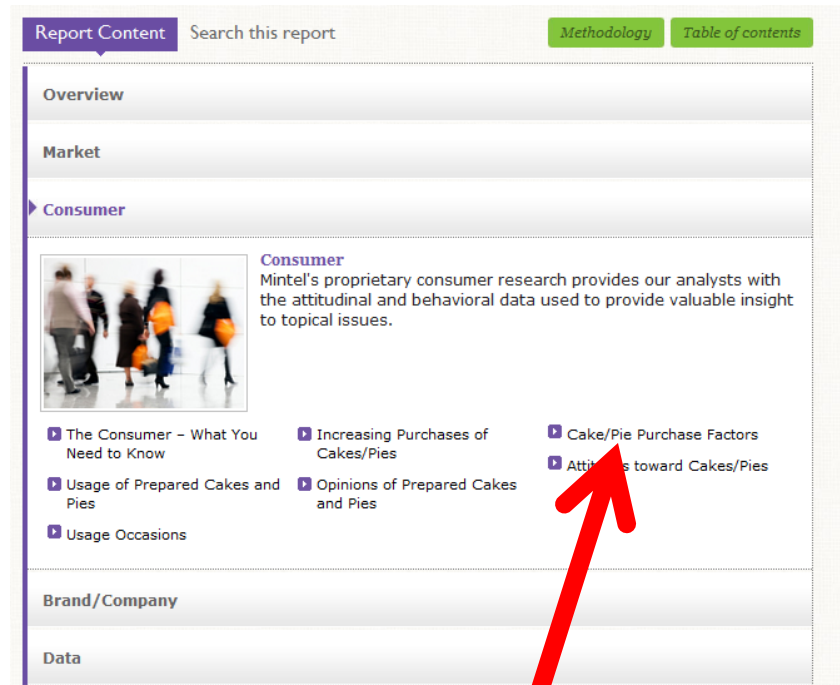
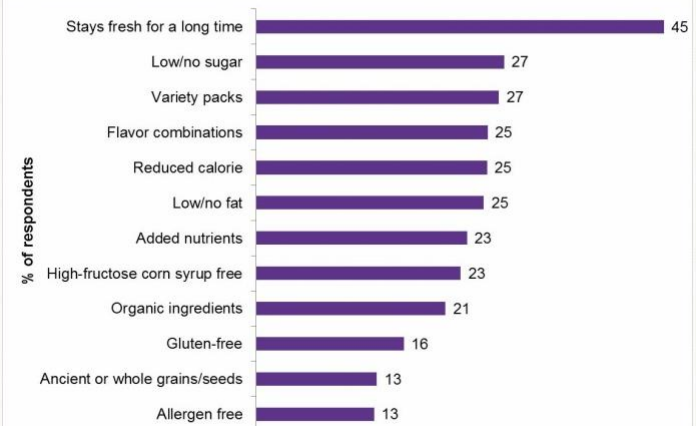


Figure 49: Purchase factors, February 2016

Base: 1,381 internet users aged 18+ who eat prepared cakes and/or pies

"Which of the following are important to you when purchasing ready-to-eat cakes and/or pies?"



Source: Lightspeed GMI/Mintel

[Click here to zoom](#)

Team work time

- Mintel will provide information that you will not be able to find anywhere else on *market size* and *target consumers*
- May need to look at other sources to fulfill all of the marketing requirements of the report
- Check the rubric to include all information about your product's market
- Finalize your product selection using SWOT analysis

SWOT Analysis

What is SWOT?

- A strategic process that evaluates internal and external environments to create a niche in the market and to identify:

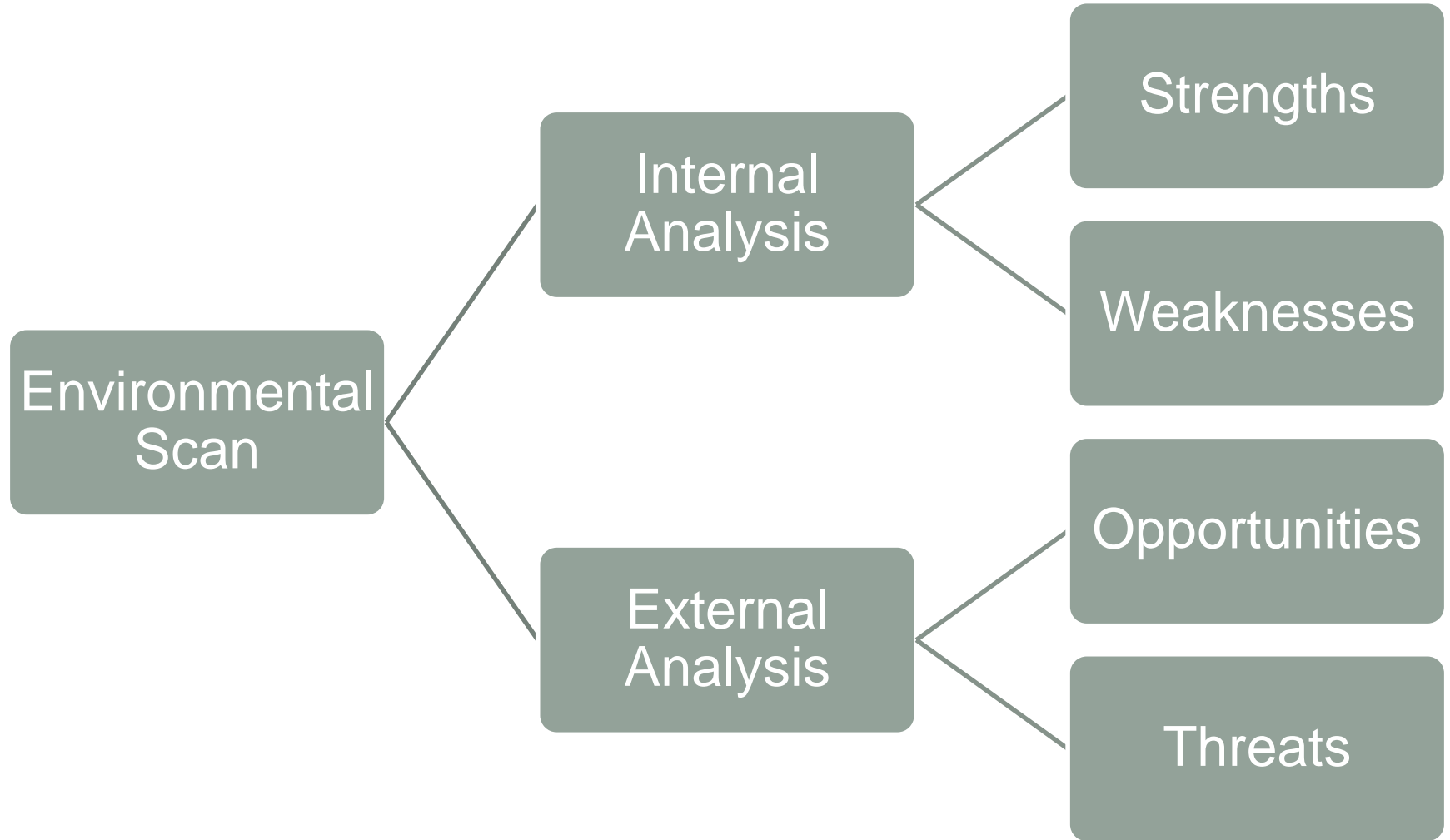
Strengths

Weaknesses

Opportunities

Threats

Breakdown of SWOT



Strengths

- What resources and capabilities does your product have that can help develop a competitive advantage?
 - Reputation
 - Cost advantage
 - Patents
 - Differential advantage over similar products
 - Uniqueness

Weaknesses

- What does your product not have? Are there any disadvantages to your strengths?
 - Reputation
 - Cost
 - Lack of availability of resources/ingredients
 - Distribution difficulties

Opportunities

- What external areas can your product capitalize on or address? Are there areas of potential growth?
 - Emerging trends
 - Unfulfilled consumer need
 - Competitor weakness
 - New technology

Threats

- What factors could prevent your product from being successful?
 - Shifting consumer tastes
 - Interest – how to keep them coming back
 - Negative economic trends
 - Availability of ingredients
 - Other vulnerabilities

Example: Kindle Fire

Strengths	<ul style="list-style-type: none">-Amazon Content-Touch screen-Low price
Weaknesses	<ul style="list-style-type: none">-Lack the versatility of other tablets-Limited app store
Opportunities	<ul style="list-style-type: none">-Integration of mobile internet-Increase internal storage
Threats	<ul style="list-style-type: none">-Many similar devices are already on the market-Several other tablets are being released

Using Mintel

- Mintel can help you answer SWOT questions.
 - What products are already on the market?
 - Does my product have advantages over existing products?
 - Are there growing or open areas in the market that my product can fill?
 - Are there existing trends that could strengthen my product?

What now?

- How do you use S, W, O, T to your advantage?
- Can you pursue every potential opportunity?
- How do you leverage your strengths and weaknesses to respond to external factors?

SWOT/TOWS Matrix

	Strengths	Weaknesses
Opportunities	<p><u>S-O strategies</u> pursue opportunities that are a good fit to the product's strengths</p>	<p><u>W-O strategies</u> identify ways to overcome weaknesses to pursue opportunities</p>
Threats	<p><u>S-T strategies</u> identify ways to use strengths to reduce vulnerability to external threats</p>	<p><u>W-T strategies</u> identify a defensive plan to prevent weaknesses from making the product susceptible to external threats</p>

Some Useful Resources

- For more explanations and examples
- <http://cbae.nmsu.edu/~dboje/sbc/pages/page3.html>
- <http://www.quickmba.com/strategy/swot/>