

Benjamin Hall

Business Librarian, Gaughan & Tiberti Library, University of Southern California,
hallbenj@usc.edu

Business information providers (aka vendors) often say, "We have an NDA with most of
our clients, so we can't

B. Hall

Founded in 1972, Mintel is a global market research firm recognized for its analysis of consumers and consumer products. Mintel Reports include information on market drivers, market sizes and segmentation, popular brands, market forecasts, and consumer trends. In addition to the Global New Products Database (GNPD) which monitors product innovation, Mintel Reports and consumer data cover categories such as travel, food, beauty, health, technology, automotive and more.

How are corporate clients using Mintel?

General Mills relies on *Mintel Reports* to ideate the early stages of innovation, particularly where texture and flavor preferences are concerned. For example, General Mills has used the ice cream category and adjacent category reports to map consumer trends to product ideas (Mintel, n.d.).

In August of 2020, Gorilla Glue purchased the *Impact of Covid-19 on DIY* report ad-hoc prior to launching product in Italy. The *Mintel Report* helped the company plan out which DIY retailers to target for distribution in 2021. Gorilla Glue was also able to link Mintel's market data to their own proven sales figures (Mintel, n.d. a).

Mediacom uses *Mintel Trends* for inspiration. For more than 10 years, Mediacom has relied on *Mintel Reports* and *Mintel Trends* to understand how consumers are adapting to new technologies, including understanding the "purchase journey" (Mintel, n.d. b).

Other clients include: Whirlpool, Baccini, Epsilon, Teeco, Homeserve, BASF, Abacus Marketing

Insider Intelligence—founded in 1996 as eMarketer—provides analysis, market data, and statistics on the internet, e-commerce, online marketing, advertising, social media, and emerging digital technologies around the world.

How are corporate clients

B. Hall

Statista pro

Academic BRASS, Fall 2023, Vol. 18, No. 2

Eventys Partners, Nfluence Partners, Ducera, LionTree, Zurich, Paragon, eHealth, Lightspeed, Lincoln International, HarbourVest, Toronto Global, NVCA, ACG, Advbeca

Data Axle—founded in 1972 as Infogroup—is a research tool for business, consumer and residential directory information. With data compiled from more than 100 sources, including real estate, tax assessments, B2B records, and demograph

B. Hall

Bizminer. (n.d.). *Financial institutions: Increase the efficiency, confidence, and accuracy of your essential decisions*. <https://bizminer.com/financial-institutions/>

Forrester. (n.d.). *Client success stories*. <https://www.forrester.com/bold/client-stories/>

Gartner. (n.d.). *Gartner for sales: Client stories*.
<https://www.gartner.com/en/sales/customer-success-stories>

Hall, B. (2023, March 7). *Quick quips for business resources*. ACRL Framework for Information Literacy Sandbox. <https://sandbox.acrl.org/library-collection/quick-quips-business-resources>

RavenPack. (n.d.). *RavenPack partners with Benzinga to offer big data analytics in financial services*. <https://www.ravenpack.com/blog/benzinga/>

Works Cited

Bertollini, V. (2018, August 24). *Here's what building the future looks like for a 10-billion-person planet*. Autodesk. <https://www.autodesk.com/design-make/infographics/>

Pérez, P., & Altman, G. (2020, August). *The future of retail: 3 trends to inform your strategy over the next 5 years*. Think with Google.

<https://www.thinkwithgoogle.com/intl/en-gb/consumer-insights/consumer-trends/five-year-retail-strategy-trends/>

Pickhardt, P. (n.d.). *Client overview: Countybank*. IBISWorld.

<https://www.ibisworld.com/client-success-stories/countybank/>

Pitchbook. (2022, April 12). *Real estate meets innovation and a category is born with some help from Pitchbook*. Pitchbook blog.

<https://pitchbook.com/blog/real-estate-meets-innovation-and-a-category-is-born-with-some-help-from-pitchbook>

Pitchbook. (2021a, November 22). *How Village Capital uses Pitchbook to find new startups and create a diverse portfolio*. Pitchbook blog.

<https://pitchbook.com/blog/how-village-capital-uses-pitchbook-to-find-new-startups-and-create-a-diverse-portfolio>

Pitchbook. (2021, October 19). *How Whittaker Associates uses Pitchbook to transform data into richer business knowledge*. Pitchbook blog.

<https://pitchbook.com/blog/how-whittaker-associates-uses-pitchbook-to-transform-data-into-richer-business-knowledge>

Saldana, J.