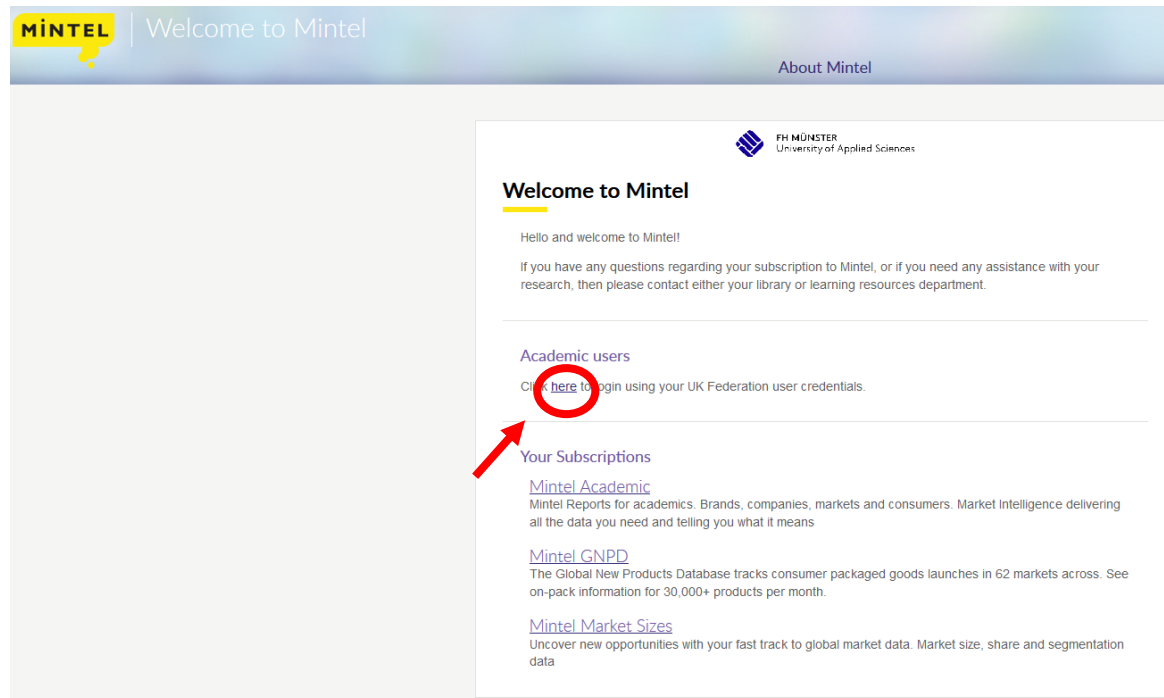


Anleitung zur Nutzung der Datenbanken MINTEL Trends, MINTEL GNPD und MINTEL Market Sizes

1. Rufen Sie den Link <https://www.hb.fh-muenster.de:2443/login?url=https://portal.mintel.com/portal/anon/home#login> über die Digitale Bibliothek auf.
2. Klicken Sie im Feld „Academic users“ auf den Link.



3. Es öffnet sich ein neues Fenster, in dem Sie bitte den Namen „Fachhochschule Münster“ eingeben oder ihn aus der Liste auswählen.



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Which organisation would you like to sign in with?

Start typing the name of your [organisation](#) (e.g. Anywhere College) in the search box, and options will appear below:

Fachhochschule
Münster
remove x

Fachhochsc

BFH - Berner Fachhochschule	
CAMPUS 02 Fachhochschule der Wirtschaft	
Fachhochschule Kärnten	
Fachhochschule Münster	Sign In
Fachhochschule Potsdam	
Fachhochschule Salzburg	
Fachhochschule Vorarlberg	
FHNW - Fachhochschule Nordwestschweiz	
Rheinische Fachhochschule Köln gGmbH	

4. Klicken Sie anschließend auf den Button „Continue“.



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Continue

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5. Melden Sie sich mit Ihrer FH-Kennung und dem dazugehörigen Passwort an.



ANMELDEN

FH-Kennung
<input type="text"/>
Passwort
<input type="password"/>

[Passwort vergessen?](#) [Neu registrieren](#)

[↗ Login](#)



6. Nach erfolgreicher Anmeldung öffnet sich die Startseite von MİNTEL. Wählen Sie die gewünschte Datenbank unter „Your Subscriptions“ aus. Hier beispielsweise die Datenbank MİNTEL GNPД.

The screenshot shows the MİNTEL website home page. At the top left is the MİNTEL logo and the text "Welcome to Mintel". To the right are navigation links for "Home", "Preferences", and "About Mintel". Below the header, there is a "Welcome" section with a yellow underline under the word "Welcome". To the right of this is a message: "Hello and welcome to Mintel! If you have any questions regarding your subscription to Mintel, or if you need any assistance with your research, then please contact either your library or learning resources department. Need help finding your way around? [Take a tour.](#)".

Below this is a section titled "Recently used by you" with a black header. It contains two cards: "Mintel GNPД" (with a shopping cart image) and "Mintel Academic" (with a stack of books image).

Below that is a section titled "Your Subscriptions" with a black header. It contains three cards: "Mintel Academic" (with a stack of books image), "Mintel GNPД" (with a shopping cart image, highlighted with a red border and a red arrow pointing to it from below), and "Mintel Market Sizes" (with a globe image). Below the "Mintel GNPД" card is a description: "The Global New Products Database tracks consumer packaged goods launches in 62 markets across. See on-pack information for 30,000+ products per month." Below the "Mintel Market Sizes" card is a description: "Uncover new opportunities with your fast track to global market data. Market size, share and segmentation data".

7. Es öffnet sich die Datenbank. Stimmen Sie den Benutzungsbedingungen zu, um die Datenbank zu öffnen.



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8. Anschließend können Sie in der Datenbank MINTEL GNPD recherchieren.

The screenshot shows the MINTEL GNPD website interface. At the top left is the MINTEL logo and the text 'GNPD'. A navigation bar contains the links: Suchen, Categories, Insight, Ingredients, and Mein GNPD. Below this is a search bar with the text 'GNPD Suche' and a magnifying glass icon, with a link to '[Erweiterte Suche]'. The main content area features a featured article titled 'A year of innovation in bottled water, 2018' with a sub-header 'Kategorie Überblicke'. The article text states: 'Sparkling waters are gaining popularity as consumers switch from sugary beverages. Brands are also looking at ways to reduce plastic pollution.' Below the text is a 'Mehr lesen' link and a pagination bar with numbers 1 through 5, where '2' is highlighted. Below the article are three tabs: 'Willkommen', 'die neuesten Produkte', and 'Aktuelle Insights'. To the right of these tabs is a filter dropdown menu labeled 'Nach Super Category filtern:' with 'Alles' selected. The page is divided into two columns. The left column is titled 'Mein Unternehmen' and features a profile for 'FH Muenster'. The profile text includes: 'Willkommen bei Mintel GNPD. Unsere globale Neuprodukt Datenbank erfasst Produktinnovationen und Einzelhandelserfolge aus Konsumgütermärkten auf der ganzen Welt. GNPD bietet Ihnen eine unvergleichliche Abdeckung an Neuproduktaktivitäten - zum Überwachen Ihrer Wettbewerber, dem Entwickeln eines besseren Kategoriebewusstseins, zur Identifizierung von Marktpotenzialen oder als Inspiration für Ihre eigene Neuproduktentwicklung. Mehr als 33.000 neue Produkte aus 62 verschiedenen Ländern werden monatlich eingepflegt. So wird sichergestellt, dass Ihnen als Nutzer der GNPD eine umfassende Abdeckung, verlässliche Daten und präzise Berichte zur Verfügung stehen.' Below this text is a link 'Inhalt für FH Muenster' and another link 'Komplette Liste anzeigen...'. The right column is titled 'Kundenbetreuer' and features a profile for 'Anna Knapp'. The profile text includes: 'Welcome to Mintel. We take our role as information partner seriously and offer you as many touchpoints as possible within our organization. To ensure you're directed to the best possible person and that your account is looked after effectively, we like to focus all contact through one point ... and that's me.' Below this text is another paragraph: 'I'm available for anything from how to run an effective search to general login requirements, from phone/on-site training needs to interpreting and analyzing our data. Please feel free to call or email me using the information below.' To the right of the text is a placeholder for a photo labeled 'Photo Unavailable' and the contact information 'Anna Knapp' and 'aknapp@mintel.com'.

Stand: 09.07.2018