Mintel Market Sizes

Select, compare and extract market data to support your business decisions

“Perfect for comparing market size data”
– Leading International Food Manufacturer

gmn.mintel.com
Strengthen your business decisions

Mintel Market Sizes is a trusted database containing market size, market share and forecast data for thousands of consumer goods categories worldwide.

It gives businesses reliable, comparable market data to support their business decisions whether they are seeking expansion opportunities, diversifying to new markets or wanting to capture new clients.

Select, compare, share and inform

With Mintel Market Sizes it is easy to select the data you need, compare countries or markets and then export to a format that supports your business task.

What’s included

• Market size: quickly check market conditions in an unfamiliar industry, region or country, including five years of historical data.
• Market share: identify main players, spot threats, risks… and opportunities!
• Market forecast: add up to five years of reliable forecast data to support your business plans and goals.
• Segmentation: gain a thorough insight into the structure and size of a category.
• Socio-economic data: benchmark against population, GDP and CPI to create an overall illustration of market potential.

Benefit throughout your business

Finance – Benchmarking performance and market conditions.

Research – Supporting daily ad-hoc requests for preliminary research.

Product Development – Guiding decisions on new product development and potential launch markets.

Strategic Planning – Forecasting market prospects and supporting business plans.

Marketing – Revealing market opportunities… and threats!

Sales – Identifying new channels and customers.

Countries

Market conditions can be very different from one country to another. Mintel Market Sizes enables you to easily compare performance.

Western Europe

Austria
Belgium
Denmark
Finland
France
Germany
Italy
Netherlands
Norway
Portugal

North America

Canada
US

Latin America

Brazil
Chile
Colombia
Mexico

Asia Pacific

China

Indonesia

Japan

Malaysia

South Korea

Thailand

Vietnam

Australia

New Zealand

India

Indonesia

Japan

Malaysia

South Korea

Thailand

Vietnam

Australasia

Australia

New Zealand

Europe

Spain

Sweden

Switzerland

Turkey

UK

Eastern Europe

Poland

Russia

Africa

South Africa

Industries

In these challenging economic times it is more important than ever to look beyond your usual business boundaries and identify new potential markets. Mintel Market Sizes will expose market characteristics within the following industries:

Alcoholic Drinks

Automotive

Beauty, Personal Goods, Toiletries

Clothing & Footwear

Consumer Electronics

Food

Food Service

Holidays & Travel

Household/Home

Leisure & Entertainment Media

Non-alcoholic Drinks

Personal Finance

Over The Counter

Pharmaceuticals

Retail

Telecommunications

Add on the following data manipulation tools

• Currency converter
• Language translations
• Inflation adjuster
• Fast export options

Behind the scenes of Mintel Market Sizes

A wealth of international sources feed directly into Mintel Market Sizes. Using a blend of primary and secondary research, enhanced by exclusive insights from Mintel gives the assurance of best-in-class transparent research data.

Our methodology gives a holistic and comparative view of market information in the world’s most powerful consumer markets.
About Mintel

A member of the Market Research Society, Mintel is an independent, award-winning provider of consumer market intelligence, delivering robust information, analysis and critical recommendations. Mintel’s trusted portfolio of proprietary research solutions support high-profile clients in key sectors such as FMCG, financial services, media, retail, leisure and education.

For 40 years, no one has connected more dots, allowing our clients to make better decisions. We challenge you to find a better package of research service and value anywhere.

“Perfect for preliminary research into unknown categories”
– Top 10 Media Agency

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