



**MINTEL**

CONSULTING

# GET A **UNIQUE** PERSPECTIVE

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Customised growth strategies for the world's most ambitious brands

[mintel.com](https://www.mintel.com)

Meet the

# 'WHAT'S NEXT?'

Team

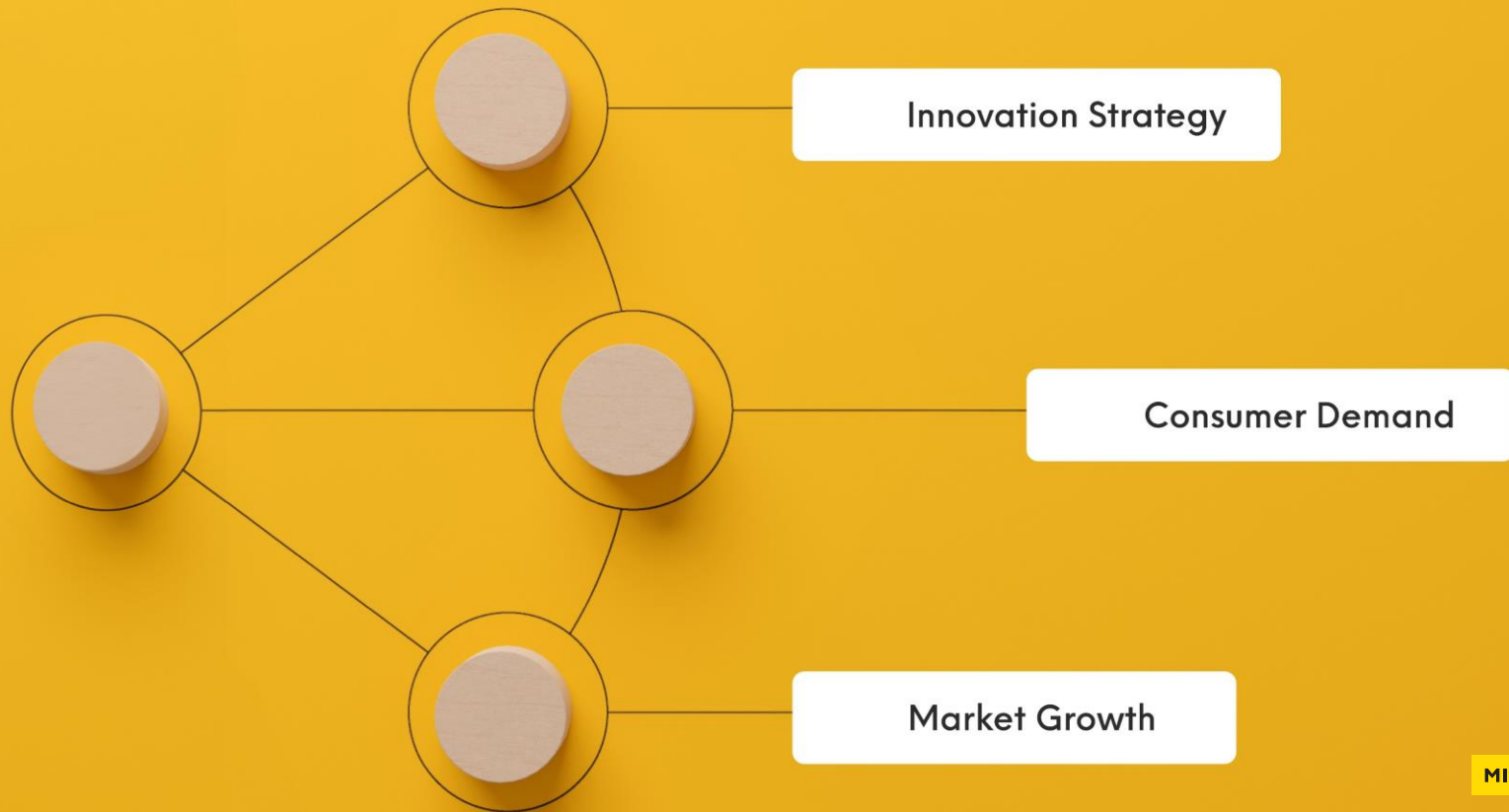
You know Mintel for trusted global data and expert analysis - well, we're the **'What's next?'** team.

At Mintel Consulting, we help you digest the data, amplify the narrative, and apply expert insights to fuel your growth.

Think of us as an extension of your marketing, insights, and R&D teams, delivering tailored opportunities that drive market growth and spark consumer demand.

# OUR CAPABILITIES

Through a deep understanding of markets, innovation and consumers, Mintel Consulting delivers customised solutions focused on:



Grabbing opportunities for a winning

# INNOVATION STRATEGY

## THE TYPES OF QUESTIONS WE'RE ASKED TO PROPEL INNOVATION:

What flavours/fragrances should  
we focus on for innovation?

What claims best resonate with  
our target audience?

How do we turn the data into a  
real life concept?

What would you like to ask?



Let our consultants help turn the data into a reality for...

# CONCEPT GENERATION

Concept generation is the spark that ignites innovation, transforming raw ideas into groundbreaking products that capture consumer loyalty. In a fast-paced global market, having a

vibrant pipeline of concepts is crucial – it's the lifeblood of creativity that keeps your products ahead of the curve. Our consultants stand at the forefront of this process, combining rich category

knowledge with powerful analytics and innovation frameworks to ensure your concepts are not only creative but market-ready.

We not only identify the strongest concepts for you, but help you innovate at speed.

Talk to our expert product and innovation consultants about...

# FORMULATION STRATEGY

Formulation strategy is the blueprint for creating products that captivate consumers with irresistible flavours and top-notch ingredients. It's essential for standing out in a competitive market and driving consumer loyalty.

Our consultants leverage the world's leading product ingredients and flavours datasets to help you understand the ideal product attributes that are going to best resonate with your consumers and drive success. When you partner with us, we'll guide you to

develop unique, trend-setting products that meet consumer demands and exceed expectations. This means launching successful new flavours, enhancing product quality, and boosting market share.

Trust Mintel to transform your product formulations into market leaders.

Tap into our expert advice and enviable datasets on...

# CLAIMS STRATEGY

Claims strategy is the game plan that ensures your products are compelling, credible, and compliant, driving consumer trust and brand loyalty.

It's essential for standing out in a crowded market and building trust with your consumers. We use predictive modelling and our deep knowledge of your category to craft and execute

this strategy with you. We guide you to create powerful, trustworthy claims that resonate with consumers and differentiate products.

Enhanced brand reputation, increased consumer confidence,  
and impacted sales.

We're experts at identifying and capitalising on the very best...

# PACKAGING STRATEGY

We excel in the art of creating eye-catching, functional, and sustainable packaging that not only protects your product but also captivates consumers

and drives brand loyalty. It's essential for standing out in a crowded market and meeting growing environmental demands. Our team specialises in

crafting compelling product strategies that elevate brands through strategic packaging design and persuasive claims.

We partner with you to develop efficient, imposing, or eco-friendly packaging that ensure you jump off the shelf and into the shopping basket.



Capturing the Zeitgeist to fuel

# CONSUMER DEMAND

## THE TYPES OF QUESTIONS WE'RE ASKED TO DRIVE CONSUMER DEMAND:

Who is the target consumer?

Will people buy our product  
over our competitors?

What are consumers saying  
about our product?

What would you like to ask?



We'd love to discuss your consumer...

# BEHAVIOUR, INTENT & SENTIMENT

In a world overflowing with choices, understanding how consumers think, feel, and act is not just a nice-to-have; it's essential for carving out your competitive edge. Our team of consultants employ advanced methodologies to decode

hearts and minds of your target audience or existing customers. We evaluate their perceptions of your brand and competitors and their emotional responses to your products or services. By gaining insights into these critical

areas, we help you tailor your marketing strategies to effectively engage, influence, and ultimately convert your customers. Imagine launching a product perfectly aligned with consumer desires or pivoting quickly to meet shifting trends.

This isn't just theory; it's the reality Mintel Consulting enables.

Talk to us about....

# CONSUMER TRENDS & FORECASTING

Stay attuned to consumer trends to innovate quickly, remain competitive, and meet evolving consumer needs, both now and years into the future. Consumer trends forecasting is the crystal ball that reveals future buying habits, helping you stay ahead of the

curve and meet evolving consumer demands. It's essential for creating products that resonate and drive growth. Mintel Consulting is uniquely positioned to help you anticipate shifts in consumer behaviour, identify emerging trends, and tailor your

strategies accordingly. Our seasoned primary research consultants leverage robust quantitative and qualitative methodologies to get inside the mind of your target consumer cohort - no matter how niche or macro.

**This means launching products that hit the mark, optimising marketing campaigns, and staying ahead of competitors.**

Let's discover the consumer drivers for...

# GROWTH OPPORTUNITIES & DEMAND GENERATION

Get ahead of the present by identifying consumer demands of the future. With our razor-sharp understanding of global trends and our meticulous approach to primary research, we can point you

to the consumers that will drive your business most. We expose untapped potential, emerging trends, and underserved segments.

So you can woo consumers through your brand strategy and innovation pipeline.

How do you form the ideal...

# OFFER ARCHITECTURE

In a world saturated with multiple options, your offer needs to stand out. We specialise in crafting compelling offer architectures that cut through the noise and resonate with your target audience.

Our consultants leverage their expansive marketing expertise and our database of billions of global ad creatives to understand how you can build awareness, conversion, and growth with the customers who matter most.

Compelling offer architectures that cut through the noise

Finding the spark to ignite

# MARKET GROWTH

## THE TYPES OF QUESTIONS WE'RE ASKED TO FUEL MARKET GROWTH:

Is this a sizeable market and  
category opportunity?

Will our product range be a  
success in another region?

Should we collaborate with  
another brand?

What would you like to ask?



We're passionate about discussing...

# MARKET SUITABILITY / PRODUCT FIT

When it's time to expand your brand, you want to target the consumer groups most likely to like you. Market suitability is the ultimate test to ensure your product hits the bullseye with your target audience. It's crucial for aligning

your offerings with market demands and driving sustainable growth. By leveraging our vast market intelligence and innovation expertise, you can fine-tune their products, anticipate market needs, and outpace competitors.

Backed by the world's largest database of consumer products, we make sense of your key markets - their products, their consumers, and where you can fit in. Trust Mintel to transform your market insights into actionable strategies.

**Higher customer satisfaction, increased market share,  
and quicker realised growth.**

Our consultants love talking about...

# CATEGORY EXPANSION FORECASTING

We give you a crystal ball so you can lead your category your way. We model the future of your product lines, ensuring you stay ahead of market trends and

consumer demands. Our consultants put your priorities in the context of category and consumer drivers, showing you how your goals fit into broader trends.

We harness Mintel's unparalleled market intelligence and innovative strategies to guide you through this process.

By leveraging Mintel's expertise, you can anticipate market shifts, launch new lines quicker, and gain share.



What questions do you have about...

# BRAND STRATEGY

Brand strategy is the master plan that sets you apart, builds loyalty, and drives growth. It's the secret sauce that makes your brand unforgettable and indispensable.

Our consultants harness the power of our global products database and their category, innovation, and advertising expertise to transform your brand into a powerhouse.

We inform many elements of your product roadmap to ensure you connect with the right consumers whether its day one or you're a legacy player in refurbishment.

Our Consultants will help you connect your brand with the right consumers

Discover untapped potential with our guidance on...

# MARKET OPPORTUNITY

The future is bright - especially when we illuminate it. By putting consumer and macro trends in the context of your priorities and goals, we give you the framework to move your

business forward. Our team leverages a combination of consumer insights, market analysis, and trend forecasting to identify promising growth opportunities.

By aligning these opportunities with your strategic goals, we provide a clear roadmap for expanding your market reach.

Whether you're looking to enter new territories or deepen your penetration in existing ones, our expertise will guide you toward sustainable growth and long-term success.

Let our team help you uncover and leverage...

# WHITE SPACE DISCOVERY

Our consultants are versed in the art of identifying untapped market opportunities that can catapult your business to new heights. White space discovery is essential for staying

ahead of the competition and driving innovation. Intel, with its unparalleled market insights and forward-thinking strategies, is the ultimate partner for this journey.

By leveraging Intel's expertise, we'll help you uncover hidden growth areas, launch groundbreaking products, and dominate new market segments.

**We'll enable your brand to develop innovative solutions to hit unmet demands and gain a competitive edge.**

**MINTEL**

CONSULTING

Ask us

# 'WHAT'S NEXT?'

When you need to tap into the consumer Zeitgeist to spark market growth or drive innovation, just ask us how we'd approach it and "What's next?"

From in-depth theses to rapid assessments, we'll get to the heart of your challenges and create tailored solutions that truly make an impact.

We'll walk you through our process and dive into "what is," "what will be," and "what can be." We're excited to explore the possibilities with you.

To find out more, visit:  
[mintel.com/products/consulting/](https://mintel.com/products/consulting/)