

The **right partner** makes all the difference



Mintel GNPD
Your new product partner

gnpd.mintel.com

Mintel GNPD Your new product partner

Mintel GNPD is much more than just a Global New Products Database ...it's a premium partnership.

Mintel GNPD monitors product innovation and retail success in the consumer packaged goods market worldwide. In fact, our global team works closely with you – as a partner – to ensure our high-quality data, market insight and strategic advice provide you with customised intelligence. Mintel GNPD will help drive your new product development initiatives and maximise the profitability of your business.

Mintel knows the consumer goods market

Leading industry professionals around the world have trusted Mintel GNPD as their preferred partner in market research and product innovation for over 35 years.

If your market research interests revolve around ingredients, packaging and mass-market categories including food, beverages, beauty and personal care, household goods and pet care, then you too will benefit from having Mintel GNPD as your new product partner. With Mintel GNPD, you will be able to:

- ◆ Leverage time saving, customised market insight – monitor competitor activity and track emerging market, product and ingredient trends
- ◆ Generate the most in-depth category analysis – access the largest number of data fields plus the most exclusive data available in the marketplace
- ◆ Benchmark sales performance against comparable product innovation – gain confidence in your investments with the most potential for success



Mintel GNPD isn't just about data ... it's a partnership

Our clients praise our first-class global service and commitment to ensuring every client realises the full power of Mintel GNPD.

"Client Service at GNPD is head and shoulders above the rest of our suppliers." – **Researcher, Dean Foods**

"The GNPD staff we have worked with are excellent, responsive and agreeable, and willing to provide insight." – **NPD Manager, Cadbury Schweppes**

Because Mintel GNPD is your new product partner, dedicated Mintel GNPD experts are on hand to ensure you are able to identify the products that have the most impact on your business. Mintel GNPD contains data from over 50 countries worldwide with over 20,000 new products added every month and we continually update our data for maximum coverage, reliability and accuracy.

Custom insight for your new product development

The Mintel GNPD team is committed to working with you to integrate Mintel GNPD into your product development processes. We want you to gain maximum value from Mintel's insight. That's why we ensure that you and your team receive information about your category and competitors – structured exactly how you need it.

Not only will we quickly and efficiently organise the data on your team's Mintel GNPD account so that each member of the group gets the appropriate information at the click of a mouse, but we also offer on-site trend presentations and ideation sessions customised for your business needs.

Your tailor-made Mintel GNPD

Mintel GNPD gives you total freedom to choose only the options best suited for your needs and offers the greatest choice you can have in the market.

Use Mintel GNPD's outstanding personalised functionality and flexibility with features such as:

- ◆ Customised front-page quick searches
- ◆ Tailored viewing and downloading options
- ◆ Daily technical support through our helpdesk
- ◆ Training and business alerts

On-site trend presentations and ideation sessions

The Mintel GNPD team delivers our authoritative new product development insight in a highly customised on-site presentation at your location. No matter what your current focus – ideation, trend evaluation or integrating market research into your workflows – as your new product partner, we are dedicated to adding value to your new product development expertise and processes.

"Service from the GNPD team is great."
– **Account Manager, Griffins**

Mintel GNPD on-site presentations give you a complete overview of all the latest new product development activity in your category, designed to help stimulate your ideation process. On-site presentation topics include:

- ◆ Industry and consumer-focused market analysis
- ◆ New product development activity and success in your specified category
- ◆ New product ideas related to your category

Ideation sessions extend your trend presentation into the next stage. In less than two hours, the Mintel GNPD team facilitates a creative brainstorm based on new product development activity in your chosen category that helps you:

- ◆ Develop new ideas to create innovation in your category
- ◆ Review innovative ideas and sales performance within the market
- ◆ Capture new concepts and make informed forecasts

Mintel GNPD experts will help personalise your content to meet your exact business needs and save valuable time with targeted reviews, sampling sessions, flavour and fragrance insights, product sales data... and more.

"The GNPD website is simply outstanding."
– **Innovations Manager, Unilever US**

"It's a powerful tool for the NPD process."
– **Product Manager, Nestlé**



FOOD

BEVERAGES

BEAUTY AND PERSONAL CARE

HOUSEHOLD GOODS

PET CARE

Your new product partner

Become a Mintel GNPD partner today

Contact us now to schedule your free demonstration and learn how you can:

- ◆ Leverage time-saving, customised market insight
- ◆ Generate the most in-depth category analysis
- ◆ Benchmark sales performance against comparable product innovation

Send an email to clientdevelopment@gnpd.com or call one of our regional offices:

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Mintel Global New Products Database

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Mintel is a global supplier of consumer, media and market research. For more than 35 years, our groundbreaking products have provided unique insight that directly impacts the success of our clients.

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