

Customizing Mintel Graphs

1. Mintel reports have various sections with customizable graphs and charts. The data can be downloaded and can be used in Excel to create new variables, new levels of aggregation, which can be updated with other data and then re-graphed. For example, go to the “Supply Structure” section of the Furniture report.
2. Here we will use the “create new graph” option, as shown below.

Company and brand sales

The following Figure shows sales figures for the ten largest U.S. furniture manufacturers.

FIGURE 22: Manufacturer sales of furniture in the U.S., 2002 and 2004

Manufacturer	Sales 2002		Sales 2004		Change 2002-04	% point change 2002-04
	\$million	%	\$million	%		
Furniture Brands International	2,359	5	2,349	4.6	-	-0.4
Ashley Furniture Industries	1,330	2.8	2,039	4	53.3	1.2
La-Z-Boy	2,003	4.2	1,818	3.6	-0.1	-0.6
Klaussner	837	1.8	882	1.7	5.4	-0.1
Ethan Allen	759	1.6	805	1.6	6.1	-
Sauder Woodworking	620	1.3	698	1.4	12.5	0.1
Dorel	317	0.7	541	1.1	70.6	0.4
Berkline/BenchCraft	450	0.9	484	1	7.6	0.1
Lacquer Craft	390	0.8	411	0.8	5.4	-
Natuzzi	397	0.8	393	0.8	-1	-0.1
Other	38,003	80.1	40,425	79.5	-0.7	-0.6
Total	47,465	100.0	50,845	100.0	7.1	-

Source: Mintel

[download into spreadsheet] | [create new graph]

The following Graph shows sales figures for the ten largest U.S. furniture manufacturers.

Click here to create a graph with this data

This option allows you to change the data

3. Customize your graph.

1. Select the data you wish to graph:

Select the rows and columns to include in the graph. Selected cells are highlighted like this, where unselected cells are highlighted like this. You may name columns and the units they represent in the fields above each column. Click *all* in the first column to include all series.

You can select graph type and style

The title can be changed

Graph Title:

You can select data sets for each axis

Label Y-axis

	Sales 2002	%	Sales 2004	%	2002-04
<input checked="" type="checkbox"/> Furniture Brands International	2,859	5	2,349	4.6	-0.4
<input checked="" type="checkbox"/> Ashley Furniture Industries	1,330				
<input checked="" type="checkbox"/> La-Z-Boy	2,003				
<input checked="" type="checkbox"/> Klaussner	837	1.8	882	1.7	5.4
<input checked="" type="checkbox"/> Ethan Allen	759	1.6	805	1.6	6.1
<input checked="" type="checkbox"/> Sauder Woodworking	620	1.3	698	1.4	12.5
<input checked="" type="checkbox"/> Dorel	317	0.7	541	1.1	70.6
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<input checked="" type="checkbox"/> Other	38,003	80.1	40,425	79.5	-0.7
<input checked="" type="checkbox"/> Total	47,465	100.0	50,845	100.0	7.1

2. Select the type of chart

Bar Chart
 Pie Chart
 Display values in percentages
 Explode
 Order segments
 Doughnut-style
 Line Chart
 Stack Chart
 Combination Chart

3. Common options

2 Dimensional View
 Horizontal Grid Lines
 Vertical Grid Lines

4. Legend position

Right
 Left
 Top
 Bottom

5. Y axis label

You can select graph type and style

Label Y-axis

Graph preview

4. Create your graph.

2. Select the type of chart

- Bar Chart
- Pie Chart
 - Display values in percentages
 - Explode
 - Order segments
 - Doughnut-style
- Line Chart
- Stack Chart
- Combination Chart

3. Common options

- 2 Dimensional View
- Horizontal Grid Lines
- Vertical Grid Lines

4. Legend position

- Right

5. Y axis label

\$million

Graph preview

Click here to display your graph

Display large graph

display graph

5. See the sample graph displayed below:

Graph Wizard

back | start new graph

Manufacturer sales of furniture in the U.S., 2002 and 2004

Sales 2004

Manufacturer sales of furniture in the U.S., 2002 and 2004

Company	Sales (2004)
Total	50845
Other	40425
Furniture Brands International	2349
Ashley Furniture Industries	2039
La-Z-Boy	1818
Klaussner	882
Ethan Allen	805
Sauder Woodworking	698
Dorel	541
Berklene/BenchCraft	484
Lacquer Craft	411
Natuzzi	393

Source: Mintel

MINTEL reports

Save my graph

To download this graph, right click on the image and select Save As. To save this graph under your profile, click save graph below and you can return to this graph at any time by viewing the report or select my graphs under the my info menu option.

Save my graph as:

save graph