

VEGANUARY PRESS PACK 2019/2020

“

IF YOU LOOK AT THE CLIMATE CRISIS OR THE VIOLENCE OF OUR FOOD SYSTEM AND FEEL HELPLESS, THINKING ‘I WISH THERE WAS SOMETHING I COULD DO’— YOU CAN. RIGHT NOW. SIGN UP TO TRY VEGAN THIS JANUARY.

”

Joaquin Phoenix

VEGANUARY 



ABOUT VEGANUARY

WELCOME TO VEGANUARY!

Launched in the UK in January 2014, Veganuary is a non-profit organisation that encourages people to try vegan for January and beyond. Veganuary is focused on changing consumer behaviours and attitudes, while providing all the information and practical support required to make the transition to veganism as easy and as enjoyable as possible through the month. Since the campaign started, **more than 500,000 people have registered to try vegan**, although data suggests that **ten times more people** actually participate and try vegan in January each year.

Participants sign up at www.veganuary.com/register. They're then supported to try vegan through a series of emails, social media content, membership of a Facebook support group, and a **website** full of helpful resources like recipes, a starter kit and meal plans. Veganuary is more than a pledge: we also support brands, manufacturers and retailers to expand their plant-based options. Last year, **more than 500 businesses took part** in Veganuary, while **more than 200 plant-based** products and menus were launched including Gregg's famous sausage roll, Pizza Hut's jackfruit pizza, and Marks & Spencer's Plant Kitchen range.



CHRIS PACKHAM, TV PRESENTER AND VEGANUARY AMBASSADOR:

"As I've become more and more aware of our impact, the impact our diet has on the environment – and of course the species that live in it – I've become increasingly concerned to minimise the negative aspects of that impact."

2019 CAMPAIGN FACTS + FIGURES

47%

STAYING VEGAN

Following their Veganuary experience, 47% of respondents surveyed said that they are committing to staying vegan

159 COUNTRIES

More than 250,000 people from 159 countries took part in Veganuary 2019 by signing up and taking the pledge, an increase of 49% vs 2018. It is thought that 10 times more people take part in Veganuary than sign up on the website. **We call this the 'Veganuary Effect'**

46%

SIGNED UP FOR HEALTH REASONS

Reasons for taking part in 2019: 46% Health, 34% Animals, 12% Environment

1.3 MILLION

From Feb 2018 to Jan 2019, the Eating Out section on veganuary.com received more than 1.3 million visitors.

98%

WOULD RECOMMEND

Veganuary is enjoyable. 98% of participants surveyed in 2019 said they would recommend Veganuary to others

77%

LIKELY TO TRY VEGAN AGAIN

77% of people surveyed who said they wouldn't stay vegan, said they were "very likely" or "extremely likely" to try veganism again in the future, showing plant-based demand remains on an upward trajectory

60%

EASIER THAN EXPECTED

60% of participants we surveyed told us the Veganuary challenge was easier than they had anticipated, and 51% of those who decided to stay vegan say this decision was influenced by the discovery of great-tasting food

2020 TARGET

350K PARTICIPANTS

For our 2020 campaign, we aim to attract more than 350,000 participants around the world. With the "Veganuary Effect" this could be in the millions!

THE VEGAN MARKET

1.7%
GROWTH

Veganuary helps the UK grocery industry enjoy 1.7% growth, finds Kantar Worldpanel

£572M
MARKET

The vegan UK market is worth over £572 million in 2019, finds Mintel

26%
OF BRITS

26% of Brits said that trends like Veganuary are shaping their shopping habits, according to Ubamarket

469%
INCREASE

There has been a 469% increase in people interested in veganism in the UK in the last five years, finds Ceuta Group

22M
'FLEXITARIAN'

Kantar estimates 92% of plant-based meals consumed in the UK in 2018 were eaten by non-vegans, with approximately 22 million people now identifying as 'flexitarian'

£30M
SPENT ON PRODUCTS

Kantar Worldpanel revealed last year that demand for meat-free products was increasing rapidly, with shoppers spending an additional £30 million overall on these year-on-year

KANTAR DATA

RECENT KANTAR DATA SHOWS THE FULL IMPACT OF THE 'VEGANUARY EFFECT' WITH 4.7% OF THE TOTAL UK POPULATION GIVING UP ANIMAL PRODUCTS IN JANUARY 2019

1.31M
PEOPLE

gave up animal products in the UK in January 2019 - that's 4.7% of the total UK population + 10 times the number of UK sign ups through the Veganuary website.

832K
(64%) PEOPLE

832k (64%) people actively gave up animal products for the first time - that's 64% of total participants giving veganism a go for the first time!

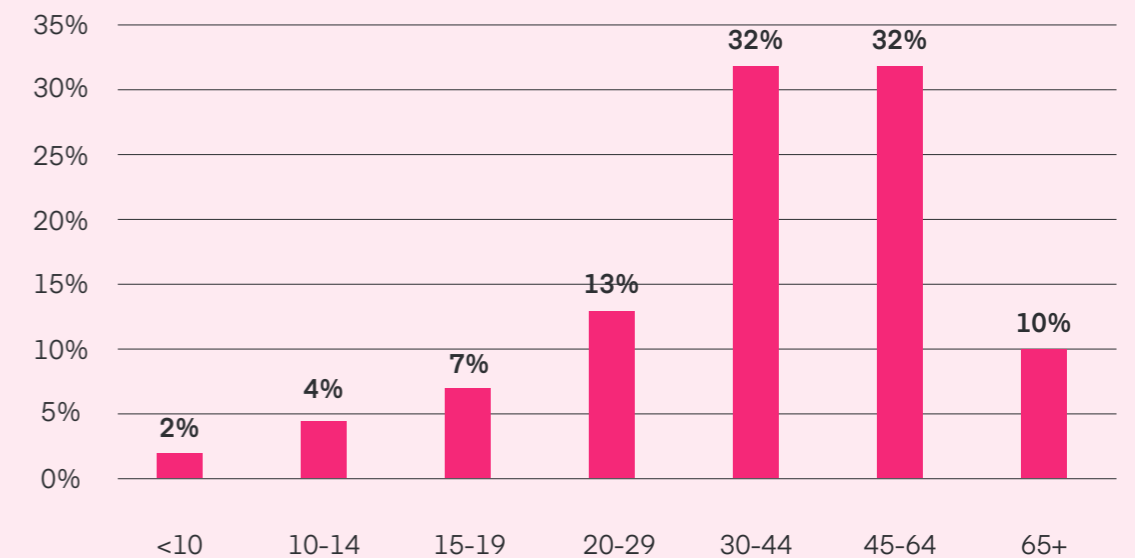
366K
PEOPLE

did so specifically as part of Veganuary - more than TRIPLE the number of UK sign ups through the Veganuary website.

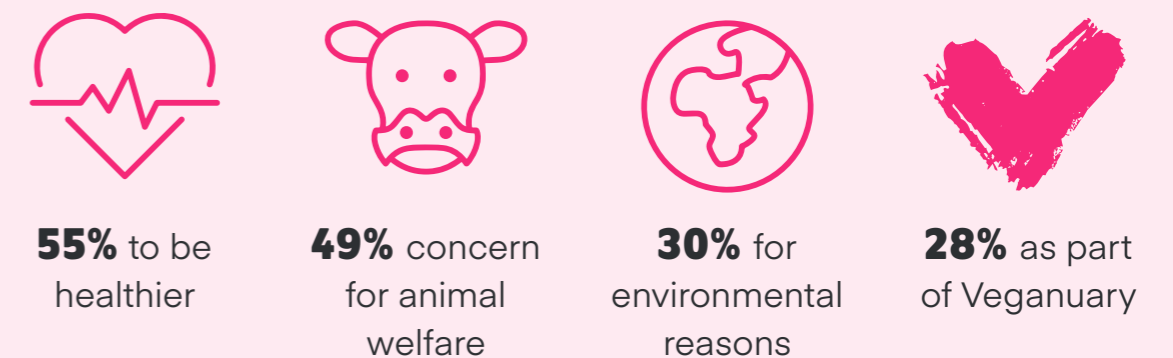
68% FEMALE and **32% MALE** gave up animal products in January 2019



Age of Individuals — average age **41 YEARS OLD**






OVERALL REASONS + MOTIVATIONS FOR GIVING UP ANIMAL PRODUCTS IN JANUARY



VEGANUARY'S POWER ON SOCIAL MEDIA




TWITTER



-  **Audience**
46.9K Followers
75% Female
25% Male
-  **In January**
4,665 new followers
3.08M impressions
-  **Sign-ups from social:**
1% from Twitter

FACEBOOK



-  **Audience**
244K Likes
(48% increase from Jan 2018)
86% Female
14% Male
-  **Total growth over Dec/Jan**
37,671. Videos were the most successful type of post
-  **Sign-ups from social:**
78% from Facebook

INSTAGRAM



-  **Audience**
172K Followers
(164% increase from March 2018)
84% Female
16% Male
-  **Total growth over Dec/Jan:**
76,469
-  **Sign-ups from social:**
12% from Instagram Stories
7.5% from Instagram

2019 SURVEY RESULTS



TOP 20 COUNTRIES

- | | |
|-----------------|-----------------|
| 1. UK | 11. Spain |
| 2. USA | 12. Portugal |
| 3. India | 13. Chile |
| 4. Canada | 14. Germany |
| 5. Australia | 15. Romania |
| 6. South Africa | 16. New Zealand |
| 7. Philippines | 17. Netherlands |
| 8. Ireland | 18. Poland |
| 9. Sweden | 19. Nigeria |
| 10. Argentina | 20. France |

TOP 20 CITIES



London



Manchester



Johannesburg

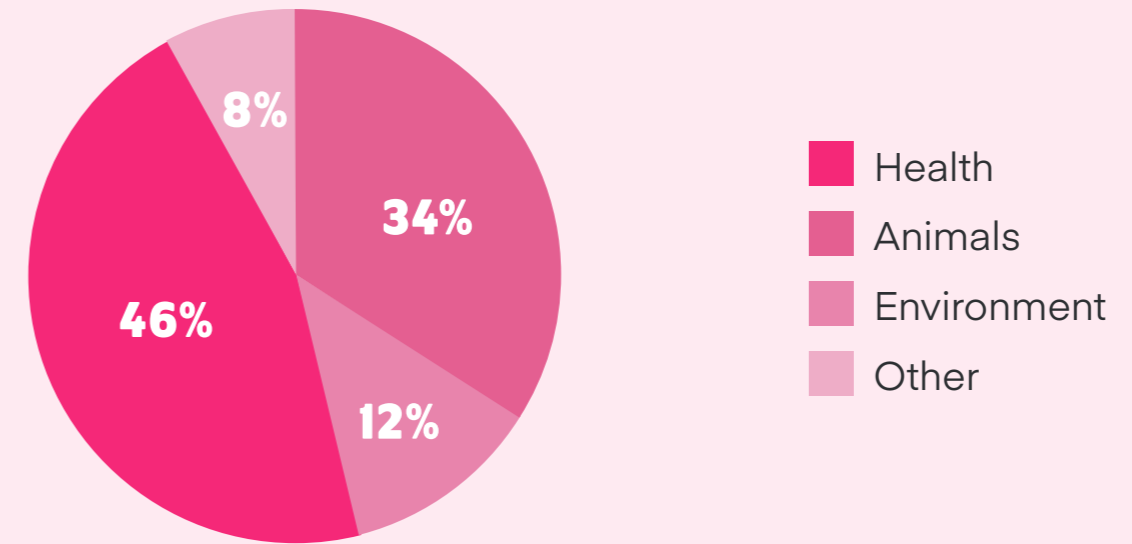
- | | |
|----------------|----------------------|
| 4. Cape Town | 13. Melbourne |
| 5. Mumbai | 14. Durban |
| 6. Bristol | 15. Edinburgh |
| 7. Birmingham | 16. Dehli |
| 8. Dublin | (includes New Delhi) |
| 9. Glasgow | 17. Santiago |
| 10. Leeds | 18. Brighton |
| 11. Liverpool | 19. Bangalore |
| 12. Nottingham | 20. Leicester |

2019 SURVEY RESULTS

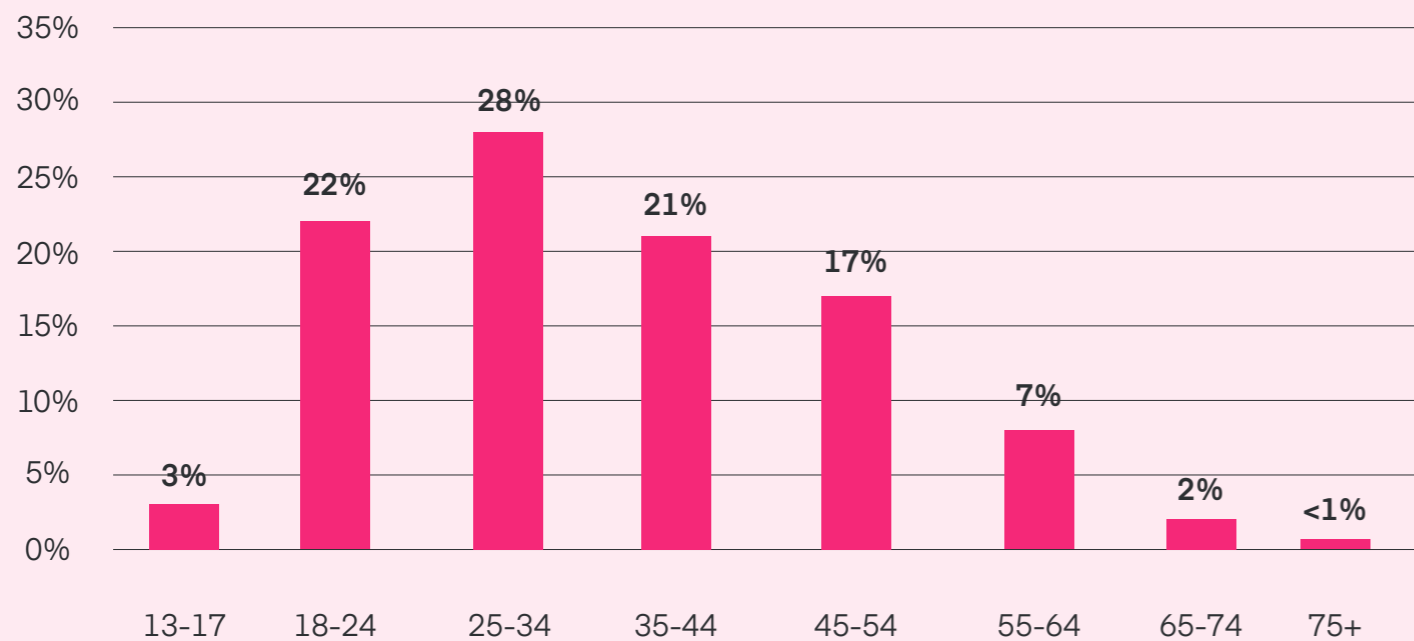
GENDER



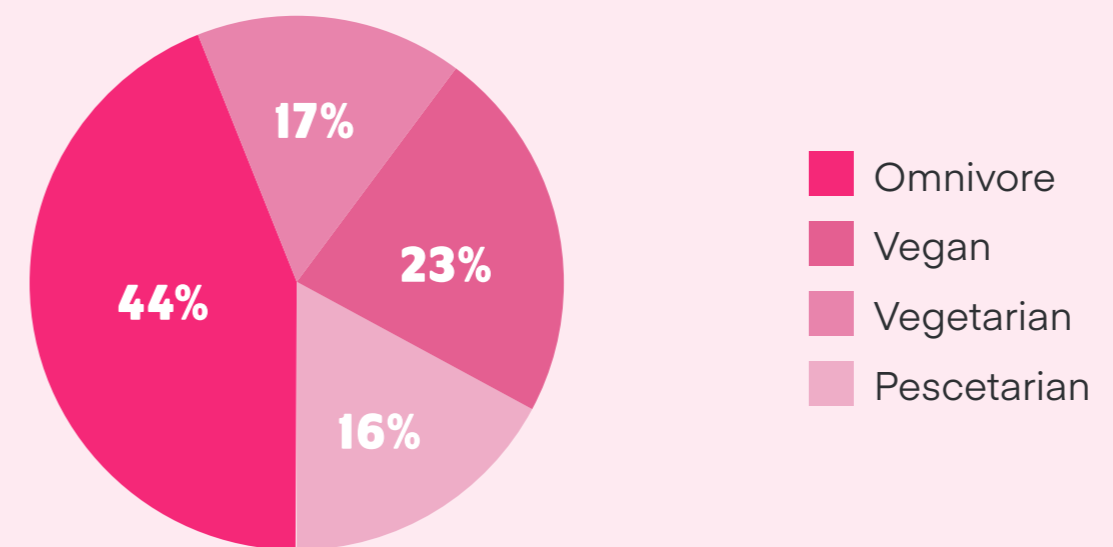
REASONS FOR PARTICIPATING



AGE RANGE

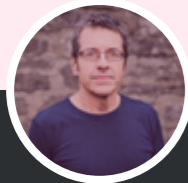


DIET BEFORE VEGANUARY



Source: Pledge Email Series, 2019 Analysis

WHO'S SUPPORTING VEGANUARY 2020



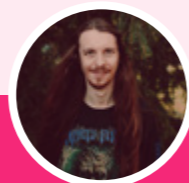
GEORGE MONBIOT, AUTHOR:

"If we are serious about protecting the living planet and all its inhabitants, we must accept that meat and dairy are extravagances we can no longer afford."



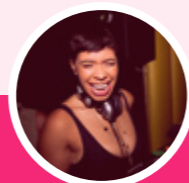
KELLIE BRIGHT, ACTOR

"I choose a plant-based diet because we all win. The animals, the planet and my health all benefit. There is NO better thing we can do to reduce our carbon footprint and the time to do that is NOW. My children deserve a future and so do yours. If you care about climate change, make a difference and do Veganuary."



JAMES MOORE, ACTOR:

"What an honour to be chosen to be an Ambassador for Veganuary. I'm vegan all year round but if you give it a go in January you will help the planet, animals, and especially your health. What do you have to lose?"



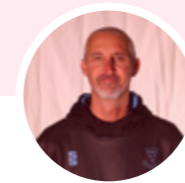
MELODY KANE, RADIO 1 DJ:

"There are so many benefits to becoming vegan that I could list & possibly write a book on, but the one thing I would say is that the greatest satisfaction I've experienced is people I've shared my journey with becoming vegan themselves & it also changing their lives. They have then shared their journey with others and in turn it's changed more lives. The positives are never ending :)"



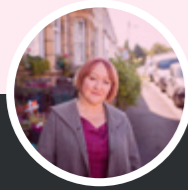
SARA PASCOE, COMEDIAN:

"I decided that I was going to do 100 days being vegan, and I was going to write it up and see how I felt. But within a week I felt so much better in my body that it then became *oh I am definitely going to do this forever.*"



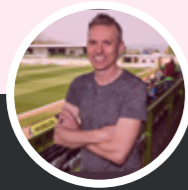
JASON GILLESPIE, CRICKET COACH:

"After watching the "Earthlings" documentary, I went vegan overnight. I could not justify the treatment of animals by humans and I don't want any part of it."



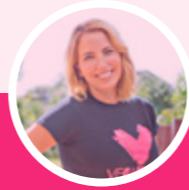
KERRY MCCARTHY, MP

"I became vegan as a New Year's resolution in 1992, so I think taking part in Veganuary is the perfect opportunity for people concerned about the climate crisis, animal welfare or their health to try veganism. It's much easier now than it was in 1992, with loads of great vegan food around and plenty of helpful advice, so try it and see how you get on!"



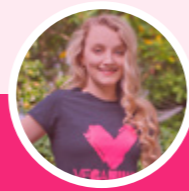
DALE VINCE, ENTREPRENEUR

"Probably the biggest and easiest thing any of us can do to fight the climate crisis is to stop eating animals. It's also one of the biggest changes you can make to improve your own health. And easily the biggest thing any of us can do to stop animal cruelty. I'm a passionate advocate of plant-based living, and Veganuary is a great initiative - it's a gateway for people to give it a go and feel the difference for themselves."



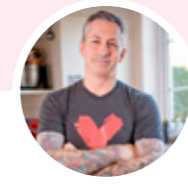
JASMINE HARMAN, TV PRESENTER:

"I discovered the Veganuary campaign and I thought *well, this is a good excuse to try it, and I can say to my husband 'well, I'm only going to do it for a month' and so he will be accepting of that and won't give me too much of a hard time.* And then of course, the month of January came to an end, and there was no question, I would stick with it."



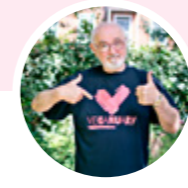
EVANNA LYNCH, ACTOR:

"I've loved Veganuary's work for a long time because I know, having been a vegetarian who was intimidated by veganism, that so many people just won't start because they think it's too hard and that they're going to fail. And Veganuary kind of presents you an opportunity to do it with other people, with a community, and it's not saying it's a lifelong commitment, you know, it's saying 'try it for a month and see how you feel!'"



DEREK SARNO, CHEF:

"I decided to go vegan because, as a chef I feel responsible for the food that I feed people and I believe we can do it in a much more compassionate way that can be just as delicious as any animal product."



PETER EGAN, ACTOR:

"The first thing which is wonderful about Veganuary is that there is no pressure. Like people give up drinking for January, it's a very, very good idea. So you can, if you like, say 'ok I'm only going to do it for January'. I'd be very surprised if you decide to do it for January and then not do it for February because it is such an exciting and interesting way of living in terms of foods. So, I think it's a wonderful imperative. And one that, of course, I totally support and I'm very, very happy to be an Ambassador for."

KEY 2020 CAMPAIGN HIGHLIGHTS

WHO WILL PARTICIPATE?

We expect over 350,000 people from across the world to **take part**.

HOW DOES VEGANUARY SUPPORT PLEDGE PARTICIPANTS?

Veganuary helps people learn how to go vegan. We do this by providing support through a structured 1-month pledge.

All pledge participants get starter kits, recipes, nutrition, meal plans, tips on eating out and ongoing support through a 31-day email series during their pledge month.

We have a great Facebook group with a supportive community full of

people making the transition at the same time, or who have already done Veganuary in previous years. We work hard to ensure that there are as many retailer special offers as possible that Veganuary participants can take advantage of. We love a bargain!

And most importantly, the pledge and all our support is totally **free**. All you need is an internet connection.

WHEN DOES THE VEGANUARY 2020 CAMPAIGN LAUNCH?

The campaign launches in December 2019.

Between the launch and the end of January we'll be releasing exciting

new content through our website and social media channels, as well as issuing press releases, to show who's supporting our campaign this year and all of the exciting new products and menus being launched for Veganuary.

The highlight of our 2020 campaign will be a TV ad airing in the UK between Christmas and 1st January. We've come up with a thought-provoking ad concept to help people align their actions with their values. Something that will make them realise what deep-down they knew all along.

Another exciting development for 2020 is our international expansion! New Veganuary campaigns will be launched in Germany, South Africa, Chile and the USA in a bid

to urgently tackle the global threat of animal farming. We will also be partnering with like-minded NGOs around the world to enable everyone to try vegan in January with our support. Climate change is a global crisis so our planet-protecting pledge is going global too.

HOW TO CONTACT US

We'll be issuing regular news releases as the campaign progresses throughout December and January. To be added to our press list please email your details to: media@veganuary.com.

For urgent press enquiries please ring 07505 866 548.

You are welcome to use our brand assets when writing about Veganuary, provided that you follow our brand guidelines. Both are available [here](#).

All of the celebrity photos in this press pack can be downloaded directly, just click on the photo.