

# VEGANUARY PRESS PACK 2021

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**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 one million 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/try-vegan](http://www.veganuary.com/try-vegan). 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 600 businesses took part** in Veganuary, while **more than 1200 plant-based** products and menus were launched including Gregg's vegan steak bake, Pizza Hut's Pepperphoni Pizza, KFC's Zero Chicken burger and Subway's Meatless Meatball Marinara.



## CHRIS PACKHAM, TV PRESENTER AND VEGANUARY AMBASSADOR:

"Trashing the planet does none of us any good, as the coronavirus pandemic shows all too clearly. But we can emerge from this stronger and wiser, with a renewed commitment to protecting the environment, its inhabitants and our own futures. Being vegan is a great way to support the natural world and to live sustainably."

# WHAT IMPACT HAVE VEGANUARY'S ONE MILLION PAST PARTICIPANTS HAD BY EATING VEGAN FOR 31 DAYS?

Data provided by Dr Helen Harwatt from  
Harvard University's Animal Law and Policy Program\*

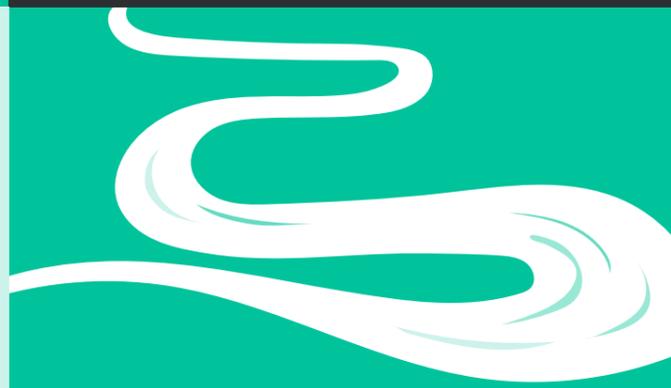


**103,840 TONNES  
OF CO<sup>2</sup>EQ SAVED**

**equivalent to driving around  
the world almost 15,000 times**

**405 TONNES OF PO<sub>4</sub>3-EQ  
(EUTROPHICATION) SAVED**

**the same as 1,645 tonnes of  
sewage spared from waterways**



**6.2 MILLION LITRES  
OF WATER SAVED**

**the same as flushing the toilet  
almost half a million times**

**ALSO SPARED  
THE LIVES  
OF 3.4 MILLION  
ANIMALS\*\***

**\*\*according to the  
Vegan Society's calculator**



\*Based on calculations extrapolated  
from Poore & Nemecek (2018) Science  
<http://science.sciencemag.org/content/360/6392/987/>

## 2020 VEGANUARY RESULTS

# CAMPAIGN FACTS & FIGURES

**72%**

### STAYING VEGAN

72% of Veganuary participants who reported they had maintained a vegan diet throughout January said they now plan to stay vegan

**400,000**  
**PARTICIPANTS**

More than 400,000 people from 192 countries took part in Veganuary 2020 by signing up and taking the pledge, an increase of 60% vs 2019. That means we had Veganuary participants in every country in the world but three!

**38%**

### SIGNED UP FOR HEALTH REASONS

Reasons for taking part in 2020: 38% Health, 37% Animals, 18% Environment

**1370**

### MEDIA STORIES

We were featured in mainstream media every single day during the main campaign period and many of the most renowned media in the world covered our stories, such as the Sunday print edition of The New York Times, Frankfurter Allgemeine Zeitung, Wall Street Journal, CNN Chile, The Guardian, BBC, Forbes, The Washington Post and we were featured on the cover of The Times and New Scientist

**98%**

### WOULD RECOMMEND

Veganuary is enjoyable. 98% of participants surveyed in 2020 said they would recommend Veganuary to others

**93%**

### LIKELY TO TRY VEGAN AGAIN

93% of those participants who aren't committing to stay vegan after Veganuary said they were 'somewhat likely', '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 48% of those who decided to stay vegan say this decision was influenced by the discovery of great-tasting food

**1 MILLION**

From Feb 2019 to Jan 2020 the Eating Out section on [veganuary.com](http://veganuary.com), including the Special Offers and Restaurant pages, received over 1 million visitors

# THE VEGAN MARKET

## TWICE AS MANY CONSUMERS SHOPPED VEGAN IN VEGANUARY

"It's clear the Veganuary campaign is having an impact," said Kantar Head of Retail Insight Fraser McKeivitt. "More than twice as many consumers bought one of the supermarkets' explicitly labelled plant-based products in January 2020 compared with the festivity-filled December 2019"

## 1 IN 3 PEOPLE TRIED VEGAN

1 in 3 people tried vegan options in January 2020, despite not officially signing up to Veganuary. *Based on a February 2020 Worldpanel Plus LinkQ survey of 48,778 responses*

## 92% OF PLANT-BASED MEALS EATEN BY NON-VEGANS

A total of 4.4 billion meat-free dinners were consumed in 2018, an increase of 150 million meals on the year before. Plant-based meal occasions have grown 37% in the last four years and are now eaten by 10% of the population.

## DEMAND FOR NEW VEGAN PRODUCTS

Over 1/2 of US consumers would like to see restaurants offering more plant-based protein options, while 2/3 of Brits say they've eaten meat-free foods in the last six months. Mintel suggests that this means there is plenty of opportunity for restaurants to continue to add to these innovative plant-based ranges throughout the year, and not just in January

## 9000 VEGAN EVENTS

Eventbrite hosted more than 9000 vegan events around the world between 2016 and 2019, processing more than half a million tickets. The number of vegan events increased by more than 300%

## £816M IN MEAT-FREE SALES

Sales of meat-free foods have grown 40% from £582 million in 2014 to an estimated £816 million in 2019. Sales are expected to be in excess of £1.1 billion by 2024, finds Mintel

## 388% INCREASE IN VEGAN TAKEAWAYS

Many shoppers report that they'd consume more plant-rich foods if it was more convenient. According to research by the British Takeaway Campaign, the sector has responded quickly to changes in consumer appetites and vegan orders increased by 388% between 2016 to 2018. *British Takeaway Campaign, 2019. Cooking up Growth, Serving up Talent In the takeaway sector*

## 14% INCREASE IN MEAT SUBSTITUTE SALES

Kantar found sales of meat substitutes such as soya mince or vegetarian burgers and sausages were 14 per cent higher than January last year, while sales of lentils were up six per cent, lettuce 10 per cent and aubergine 14 per cent

## £3.4 BILLION PLANT-BASED MARKET

The Plant-Based Meal Market is worth £3.4 billion, with dairy alternatives worth £520m and meat alternatives worth £480m according to Kantar.

## 55% OF PEOPLE REDUCING MEAT INTAKE

55% of UK consumers now claim they're actively reducing or considering reducing their meat intake, according to IGD

# KANTAR DATA

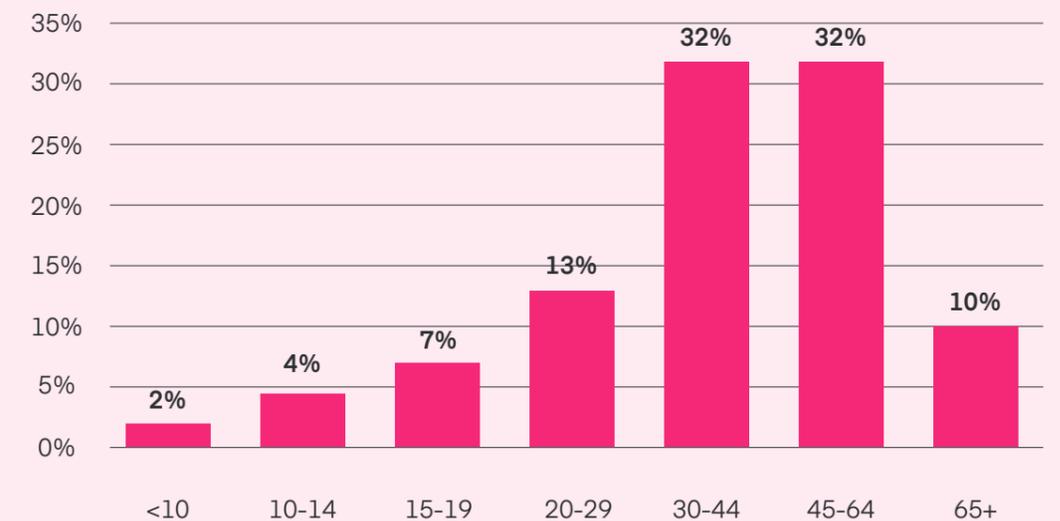
**RECENT KANTAR DATA SHOWS THE FULL IMPACT OF THE 'VEGANUARY EFFECT' WITH 4.7% OF THE TOTAL UK POPULATION GIVING UP ANIMAL PRODUCTS IN JANUARY 2019**



**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

## FACEBOOK



**Audience**  
311K Likes  
(48% increase from Jan 2018)  
85% Female  
13% Male

**Total growth over Dec/Jan**  
57K new followers in  
Dec '19 - Jan '20

We successfully launched official Facebook pages for Germany and Latin America

## INSTAGRAM



**Audience**  
325K Followers  
(106% increase from April 2019)  
82% Female  
18% Male

**Total growth over Dec/Jan:**  
133,750

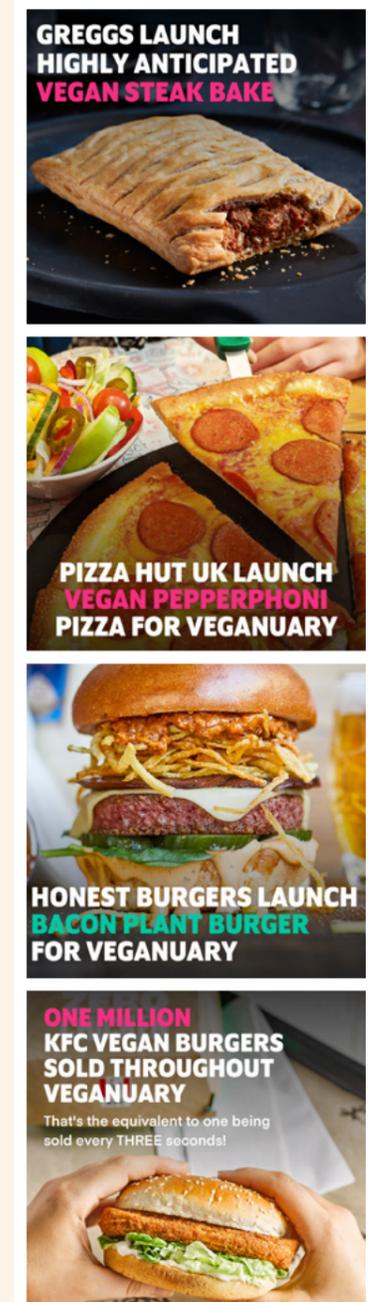
We successfully launched official Instagram pages for Germany and Latin America

## TWITTER



**Audience**  
59.1K Followers

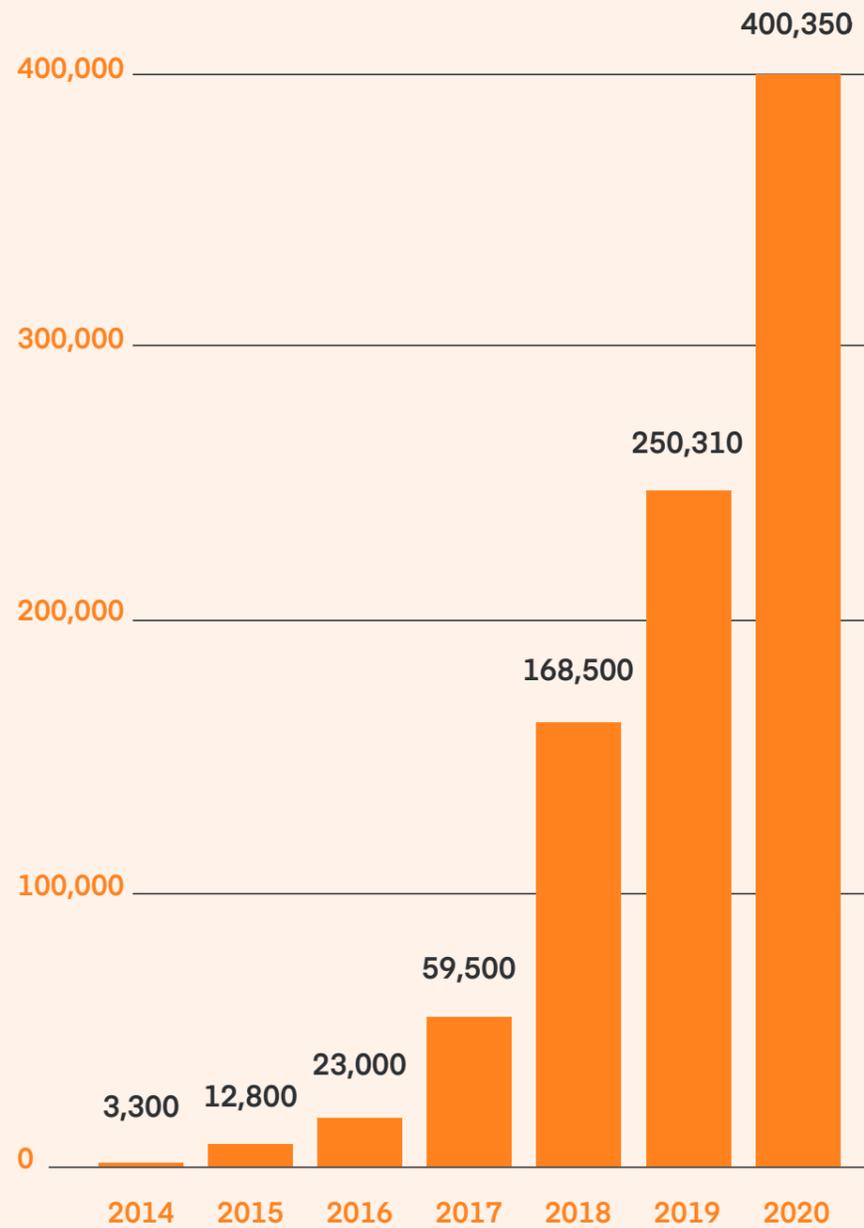
**Total growth in January**  
4,687 new followers  
3.5M impressions



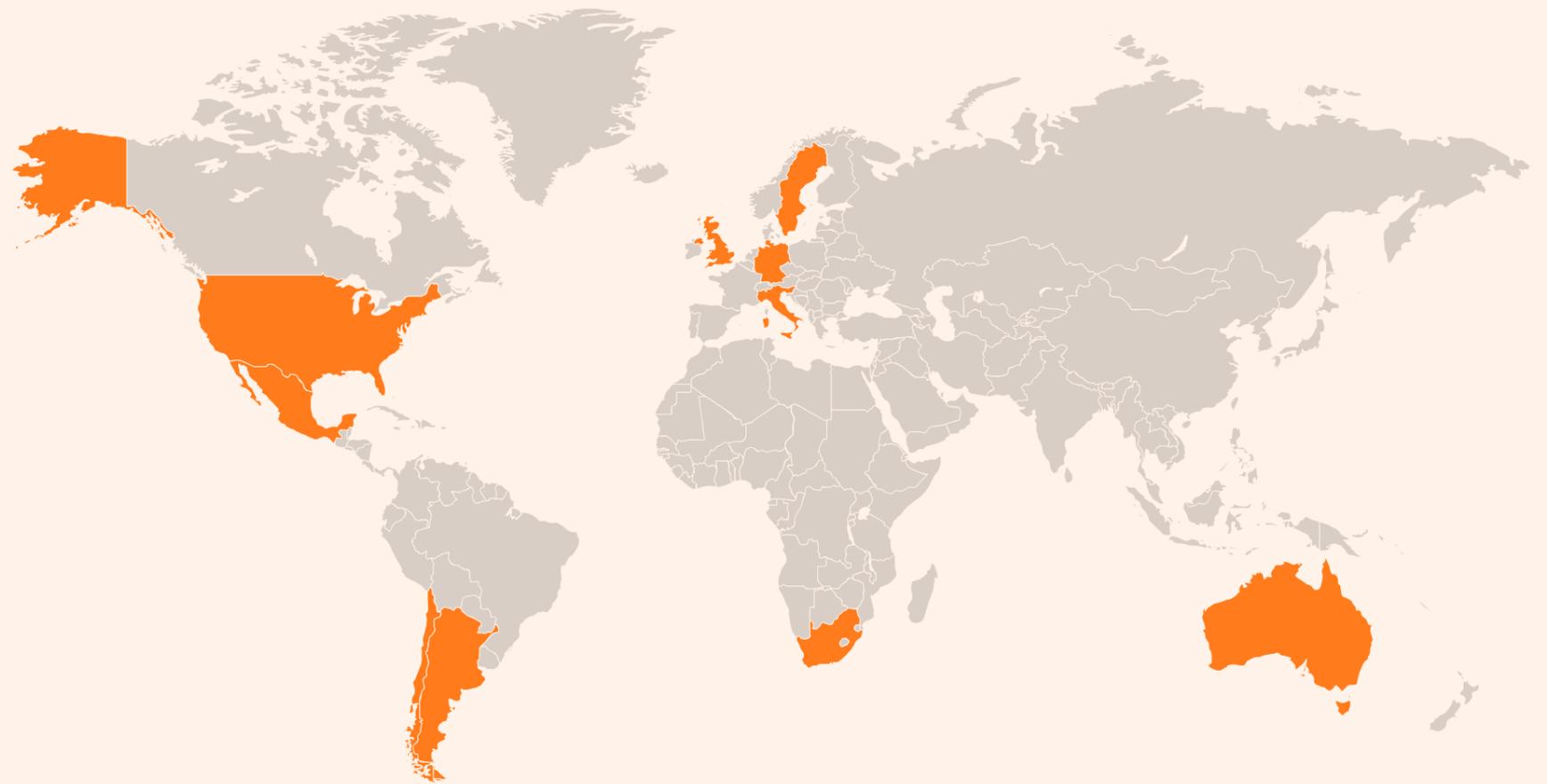
Figures are combined statistics from our UK, German and Latin American social accounts.

# 2020 CAMPAIGN STATS

## SIGN UPS PER YEAR



## OUR TOP 10 VEGANUARY COUNTRIES 2020



### BY ORDER OF SIGN-UPS

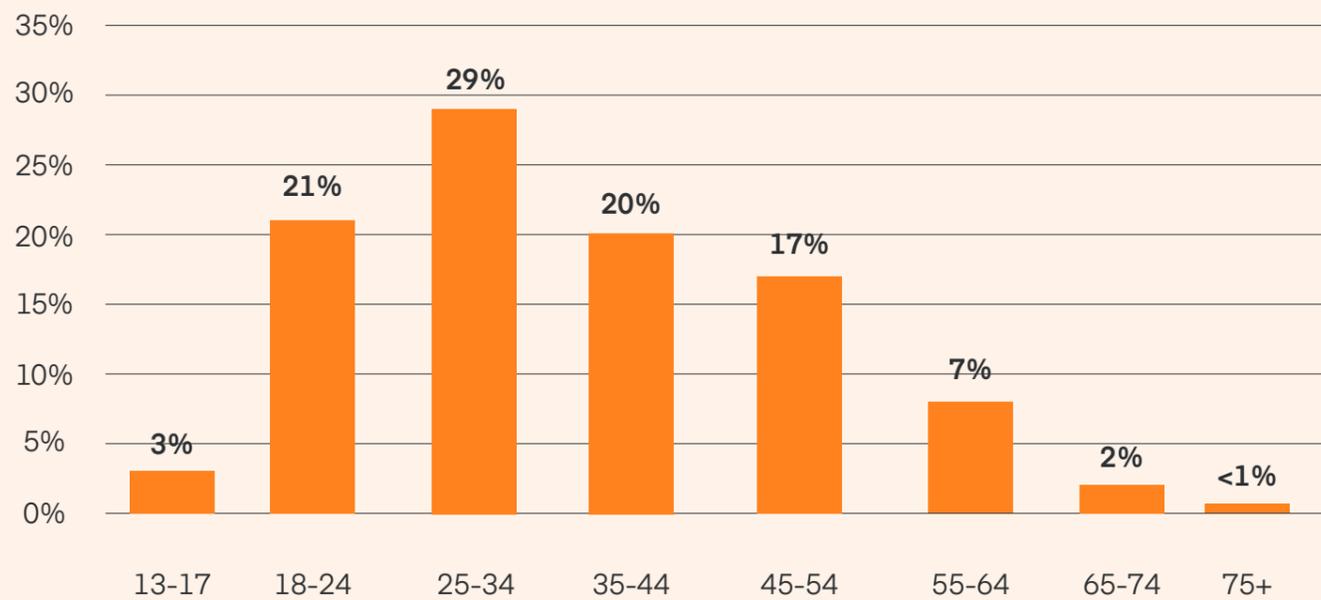
1. United Kingdom
2. United States of America
3. Germany
4. Chile
5. Argentina
6. Mexico
7. Italy
8. South Africa
9. Australia
10. Sweden

# 2020 CAMPAIGN STATS

## GENDER

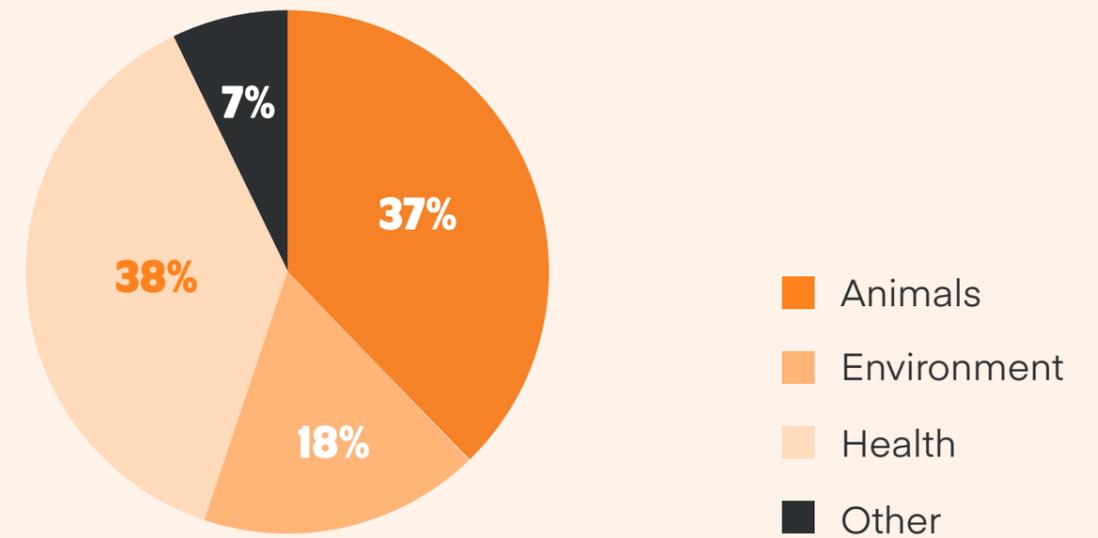


## AGE RANGE

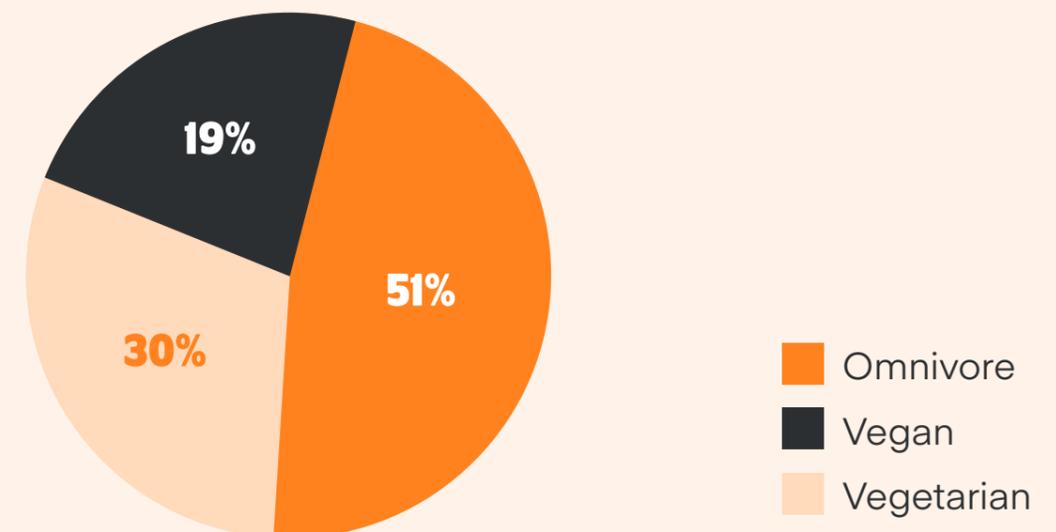


Source: Pledge Email Series, 2020 Analysis

## REASONS FOR PARTICIPATING



## DIET BEFORE VEGANUARY



# WHO'S SUPPORTING VEGANUARY 2021



## 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.*"



## 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 :)"



## KUNTAL JOISHER, MOUNTAINEER

"I have never eaten meat in my entire life and turned vegan 17 years ago. I was successfully able to build top of the world level muscle and endurance and not only survive but thrive in the -50C temperatures on top of Everest, not just once, but twice! Goes to show that no animal needs to suffer or die for our dreams to come true."



## 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!'"



## EMILY DESCHANEL, ACTOR:

"Going vegan helps the environment, the animals, and your health. It's a win win win! There's really nothing to lose! I encourage everyone to try Veganuary this year."



## 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 2021 CAMPAIGN HIGHLIGHTS

## WHO WILL PARTICIPATE?

We expect over 500,000 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 a free celebrity e-cookbook and the Official Veganuary Starter Kit as well as daily 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 2021 CAMPAIGN LAUNCH?

The campaign launches on 1st December 2020.

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 2021 campaign will be an online ad airing in the UK between Christmas and 1<sup>st</sup> January. It's a fun and funny video featuring one of TikTok's biggest stars that encapsulates the essence of Veganuary. We know it's going to be a viral sensation!

Another exciting development for 2021 is our continued international expansion. New Veganuary campaigns will be launched in Argentina and Brazil, we'll be partnering with an organisation in France to launch our first French pledge and we're expanding our

work in India in collaboration with groups there. 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.

Catastrophic climate breakdown and global pandemics could not be more serious, but they are not inevitable. If we all act now, the future can be better. So, we're going into 2021 with positivity and a determination to do all we can to protect our planet, its wild spaces and the health and wellbeing of all its inhabitants. To do that, we must change our diets. Veganuary exists to help make this change as easy as possible.

# 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](mailto: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.

