

# VEGANUARY PRESS PACK 2022

PROTECT  
THE PLANET

WITH YOUR  
PLATE!



# 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 1.5 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, **thousands of businesses took part** in Veganuary, while **more than 825 new plant-based** products and menus were launched including Pret's Meatless Meatball Hot Wrap, M&S' No Salt Beef Pretzel Roll, Subway's Tastes Like Chicken Sub and Domino's Chick-Ain't pizza.



**EVA O'HARA** Hollyoaks star

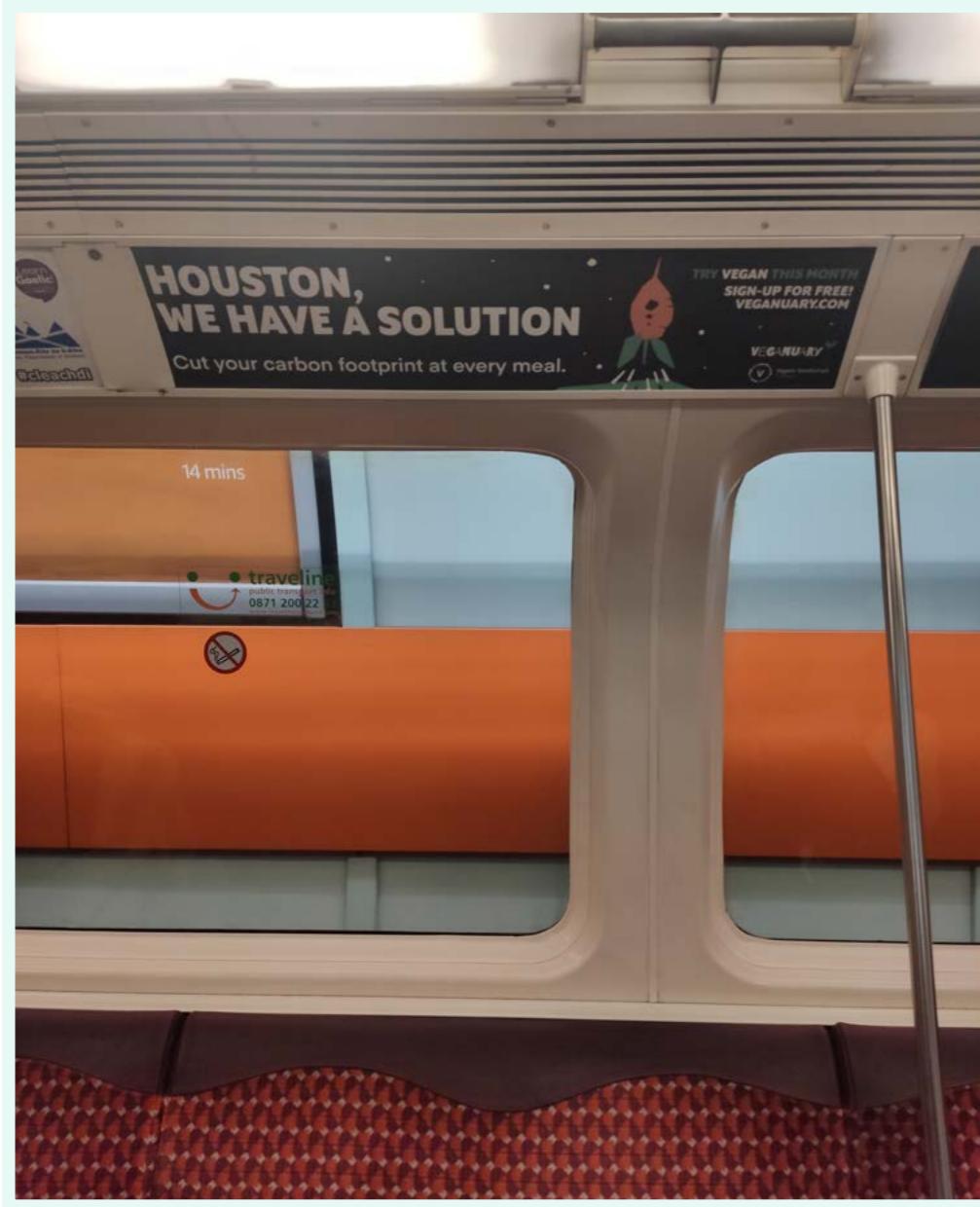


**MATT PRITCHARD** chef & athlete



**GEORGIA MEACHAM** actor & model

# VEGANUARY'S EYE-CATCHING ADS RAN ON PUBLIC TRANSPORT AND BILLBOARDS ACROSS GLASGOW DURING COP26



# HOUSTON, WE HAVE A SOLUTION

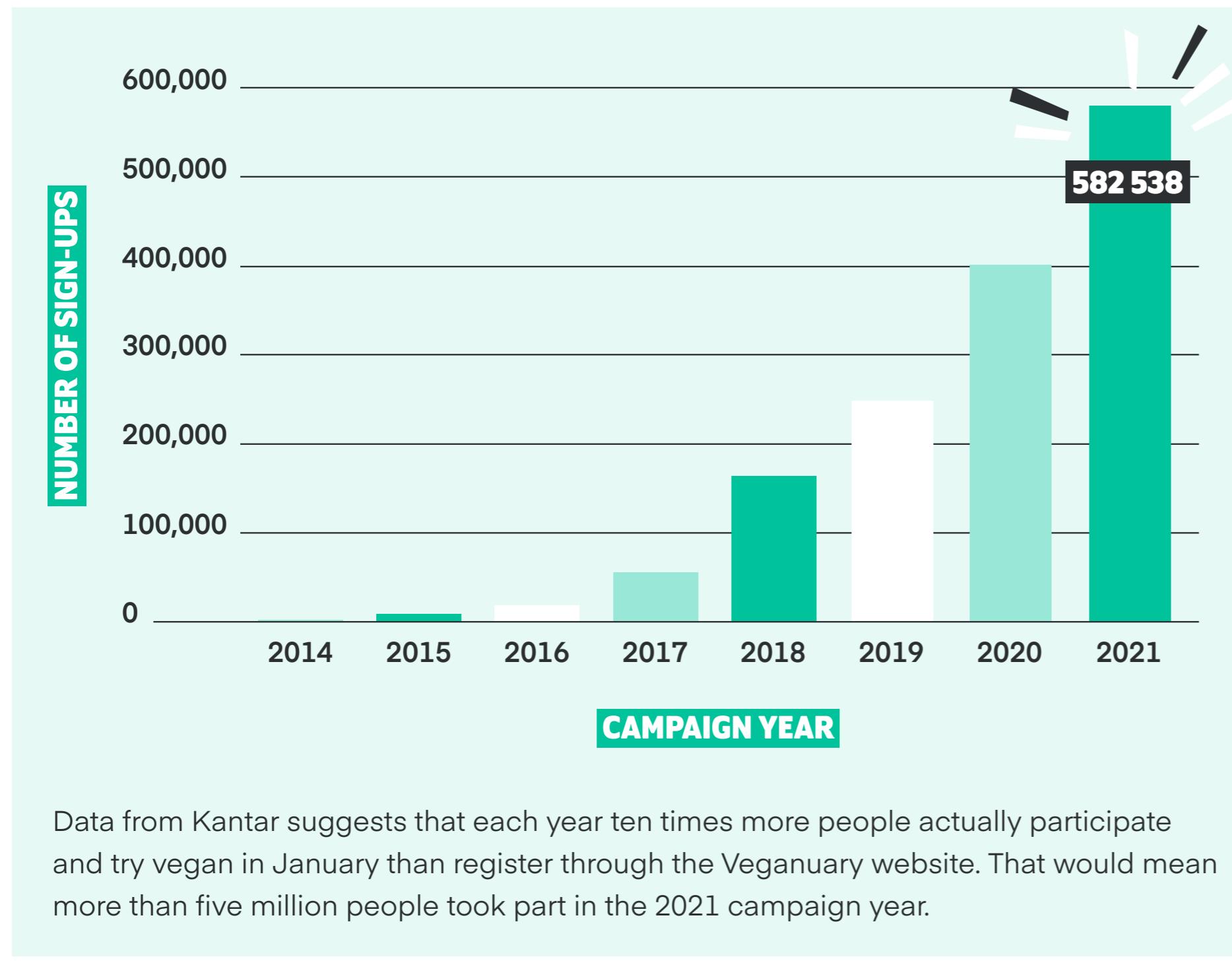
You can cut your carbon footprint at every meal.

TRY VEGAN THIS MONTH

VEGANUARY

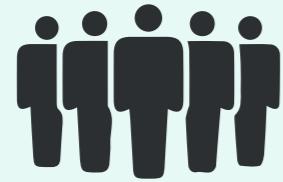
A large, stylized illustration of a hand emerging from the bottom right corner. The hand is holding a large green leaf. On the leaf, there is a white dashed line drawing of a road or path. The background of the entire graphic is dark with small white dots.

# A GROWING MOVEMENT



OUR TOP 15 COUNTRIES	
#	COUNTRY
1	United Kingdom
2	United States
3	India
4	Germany
5	Argentina
6	Chile
7	Italy
8	Colombia
9	Mexico
10	Brazil
11	France
12	Switzerland
13	South Africa
14	Venezuela
15	Sweden

# THE 2021 CAMPAIGN IN NUMBERS



## 582,000 PARTICIPANTS

More than 580,000 people from 209 countries took part in Veganuary 2021 by signing-up to give vegan a try. Knowing that around 10 times as many people usually take part in Veganuary than officially sign-up through our website, that means over 5 million people gave vegan eating a go!



## 75% REDUCING ANIMAL PRODUCTS

75% of those not staying vegan are reducing by 50% or more



## 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

## 98% WOULD RECOMMEND

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

## 50% SAW HEALTH IMPROVEMENTS

Half of the respondents saw some improvements to their overall health, including improvements to their energy levels, mood, skin appearance and body weight

## 40% STAYING VEGAN

40% of Veganuary participants plan to stay vegan

## 46% SAID ANIMALS WAS THEIR MAIN MOTIVATION FOR SIGNING UP

Reasons for taking part in 2021:  
46% Animals, 22% Health,  
21% Environment



## 1500 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 Guardian and The Independent.

# THE GROWING VEGAN MARKET

## PLANT-BASED FOOD CATEGORY WORTH £1.2 BILLION

Plant-based dairy grew from £300m in 2017 to £608m in 2021, while plant-based meat alternatives grew from £308m in 2017 to £616m in 2021

Source: Kantar

## 1 IN 5 UK HOUSEHOLDS HAVE AT LEAST ONE MEMBER FOLLOWING A MEAT AVOIDANCE / REDUCTION DIET

Source: Kantar

## UNTAPPED VEGAN SECTORS WORTH £130 MILLION

Including cheese, chilled desserts, fresh cream and yoghurt drinks

Source: Kantar



## 6.6 MILLION HOUSEHOLDS BUYING VEGAN AFTER VEGANUARY

Vegan-specific ranges were bought by 6.6 million households in Feb 2021 as Veganuary helped sales of those products grow by 23% compared to the same period in 2020

Source: The Grocer

## MEAT-FREE MARKET IN SUPERMARKETS WORTH £527.1 MILLION

Meat-free market in UK supermarkets is worth £527.1 million, with The Vegan Society forecasting the global market to be worth £5.2 billion by 2025.

Source: Nielson/The Grocer

## 1 IN 20 BRITS ATTEMPTED TO GO VEGAN IN JANUARY

YouGov data shows that one in twenty Britons (5%) attempted to go vegan in January 2021, while another 3% already have a plant-based diet. Among 18-24 year olds, 6% are already vegan, while a further 8% participated in the challenge.

Source: YouGov

## 22% OF BRITS ARE EXPERIMENTING WITH MEATLESS OR MEAT-LIGHT DIETS

Veganuary helps brands boost public perception and reach new customer bases. Vegans make up a small percentage of the population, but they are part of a wider group experimenting with meatless or meat-light diets that accounts for over a fifth of Britons (22%), including vegetarians (5%), pescatarians (3%) and flexitarians (13%). About a third of the public (34%) also agree that they would like to reduce their meat and dairy consumption.

Source: YouGov

# WHO'S SUPPORTING VEGANUARY 2022



## CHRIS PACKHAM, TV PRESENTER AND CONSERVATIONIST:

"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."



## 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."

## ERIC ADAMS, NEW YORK CITY MAYOR:

"No matter what your past habits or family traditions might have been, you always have the power to choose to eat healthier. You can incorporate foods that tie into your heritage while reinventing comfort food the way it was always intended: as healing for the mind, body, and soul. Try vegan this Veganuary!"



## 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!"



## 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?"



## BENJAMIN ZEPHANIAH, AUTHOR:

"I originally went vegan at the age of 13 because of my love of animals. Then I realised how ethically sound veganism was. Way back then I felt that being vegan was a good thing to do to help the planet, now both history and science has proved me right. The world now knows that vegan is the way to go. It's the one thing we can all do to help heal the world and ourselves. Veganuary is a great way to start the year, and it's also a great way to start the future."





## SOUNDARYA SHARMA, BOLLYWOOD ACTOR:

"I am vegan, I feel fabulous, and I have the energy to slay it on camera every single time. Veganuary's 31-day pledge helps you make a smooth transition to a plant-based diet, for your health, for animals and for the planet. Join my squad, try vegan today!"



## 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."



## 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 2022 CAMPAIGN HIGHLIGHTS

## WHO WILL PARTICIPATE?

We expect over 600,000 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-cookook 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 2022 CAMPAIGN LAUNCH?

The campaign launches on [8th December 2021](#).

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 2022 campaign will be [Veganuary's first animated ad!](#) Featuring a loveable legend bound to make a big impression, the ad will highlight how easy and delicious cutting your carbon footprint can be with the help of Veganuary. Our heartwarming ad will premiere in cinemas across the UK on Boxing Day and run until 1st January.

Another exciting development for 2022 is [our continued international expansion](#). We're launching a new campaign in India to amplify the work we have been doing there with partner organisations over

the past few years. Our US office is introducing a new pledge series aimed at engaging America's Latino community with content in Spanish. And of course 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 2022 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 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.

General images to illustrate a Veganuary story can be downloaded [here](#).

