

# VEGANUARY PRESS PACK 2023

WHERE THERE'S HUMMUS,  
THERE'S HOPE



# ABOUT VEGANUARY

## HAPPY BIRTHDAY TO US!

**This January will mark 10 years since the very first Veganuary 31-day vegan pledge took place in January 2014!** More than two-million people - from almost every country in the world - have officially registered to try vegan with us in that time, although data suggests that ten times more people actually participate and try vegan in January each year without registering on our website.

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.

Participants sign up at [www.veganuary.com/try-vegan](http://www.veganuary.com/try-vegan).

Veganuary is more than a pledge: we also support brands, retailers and restaurants to expand their plant-based options. Last year, **thousands of businesses took part** in Veganuary, while **more than 1560 new plant-based products and menu items** were launched including Wagamama's F-ish and Chips, vegan versions of Babybel and Philadelphia cream cheese, the UK's first vegan chicken breast by Meatless Farm and new vegan options at Burger King, McDonald's, KFC and Nando's.

Veganuary now has official country chapters in the US, UK, Germany, Argentina, Brazil, Chile and India. We also work with partner organisations who run additional Veganuary campaigns in Mexico, Italy, France, Switzerland, Singapore, Australia and South Africa.



### MATTHEW GLOVER, CO-FOUNDER AND CHAIR OF VEGANUARY

"When my wife Jane and I decided to launch a new year's vegan pledge in 2014, we expected only 1,000 people to take part. More than 3,000 signed up and we were blown away. **Now Veganuary is a bigger feature in the retail calendar than Christmas, reflecting the ever-increasing number of people choosing plant-based food.** Two million official Veganuary participants in just eight years is a huge achievement, but the explosion in plant-based products that has accompanied it is truly revolutionising the future of food."

## VEGANUARY 2022 BY THE NUMBERS



**629,000**

Over 629,000 people participated in 2022



**98%**

98% would recommend Veganuary to a friend



**4,351**

Our 2022 campaign was featured in over 4,350 International media stories



**374 MILLION**

Veganuary's social media channels had a combined reach of 374 million



**1,560**

Over 1,560 new vegan products and menu items were launched globally during January



**2.4 MILLION**

2.4 million people visited the Veganuary website looking for recipes and helpful tips on going plant-based

# THE IMPACT OF VEGANUARY

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

Based on calculations extrapolated from  
Poore & Nemecek (2018) Science

[science.sciencemag.org/content/360/6392/987/](https://science.sciencemag.org/content/360/6392/987/)



**12.4 MILLION  
LITRES OF  
WATER SAVED**



**810 TONNES OF  
PO<sub>4</sub><sup>3-</sup>eq SAVED  
(EUTROPHICATION)  
the same as 3,290 tonnes  
of sewage spared from  
waterways**



**207,680 TONNES  
OF CO<sub>2</sub>eq SAVED  
equivalent to  
2.4 million flights  
from London  
to Paris**



**6.7 MILLION ANIMALS  
SPARED FROM A LIFETIME  
OF SUFFERING\*\*  
\*\*according to  
The Vegan Society's calculator**

# VEGANUARY ALUMNI



## JASMINE HARMAN, TV PRESENTER, CLASS OF 2014:

"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. I feel very proud and very privileged to have been with Veganuary from the start and to be one of their Ambassadors."



## CHRIS PACKHAM, NATURALIST AND TV PRESENTER, CLASS OF 2019:

"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." "Being vegan is a great way to support the natural world and to live sustainably."



## DEBORAH MEADEN, ENTREPRENEUR, CLASS OF 2020:

"Taking part in Veganuary helped me change how I eat, and now my diet is the best for animals, the planet and for me. If the climate crisis, animal suffering or the loss of wild places and species concerns you, sign up, take part and let Veganuary help you, too."



## PETER EGAN, ACTOR, CLASS OF 2016:

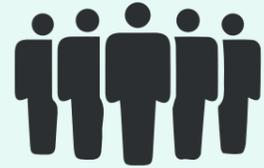
"The first thing which is wonderful about Veganuary is that there is no pressure. Like people give up drinking for January, it's a very, very good idea. So you can, if you like, say 'ok I'm only going to do it for January'. I'd be very surprised if you decide to do it for January and then not do it for February because it is such an exciting and interesting way of living in terms of foods." "It is a powerful movement, it's a creative movement and I love being part of it. A growing movement, certainly."



## BRIAN MAY, MUSICIAN, CLASS OF 2020:

VEGANUARY!!! Yes! It's done - and I loved it. Not a morsel of meat or fish or dairy passed my lips. It was so much easier than I expected, and gave me so much. So I am now plunging in for a Vegan February!!! I certainly don't feel like giving up this new journey of discovery. Who's with me?"

# THE 2022 CAMPAIGN IN NUMBERS



## 629,000 PARTICIPANTS

More than 629,000 people officially signed-up from nearly every country in the world (except Tajikistan and North Korea). Kantar research suggests around 10 times more people actually take part than officially sign-up to our email pledge, that means over 6 million people gave vegan eating a go!



## THE TOP 3 REASONS PEOPLE TOOK PART

were to help animals, protect the environment and improve their health



## 4,351 MEDIA STORIES

Veganuary's campaign was mentioned in over 4,351 media stories across the globe including features on Sky News and The Daily Show with Trevor Noah and articles in The Guardian, The Observer and iNews.

**76% ARE VERY/EXTREMELY LIKELY TO TRY VEGAN AGAIN IN THE FUTURE.**

## 83% PLAN

### PERMANENT DIET CHANGE

In total, 83% of participants who were not already vegan when they signed up will permanently change their diet by either staying vegan or at least halving their intake of animal products.

## 19.6 MILLION SUPPORT EMAILS

were sent to participants during the campaign period.

## 49% SAW IMPROVEMENTS TO THEIR ENERGY LEVELS



## 98% WOULD RECOMMEND

98% would recommend Veganuary to a friend or family member.

# THE RISE OF PLANT-BASED

## NEARLY HALF OF NON-VEGANS BUY PLANT-BASED PRODUCTS

A third of non-vegan customers buy plant-based alternatives occasionally while 14% purchase them regularly.

Source: The Grocer

## GLOBAL VEGAN MEAT MARKET WILL ACCELERATE BY 93% BY 2025

A report from December 2021 predicts that the global vegan meat market will accelerate by 93 percent (hitting \$8.3 billion) by 2025

a CAGR of 15 percent (for context, the CAGR of the global meat market is around 10 percent lower).

Source: Plant Based News

## PLANT-BASED FOOD CONSUMPTION HAS DOUBLED IN THE UK

The number of people eating plant-based alternatives (alt dairy or alt meat for example) nearly doubled from 2008 to 2019, jumping from 6.7 to 13.1%.

Source: Vegconomist

## 43% PLAN TO REDUCE MEAT CONSUMPTION IN 2022 VS 9% PRE-PANDEMIC

Two fifths of Britons plan on eating more plant-based food and reducing their meat consumption compared to just 9% of 2,000 people surveyed in 2019.

Source: Grocery Gazette

## 1 IN 8 HOME-PREPARED MEALS IS NOW VEGAN

According to Kantar, most people who eat plant-based meals are not just vegans but flexitarians.

Source: The Guardian

## PLANT BASED MEAT SALES HIT RECORD HIGH IN 2021

According to a report by the Good Food Institute, sales of plant-based meat alternatives grew 19% to €2bn in Western Europe last year.

Source: Food Manufacture



## SUSTAINABILITY AND ENVIRONMENTAL IMPACT ARE KEY DRIVERS OF CUSTOMER'S FOOD CHOICES

According to a report by Deliveroo, of those who described themselves as vegan, 26% were primarily for sustainability reasons.

Source: Charged Retail



FIND MORE STATS ON THE VEGAN MARKET [HERE.](#)

## GOOGLE SEARCHES FOR "VEGAN FOOD NEAR ME" EXPERIENCED A MORE THAN 5,000% INCREASE IN 2021.

Source: VegNews

# WHO'S SUPPORTING VEGANUARY 2023



## JOANNA LUMLEY, ACTOR:

"Veganuary's mission is to make the world a kinder, safer, happier place for all, which makes their January campaign utterly irresistible. I'm in awe of every single person taking part for the climate, our rivers and oceans, forests and wild places, animals and people. You're all angels."



## 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?"



## 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!"



## LUCY WATSON, TV PERSONALITY AND INFLUENCER:

"Loving animals and eating them too never made sense to me; that's why I went veggie aged 6 and then later turned to veganism. It was the best decision I've ever made & I've enjoyed it so much more than I could have ever expected. It feels good to do the right thing. I know it can be a daunting prospect for some, Veganuary is here to help guide you."



## ALEXIS GAUTHIER, MICHELIN-STARRED FRENCH CHEF:

"Going vegan in 2016 was one of the best things I've ever done for myself, so I decided to share that joy the best way I knew how - by turning my whole fine-dining restaurant fully vegan, too. This January, you can experience that same joy for yourself by trying veganism - it's healthy, it's delicious, and it's an act of kindness to this planet and the amazing creatures we share it with. All you have to do is give it a try!"



## 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!"



**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."



**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."



**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."



**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!"



**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!'"

# 2023 CAMPAIGN HIGHLIGHTS

**A COLOURFUL AND QUIRKY CAMPAIGN VIDEO BRINGING POSITIVE ENERGY INTO 2023**

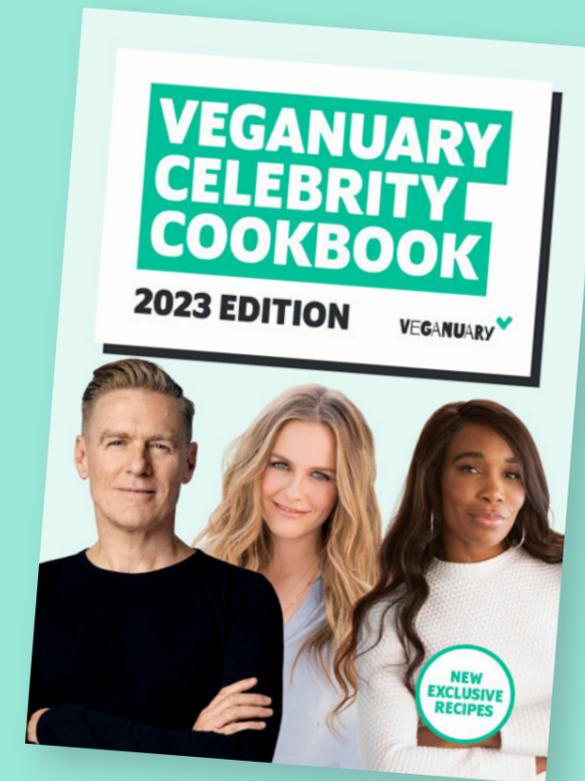


**OUR BRAND NEW 31-DAY YOUTUBE SERIES**

will provide helpful advice to everyone trying vegan this January

**VEGANUARY TURNS 10!**

We'll be looking back at the enormous impact our campaign has had on Britain's food and cultural landscapes over the past decade



**THE OFFICIAL VEGANUARY PODCAST**

is launching! A weekly chat covering common questions from Veganuary participants along with celebrity interviews.

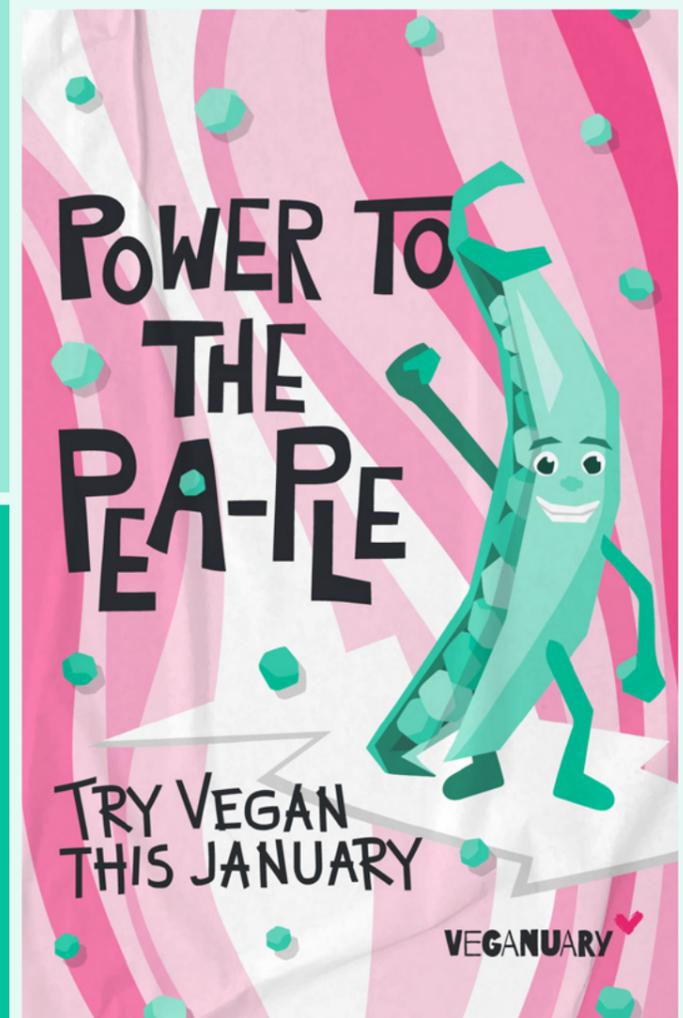
**NEW ONE-POT MEAL PLAN**

with easy, affordable recipes to feed a family for a week



**2023 CELEBRITY COOKBOOK**

featuring recipes from Joanna Lumley, Chris Smalling, Alicia Silverstone, Venus Williams, Dr Jane Goodall and MYA



# 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](#).

