

VEGANUARY PRESS PACK 2024

**VOTE FOR
VEGGIES**



VEGANUARY 

ABOUT VEGANUARY

HAPPY BIRTHDAY TO US!

Veganuary celebrates its 10th anniversary this year! Millions of people from almost every country in the world have tried vegan with us over the last decade, and the food landscape has changed dramatically.

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.

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 1,610 new vegan products and menus** were launched. Some of the options that got our pulses racing were Burger King's Vegan Royale Bakon King, the McDonald's Double McPlant, and new plant-based offerings at Wagamama, Pret, Greggs and Subway.

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



MATTHEW GLOVER, CO-FOUNDER 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 2023 IN NUMBERS



MILLIONS OF PEOPLE

Since launching in 2014, millions of people around the world have signed up to take part in Veganuary.



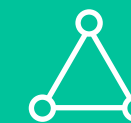
98%

98% would recommend Veganuary to a friend.



6,800

Our 2023 campaign featured in more than 6,800 media stories.



155 MILLION

Over 155 million people were reached through Veganuary's social media channels internationally.



1,610

Over 1,610 new vegan products and menu items were launched globally during January.



2.3 MILLION

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

THE IMPACT OF VEGANUARY

**FOR EVERY
ONE MILLION
PARTICIPANTS
WHO EAT VEGAN
FOR 31 DAYS THE
POSITIVE IMPACTS
ARE HUGE!**

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

science.sciencemag.org/content/360/6392/987/



**6.2 MILLION
LITRES OF
WATER SAVED**



**405 TONNES OF
PO₄³⁻eq SAVED
(EUTROPHICATION)
the same as 1,645 tonnes
of sewage spared from
waterways**



**103,840 TONNES
OF CO₂eq SAVED
equivalent to
1.2 million flights
from London
to Paris**



**3.4 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 2023 CAMPAIGN IN NUMBERS

MILLIONS OF PEOPLE

worldwide have officially signed up on our website to try vegan with us since 2014. Studies show that millions more participate without signing up!



OVER 155 MILLION PEOPLE WERE REACHED

through Veganuary's social media channels internationally



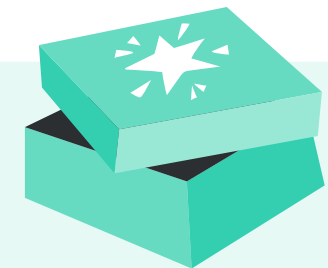
PEOPLE FROM NEARLY EVERY COUNTRY IN THE WORLD

took part in Veganuary this year (only Vatican City and North Korea had no sign-ups recorded)



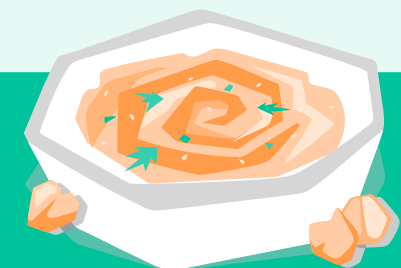
MORE THAN 820 NEW VEGAN PRODUCTS

were launched for Veganuary



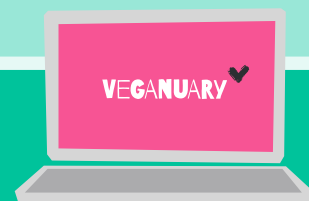
MORE THAN 790 NEW VEGAN MENUS

were added to (chain-)restaurants for Veganuary



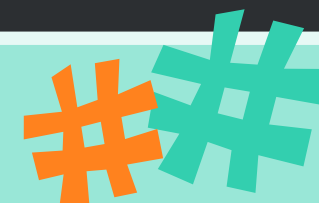
MORE THAN 6,800 MEDIA STORIES

were published about Veganuary around the world



2.3 MILLION PEOPLE VISITED THE VEGANUARY WEBSITE

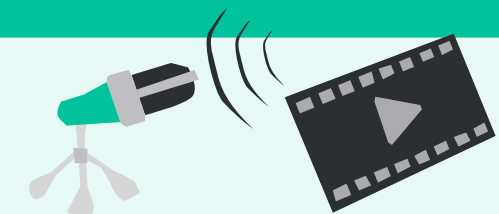
looking for helpful tips and advice on going plant-based



The hashtag #Veganuary was viewed on TikTok

MORE THAN 894 MILLION TIMES

by the end of January 2023



Our new YouTube series and Veganuary podcast received

TENS OF THOUSANDS OF VIEWS AND LISTENS

throughout the campaign

THE RISE OF PLANT-BASED

RETAILERS, BRANDS AND CONSUMERS HAVE SEEN PLANT-BASED FOOD SALES UP 230% IN 2022

In the run up to Christmas, plant-based food alternatives have become more popular as searches for 'Christmas vegan' more than tripled via Ocado's website, rising by 389%. Meanwhile, searches for 'Vegan Christmas Food' at Waitrose also surged by 188%.

Source: Grocery Gazette



THE GLOBAL VEGAN FOOD INDUSTRY WILL EXCEED A STAGGERING \$91 BILLION BY THE YEAR 2027

thanks to growing 'consumer demand'. The new analysis also hails vegan food for 'reducing the risk of zoonotic disease and antibiotics' as well as the ability to 'feed more people with fewer resources'.

Source: Research and Markets



PLANT-BASED MEAT SALES GREW BY 21% BETWEEN 2020 AND 2022, WHILE CONVENTIONAL MEAT SALES DECREASED BY 8%

Inflation has caused a 1% rise in plant-based meat prices, while animal meat prices have risen by 11%.

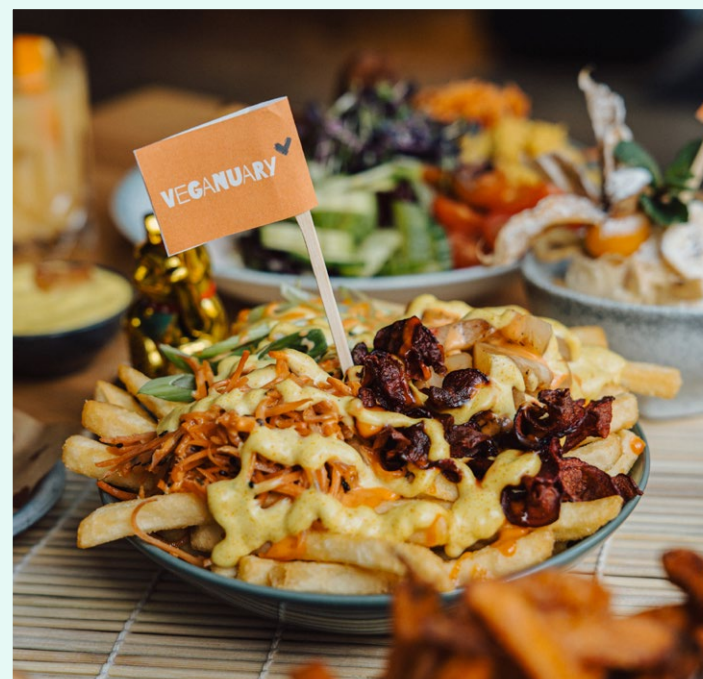
Source: GFI Europe



IN THE LAST TWO YEARS ALONE, MEAT-FREE SHOPPERS HAVE INCREASED BY 6.5%

Health and environmental factors are the biggest driving forces behind purchase: 37% and 31% of consumers cited these reasons respectively.

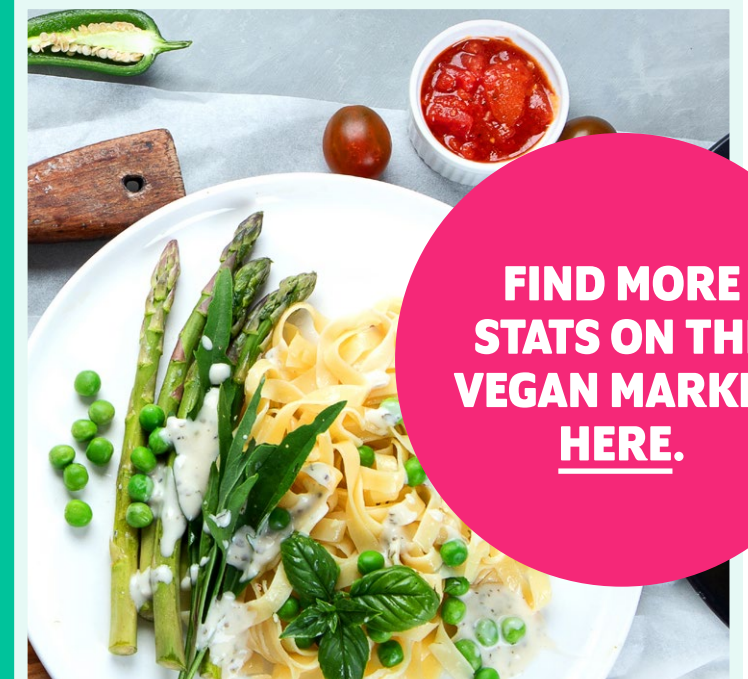
Source: Talking Retail



THE UK VEGAN FOOD MARKET IS GROWING CONSIDERABLY AT A RATE OF 9.58%

Largely driven by increased health awareness, one in four Brits have reduced their animal product consumption since the start of the pandemic.

Source: Straits Research



FIND MORE STATS ON THE VEGAN MARKET HERE.

WHO'S SUPPORTING VEGANUARY 2024



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?"



BIMINI BON BOULASH, ARTIST & AUTHOR:

"Babes! You know what's chic right now? Being vegan for January! Kindness is in, compassion is sexy and being healthy makes you a hottie. Serve it up for the animals, the planet and our fabulous selves. If you've ever thought about living it up plant-based, Veganuary is your chance to show the world!"



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."



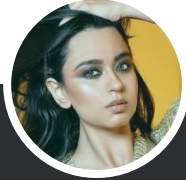
ALEXIS GAUTHIER, MICHELIN-STARRED FRENCH CHEF:

"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!"



MÝA, SINGER, SONGWRITER, DANCER, AND ACTOR:

"Veganism is the first step we can all take to a healthier planet and a healthier us from food, fashion to overall lifestyle. The most important film to watch is 'Eating Our Way to Extinction,' connecting the dots of our global impact and understanding why we must act now. I hope you'll get started this January."



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."



RICHA MOORJANI, ACTOR:

"Veganuary is an excellent opportunity to try a plant-based diet, while feeling motivated and supported on your journey by a community of extraordinary people who share similar values and are cheering you on as you join this incredibly rewarding (and vital) movement."



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'."

2024 CAMPAIGN HIGHLIGHTS

VOTE FOR VEGGIES
JANUARY 2024
TRY VEGAN THIS JANUARY

FLAVOUR
FOR THE MANY, NOT THE FEW

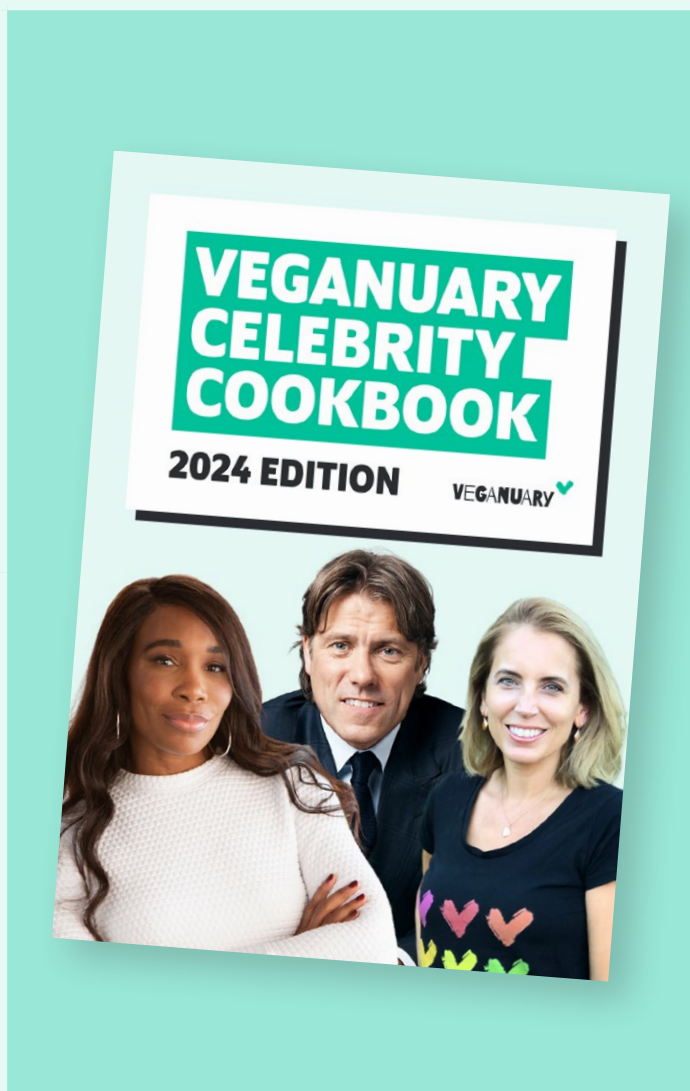
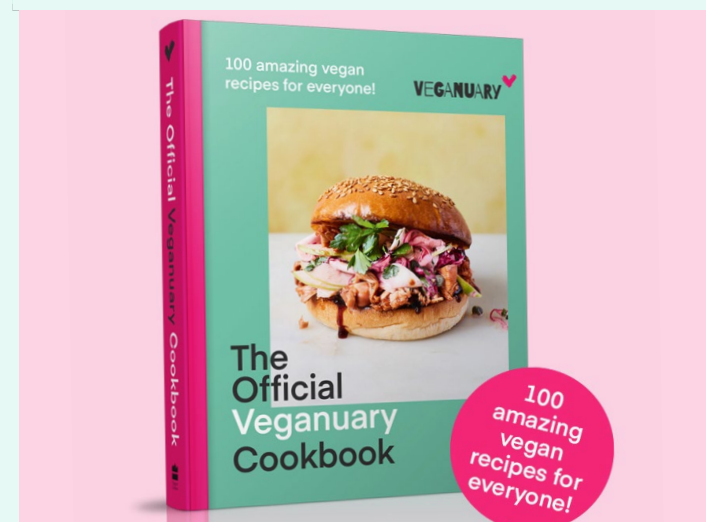
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VEGANUARY



THE OFFICIAL VEGANUARY COOKBOOK

Launching in bookstores around the world this December, our first-ever cookbook demonstrates how easy it is to make eating vegan simple and delish. Bringing 10 years of Veganuary's tried and tested recipes into one beautiful resource.



THE OFFICIAL VEGANUARY PODCAST

Our popular weekly podcast will feature celebrity guests including Chris Packham, Deborah Meaden and James Moore, and we'll answer questions from Veganuary participants.

**7 DAYS OF
REVOLUTIONARY RECIPES**

Our new meal plan is a culinary call to action with easy, vibrant and delicious recipes.



2024 CELEBRITY COOKBOOK

A collection of mouth-watering plant-based recipes written or inspired by celebrities including Joanna Lumley, Chris Smalling, Alicia Silverstone, Venus Williams, Dr Jane Goodall and Mya.

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JANUARY 2024
TRY VEGAN THIS JANUARY

LETTUCE
STRONGER, MORE STABLE
IN THE NATIONAL INTEREST

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VEGANUARY



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.

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](#).

