

VEGANUARY 2024

CAMPAIGN IN REVIEW



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FOREWORD

Dear supporters and friends,

I've been vegan for well over a decade and still remember the days when the word 'vegan' was either unknown or frowned upon, when the only vegan option in restaurants was salad and supermarkets had not a single alternative to dairy milk on their shelves.

Ten years after our founders Jane Land and Matthew Glover started Veganuary at their kitchen table in York, UK, the world is now a different place. And while certain UK media outlets have opted for clickbait headlines questioning whether the vegan 'boom' has bust, we saw another massive uptake of the global Veganuary campaign in January 2024.

Not only has veganism become mainstream in several of our focus countries (UK and Germany), plant-based eating has become so normalized in many countries that people often participate in Veganuary by simply eating vegan for the month of January – without the need for daily guidance and advice through our email or video series.

To capture the wider number of people embracing positive dietary change, we commissioned YouGov surveys in several of our core campaign countries to establish the percentage of people who report taking part in Veganuary during January 2024. Based on these results and the current population estimates for each country, **we have calculated that roughly 25 million people worldwide chose to try vegan this January.**

My heart sings when I think how many animal lives saved this equates to, paired with positive impacts on the environment and health. We know many of our past participants report either sticking to a vegan diet or reducing animal products going forward, further multiplying the positive impact on the world.

This year, the Veganuary movement had a bigger global reach than ever! We started a new country chapter in Spain and partnered with two additional organizations in Greece and Austria, bringing the total number of countries with active Veganuary campaigns to 16. Our social media presence also continued to grow around the world and our press coverage has reached an all-time high.

And while interest in trying vegan for a month grows globally each year, so do our collaborations with supermarkets, restaurants, cafeterias, universities, and other institutions that join in and increase their plant-based offerings or encourage their workforce to take part. Our aim is to make veganism as omnipresent and mainstream as possible during the month of January and ensure a wide range of delicious options for everyone willing to give it a go.

We've seen hundreds if not thousands of companies join this year in all our core regions and have encouraged vegan product launches all around the world. Some highlights include Hard Rock Cafe launching a Veganuary menu in all its locations worldwide with activities in several countries promoting this launch; over 115 businesses joining the Workplace Challenge in the UK, including Ernst & Young, Salesforce, DocuSign, and Just Eat; and German food service giant Dussmann serving new vegan dishes in workplaces reaching more than 16 million people daily.

In Latin America over 300 companies joined Veganuary, such as Starbucks, Subway, NotCo, and Uber Eats. In Spain the campaign saw over 100 participating companies in our first year there, including major brands Papa Johns, Philadelphia, and Babybel.

In the US hundreds of brands promoted Veganuary, from chain restaurant & pizza launching new vegan options in 55 locations to retailer Costco encouraging customers to sign up to try vegan in its magazine *Costco Connection* with a circulation of 15 million.

The following report aims to provide further insights into this year's campaign and showcase the growth of veganism in our different focus countries. It is thanks to our donors, supporters, sponsors, and partner organizations that Veganuary has been able to become a global movement driving a worldwide shift towards plant-based foods.

This report is for you – thank you for believing in our shared mission and for your continued support. We could never have done this alone. Together we stand up for a more compassionate and kinder world for all.



With gratitude

Ria Rehberg
CEO, VEGANUARY

THE 2024 CAMPAIGN IN NUMBERS



**25 MILLION PEOPLE
WORLDWIDE**

tried vegan during
January 2024 (based
on YouGov surveys and
population data in our
core countries)

**102 MILLION
INTERNATIONAL**
social media
reach



**OVER 10,000
MEDIA STORIES**
featured Veganuary
around the world

**1.8 MILLION PEOPLE
WORLDWIDE**

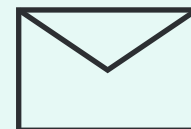
received our resources
& support through
emails, social media,
our podcast and
YouTube channel



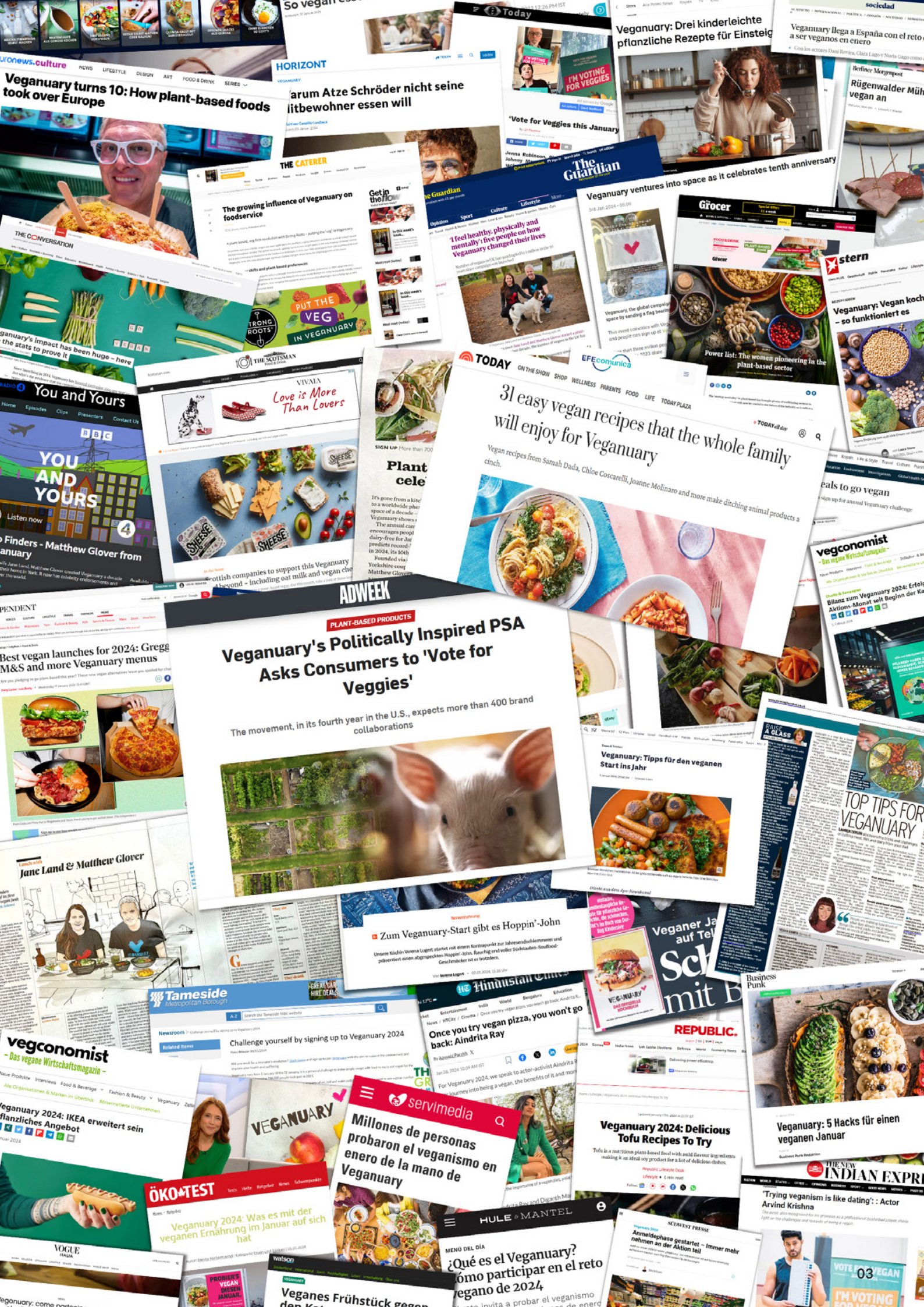
**OVER 2,100 NEW VEGAN
PRODUCTS & MENU ITEMS**
launched for Veganuary
2024 globally



**300
BUSINESSES AND
ORGANIZATIONS**
took part in the
Workplace Challenge



**17.5 MILLION
COACHING EMAILS**
were sent



Veganuary turns 10: How plant-based foods took over Europe



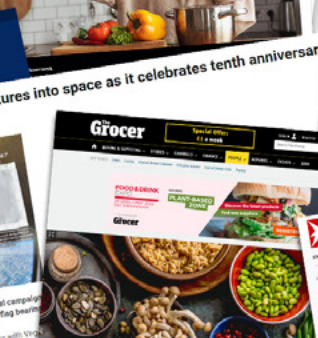
Parum Atze Schröder nicht seine Mitbewohner essen will



Veganuary: Drei kinderleichte pflanzliche Rezepte für Einsteiger



Veganuary llega a España con el reto de ser veganos en enero



THE CONVERSATION

THE CATERER

THE GUARDIAN

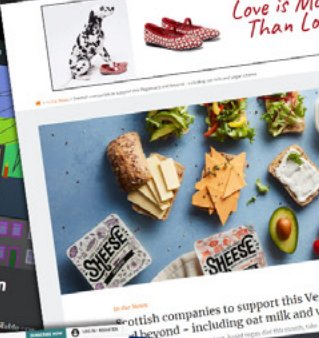
Grocer

stern

YOU AND YOURS



PUT THE VEG IN VEGANUARY



Plant cele



31 easy vegan recipes that the whole family will enjoy for Veganuary



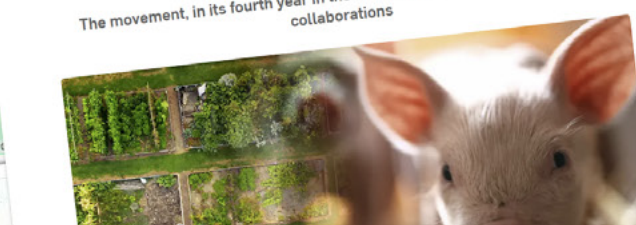
veconomist



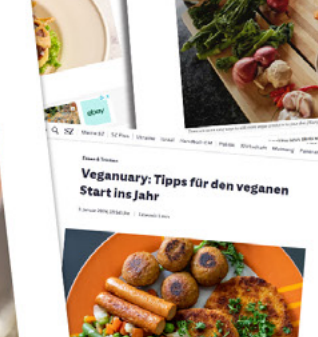
Best vegan launches for 2024: Greggs, M&S and more Veganuary menus



Veganuary's Politically Inspired PSA Asks Consumers to 'Vote for Veggies'



Veganuary: Tipps für den veganen Start ins Jahr



TOP TIPS FOR VEGANUARY



vegconomist - Das vegane Wirtschaftsmagazin



Zum Veganuary-Start gibt es Hoppin'-John



Once you try vegan pizza, you won't go back: Aindrita Ray



Veganer Ja auf Tel...



Veganuary 2024: Delicious Tofu Recipes To Try



VOGUE ITALIA



Millones de personas probaron el veganismo en enero de la mano de Veganuary



¿Qué es el Veganuary? ¿Cómo participar en el reto vegano de 2024?



Veganuary 2024: Armeidphase gestartet - Immer mehr nehmen an der Aktion teil



'Trying veganism is like dating': Actor Arvind Krishna



WHO WE ARE AND HOW WE MAKE A DIFFERENCE

Veganuary is a non-profit organization inspiring and supporting people to try vegan in January and beyond. What started as an idea at a kitchen table in York, UK has taken the world by storm and 10 years on, Veganuary is part of a global movement driving a shift towards eating plant-based.

Through our campaign, we encourage millions of people to try vegan and collaborate with thousands of businesses worldwide, assisting them in expanding their plant-based offerings for this growing audience. In turn, more people are tempted to try these readily available alternatives. Our extensive media presence and huge social media following further increase the visibility of veganism in January. We call this the 'Veganuary effect.'

Large-scale animal farming is responsible for the deaths of billions of sentient animals each year, and significantly contributes to climate change, deforestation, species loss, pollution, and antibiotic resistance, as well as increasing the risk of further pandemics. We believe that things need to change – and fast.

Since launching in 2014, we have made powerful strides towards achieving our mission, and over the next five years, we will continue to change the status quo and break down the barriers people face when eating vegan. With the Veganuary effect, we aim to make vegan food more accessible, visible, and delicious – showing people and businesses around the world that plant-based is the future.

OUR VISION

Our vision is simple; we want a vegan world. A world without animal farms and slaughterhouses. A world where food production does not decimate forests, pollute rivers and oceans, exacerbate climate change, and drive wild animal populations to extinction.

OUR MISSION

Our mission is to inspire and support people to try vegan, drive corporate change, and create a global mass-movement championing compassionate food choices with the aim of ending animal farming, protecting the planet, and improving human health.

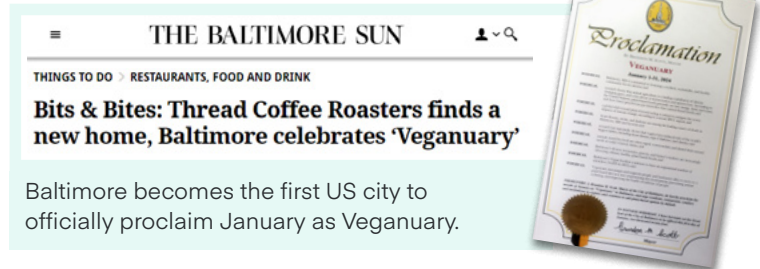


VEGANUARY IN THE US

A BIG KICK-OFF FOR THE WORLD TO SEE

Veganuary 2024 started with a splash as millions of people celebrating New Year's Eve in Times Square were greeted with our colorful "Happy Veganuary!" billboard. Veganuary ads simultaneously graced the streets of the nation's capital, encouraging Washingtonians to try vegan with us in the new year. **Over 1.3 million people viewed our billboards!**

We also released a playful riff on a political campaign ad voiced by Ryan Eggold (star of Netflix's *New Amsterdam*) which encouraged viewers to "Vote for Veggies!" **A few days into the year, Baltimore took the lead on becoming the first US city to declare January as the official month of Veganuary** (Mayor Scott's proclamation cites environmental, health, economic, and animal protection reasons to eat more plant-based).



VEGANUARY IN THE US

VEGANUARY CELEBRATED NATIONWIDE

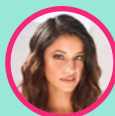


Veganuary was celebrated in every corner of the US, with over **20 TV features and more than 1,000 media stories** from New York and California to Utah and Arkansas. Celebrity supporters helped us spread the word too: Singer Mýa shared her encouragement, NBA assistant coach Joseph Blair spoke on *NBC4* in Washington DC, comedian Myq Kaplan recorded a sketch on *CNN*, and actor Richa Moorjani became an official supporter. Tabitha Brown and Maggie Baird celebrated by joining the first-ever Veganuary Vegetable of the Year panel. The nationwide takeover was also visible on our social media channels with influencers creating recipes and showcasing their Veganuary journeys. Even universities celebrated Veganuary, thanks to the work of University of California, Los Angeles and University of Toronto student clubs, as well as the Humane Society of the United States' Veganuary pilot, which helped schools serve more plant-based meals during the month.



UCLA students brought Veganuary to campus.

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."

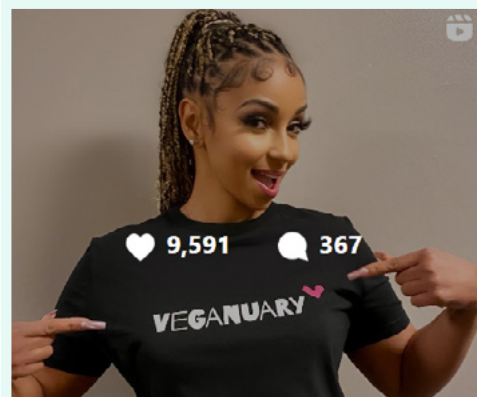


VEGETABLE OF THE YEAR

Veganuary's expert panel (including food futurologists, celebrities, chefs, and members of key nutrition, retail, and sustainability councils) determined the purple sweet potato as the 2024 Vegetable of the Year.

HOLLY ADRIEN, NATURAL ORGANIC STRATEGY & INNOVATION MANAGER AT KROGER

"Available fresh and frozen, and as an ingredient to amplify dishes, we will continue to see the vibrant purple sweet potato's popularity grow."



Mýa's Veganuary 2024 video called vegetables "the fountain of youth" and was played over 187,000 times across English-speaking social media platforms.

VEGANUARY IN THE US

BUSINESSES BIG AND SMALL GET INVOLVED

Brands, restaurants, retailers, and produce companies across the US and Canada went all-in for Veganuary 2024.

Over **300 new menu items and promos** launched in restaurants and more US grocery chains than ever promoted Veganuary. In total, more than 400 businesses participated in Veganuary.

More companies than ever before encouraged employees to try vegan for Veganuary with over **30 US employers taking part in the Veganuary Workplace Challenge.**



NEW SEASONS MARKET

The retailer celebrated Veganuary's Vegetable of the Year on TV, encouraged customers and staff to try vegan, created vegan-themed store entrance signage, and offered promotions on plant-based products.



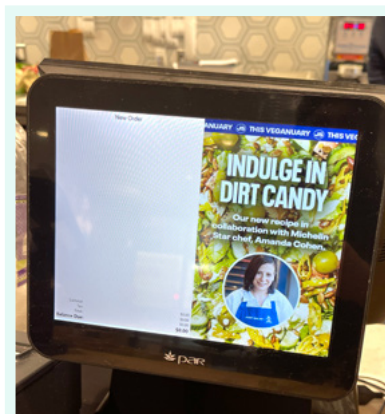
COSTCO PROMOTED VEGANUARY

Costco encouraged shoppers to sign up for Veganuary in Costco Connection magazine, sent to over 15 million readers.



JOSEPH FAHEY, DIRECTOR OF CULINARY AT &PIZZA

"Thanks to Veganuary, we've successfully elevated awareness of our vegan menu, attracting new customers and expanding our reach in the process!"



JUST SALAD LAUNCHED NEW VEGAN SALAD

The limited-time vegan recipe was created in partnership with Amanda Cohen, chef and owner of Dirt Candy, the award-winning, Michelin-starred vegetarian restaurant in NYC.



BEN & JERRY'S NEW VEGAN ICE CREAM

The company launched a non-dairy version of its popular Strawberry Cheesecake flavor and created a blog article "Top 10 Tips for Surviving Veganuary as a Dessert Lover" (among other Veganuary content).

VEGANUARY IN THE UK

VEGANUARY CELEBRATES 10TH ANNIVERSARY WITH A BANG!

In 2024, Veganuary celebrated a decade of bringing veganism to the mainstream in the UK.

To mark the occasion, we released a documentary and launched our first official cookbook. Drag Race UK star **Bimini Bon Boulash** joined as an Ambassador and The Veganuary Podcast returned with celebrity guests including **Henry Dimbleby, Chris Packham, and Deborah Meaden.**

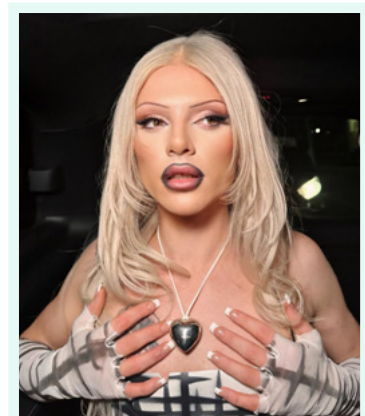
This year, a Veganuary flag was taken on a cargo delivery flight to the International Space Station, symbolizing the campaign's astronomical growth. Back on the ground, we rallied the public to "Vote for Veggies" and act against the climate crisis. A Veganuary campaign bus made its way through London, spreading the message across the capital. Celebrities such as Johnny Marr, Chris Packham, Jasmine Harman, and Peter Egan also backed the call to action.

Veganuary's media presence soared to new heights with **over 2,400 press stories** talking about the campaign. Major publications like *The Guardian* and *The Observer* celebrated our 10th anniversary, while *The Independent*, *RTÉ Ireland* and hundreds of regional outlets offered tips for taking part. *The Telegraph* and *Daily Mail* reported on the NHS taking part in Veganuary's Workplace Challenge, and a research piece in *The Conversation* further highlighted the campaign's lasting impact. We were incredibly proud to see Veganuary's co-founder Jane Land recognized as one of *The Grocer's* most influential women.

We saw the Veganuary effect in full swing on TV and radio, with shout-outs on *Eastenders*, *The Graham Norton Show*, *This Morning*, *BBC Winterwatch*, *Countdown*, and *Saturday Kitchen Live*, along with interviews on *Radio 4* and regional broadcasts. Podcast features on *Cooking the Books*, *Food Talk*, and *The Modern Mann* also prove that a decade into our journey, Veganuary remains as relevant and influential as ever.



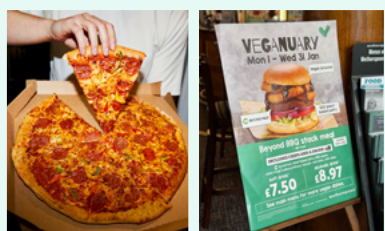
The Graham Norton Show, BBC.



VEGANUARY IN THE UK

UK BUSINESSES CONTINUE TO EMBRACE VEGANUARY

In the UK, we saw more businesses than ever before getting involved in the campaign in new and exciting ways!



Veganuary global sponsor **Beyond Meat** celebrated the launch of its plant-based pepperoni in **Pizza Hut** and a Veganuary special burger in **Wetherspoon** pubs across the country.



Aldi launched over 40 new items including Plant Menu Smoked No Salmon Slices and Corn Dogs, resulting in a 12% sales increase for chilled and frozen products versus last January.



This year Veganuary asked everyone to "Vote for Veggies" and **Asda** did not disappoint! The supermarket used our logo and veggie graphics in-store and online to promote its huge range of vegan products.



Beloved cheese brand **Cathedral City** launched vegan mac and cheese and lasagna ready meals.



Wagamama's exciting Veganuary special, the lion's mane 'steak' bulgogi, proved so popular it sold out before the end of January!



Foodservice provider **ESS** (caters to the Army, Ministry of Defense and other government branches) collaborated with **OGGS** to deliver a range of 40+ plant-based desserts, making menus more accessible for those working in these fields and reducing CO2.



Train company **LNER** introduced a Veganuary menu on board this January with plant-based options for breakfast, brunch, and dinner.



Costa Coffee joined forces with **BOSH!** to launch a selection of plant-based savory and sweet products in over 2,600 Costa locations. The range will be sold throughout the year.

On **Eventbrite**, the marketplace for unique and local events, there was a 44% increase in Veganuary events from 2023 to 2024. Since 2018, the number of Veganuary events has grown by 200%.

VEGANUARY IN THE UK

BIG WINS FOR BRANDS THIS VEGANUARY!

Hard Rock Cafe's Veganuary menu saw an "overwhelming response" with many vegan dishes staying on the menu post-January too!

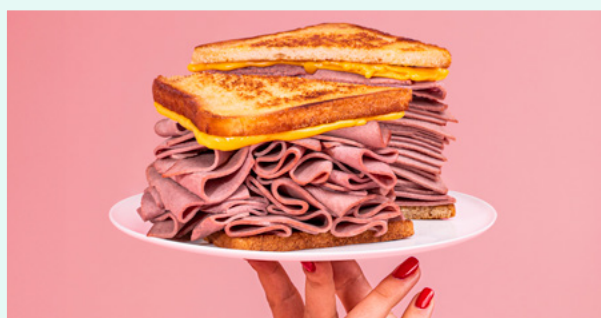
La Vie celebrated its vegan ham launching in Tesco with billboards, bus shelter ads, and social media advertising. It had its biggest sales ever in January 2024 with +266% growth compared to 2023.

Better Nature Tempeh's main challenge this January was keeping up with demand! Sales were up nearly 70% from pre-Veganuary.

The best-selling vegan dish at pub chain **Hungry Horse** was its mushroom and ale pie. Orders for vegan mains were up 22% and kids' vegan dishes were up 12% on 2023.



Hard Rock Cafe saw 'overwhelming' sales of its Veganuary dishes.



La Vie's new vegan ham launch helped the brand's sales increase by 266% from January 2023.

WILL MOXHAM, FOUNDER OF PLANTHOOD

"Planthood has seen a 500% increase in new customers eating our healthy plant-based meal kits this month versus Jan '23."



VEGANUARY IN THE UK

WORKPLACE CHALLENGE SEES RECORD PARTICIPATION IN THE UK

Over 115 businesses took part in Veganuary's Workplace Challenge in the UK this year – a new record! Universities, colleges, councils, insurance companies, NHS Trusts, charities, and train companies are just a snapshot of the sectors that got involved.

Sport was a big focus and we worked closely with the British Association for Sustainable Sports to deliver a webinar in collaboration with Plant-Based Health Professionals and Team GB athlete Lisa Gawthorne. Over 60 sporting organizations attended, including Liverpool Football Club, Premiership Rugby, The Football Association, and Sport Scotland.

The Royal Devon University Healthcare NHS Trust provided over 1,300 free vegan meals for staff throughout the month. The Trust also offered a local vegetable stall and cooking sessions, landing significant media coverage in *The Telegraph*, *Yahoo*, and *Daily Mail*.

Just Eat takeaway supported Veganuary through food delivery platform and encouraged employees to take part in the Workplace Challenge.




ADEPT CARE HOMES

joined the Workplace Challenge once again, encouraging staff and residents to sample vegan cuisine and make their own hummus, pizzas, and cheese straws!

JOE LOCK, COMMUNITIES DIRECTOR AT ADEPT CARE HOMES

"Every year, I enthusiastically engage in Veganuary to explore innovative plant-based dishes, and the experience has been truly enriching. I've had the opportunity to witness the positive influence of Veganuary on our residents. They've not only enjoyed sampling vegan cuisine but have also expressed a desire for more vegan-related activities throughout the year. Veganuary goes beyond food; it embodies a commitment to personal well-being and sustainability."

JAZ RABADIA, HEAD OF RESPONSIBLE BUSINESS & SUSTAINABILITY AT JUST EAT TAKEAWAY

"For the fourth year, we proudly supported Veganuary, helping consumers, partners, and employees to embrace plant-based choices. Our multi-channel campaign, spanning 9 markets, reached millions. We collaborated with major brands and independent restaurants to showcase the diverse vegan options available on our platform and offered customers exclusive deals.

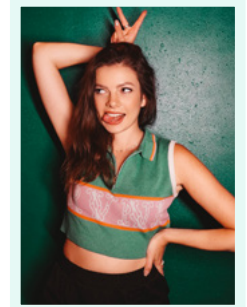
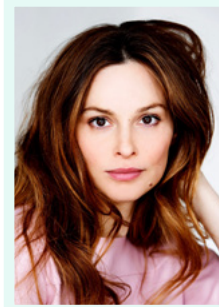
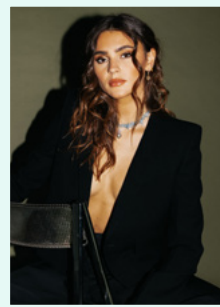
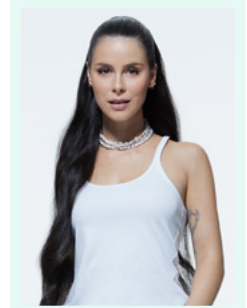
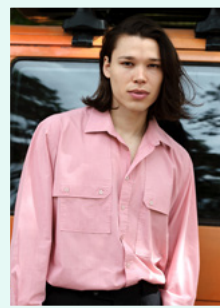
Additionally, we launched a workplace well-being challenge, equipping colleagues with tools to help make more informed choices such as carbon labeling dishes in our Amsterdam office canteen."

VEGANUARY IN GERMANY

THE VEGANUARY BUZZ IN GERMANY REACHES NEW HEIGHTS

We're delighted that 2024 was our most successful year yet in Germany – Veganuary was everywhere! Businesses continued to embrace the campaign, the media shouted about Veganuary louder than ever, and celebrities helped spread the word.

The new celebrities championing Veganuary this year include **model and entrepreneur Stefanie Giesinger**, comedians **Atze Schröder** and **Maria Clara Groppler**, singer **Lena Meyer-Landrut**, actress **Mina Tander**, and actor and creator **Helge Mark Lodder**. In a collaboration on Instagram, Stefanie Giesinger asked her 5 million followers to try vegan with Veganuary.



We kicked things off with a celebrity event in Berlin for the German launch of our *Official Veganuary Cookbook*. Supporters such as actress Kerstin Landsmann shared images widely throughout the campaign.

Veggies were the real stars of our 2024 campaign and many of our celebrity supporters shared their favorite veg-focused recipes and food hacks. Stefanie Giesinger revealed she puts sweet potato in the toaster!



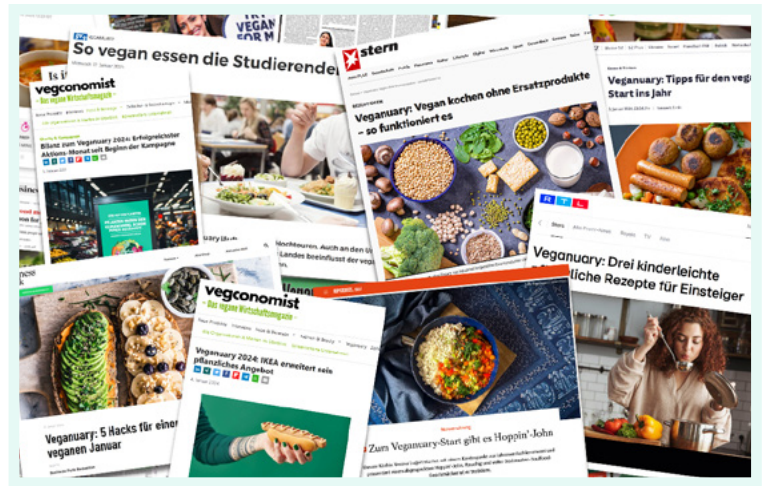
Out in the streets, Veganuary could not be missed. Our Vote for Veggies billboards were all over Berlin, Hamburg, and Cologne while supporting brands such as **Iglo** (Nomad Foods) and **Petfood** launched their own Veganuary posters.

VEGANUARY IN GERMANY

VEGANUARY TOPS THE MEDIA AGENDA IN GERMANY

More than 3,400 media stories were published about Veganuary in Germany.

Highlights include TV channel *ProSieben* reporting on our campaign in the lifestyle magazine *taff*, news outlet *Der Spiegel* sharing vegan recipes, *Stern* covering our newly released cookbook, *Business Punk* sharing hacks for Veganuary, and *Der Standard* conducting a fact-check with an expert highlighting the benefits of eating vegan. Several editors also took part in Veganuary, such as *Men's Health* beauty editor Ferry Hansen.



ARD Mediathek, the media center of one of Germany's biggest and oldest TV stations, featured a dedicated Veganuary category with recipes and food content.



Radio stations and podcasts embraced Veganuary like never before this year, including *Deutsche Welle*, *Deutschlandfunk Nova*, *MDR*, *SWR*, *Radio Bremen*, and *RBB*.



The link between diet and the climate crisis is climbing to the top of Germany's media agenda. In an article about Veganuary 2024, *ÖKO-TEST* wrote: "A purely plant-based diet reduces the share of emissions from the food sector and thus protects the environment and the climate. Last but not least, it avoids animal suffering, which is ubiquitous in the food industry."



ARD, ZDF, NDR RTL, *ProSieben* and *SAT.1* were among the TV channels that reported on Veganuary and participating businesses and universities, as well as the impact of taking part.



Trade magazine *Horzont* reported on comedian Atze Schröder's support for Veganuary and why we shouldn't eat our animal companions.

VEGANUARY IN GERMANY

MORE BUSINESSES THAN EVER EMBRACE VEGANUARY IN GERMANY!

Over **1,000 brands, restaurants, and retailers** participated in Veganuary 2024 by launching over **509 new products and over 605 menu items** or running high-profile ads promoting their vegan offerings. Many brands, restaurants, and canteens veganized best-selling items, while Veganuary visuals and in-store promotions were spotted everywhere.

Deutsche Bahn, the German railway company, once again launched a Veganuary menu in its onboard restaurants after last year's successful campaign.

IKEA saw great success with the launch of plant milk and new vegan menu options across its German restaurants. The new vegan schnitzel option was ordered twice as much as the animal equivalent during Veganuary 2024.

Studierendenwerke – German universities embraced Veganuary through 23 German student unions responsible for canteen catering at their respective sites. This resulted in more vegan menu options, Veganuary signage, and some big wins such as the removal of the surcharge for plant milk at the university in Halle and an increase of up to 33% in vegan sales during Veganuary at Hannover University's cafeterias.



Highlights include Domino's vegan kebab pizza, Pizza Hut's vegan tuna pizza, L'Osteria's pasta with vegan shrimp, and Veganuary specials at burger restaurants Peter Pane, Burger Heart, Pommesfreunde, and Burger King.



Deutsche Bahn launched a Veganuary menu.

VEGANUARY IN GERMANY

MORE BUSINESSES THAN EVER EMBRACE VEGANUARY IN GERMANY! (CONTINUED)

Caterer **Dussmann** served new vegan dishes in company restaurants, reaching more than 16 million people every day in January. Over a quarter of guests chose plant-based dishes during Veganuary and the most popular will now be permanent! **Catering businesses Aramark, Eurest, L&D, Klüh Catering, and Kruschina also launched new menus.**

Leading sausage and charcuterie company **Rügenwalder Mühle** removed the animal-based 'Schincken Spicker' ham once and for all this Veganuary, in favor of the popular vegan equivalent. Available production capacities will now be used for another vegan product which is growing in popularity.

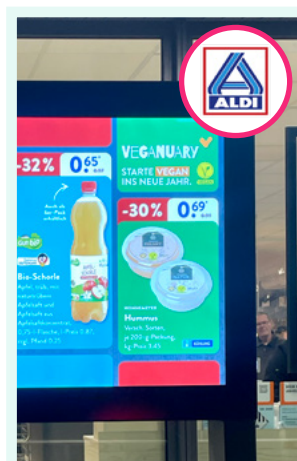
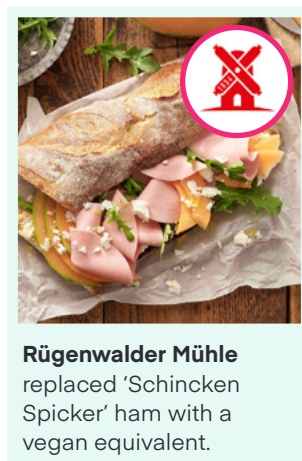
All major retailers in Germany took part in Veganuary 2024! Aldi Nord & Süd, Lidl, Edeka, Rewe, Kaufland, Penny, and Globus all featured new products and special offers in millions of leaflets online and in-store.

A record-breaking **129 businesses took on the Veganuary Workplace Challenge in Germany.** Among them were Coca-Cola, Kleinanzeigen, and Mobile.de, retailers Globus, Edeka, and Rossmann, as well as football teams Bayer 04 Leverkusen and 1. FC Kaiserslautern, which encouraged employees to try vegan.



STEFAN ROSSKOPF, HEAD OF CORPORATE COMMUNICATIONS AT 1. FC KAISERSLAUTERN

"This year, we have once again given our employees the opportunity to take part in the Veganuary Workplace Challenge together. This not only strengthens the team spirit and the exchange between participants, but we also want to use joint seminars and activities to consciously encourage people to think about sustainable practices and their own habits. Veganuary is a great event for this and has already become a fixed date in our annual calendar at the office."



VEGANUARY IN LATIN AMERICA

VEGANUARY MORE PRESENT THAN EVER IN LATIN AMERICA

Veganuary once again had a huge presence in Latin America this year, with high-profile coverage in Chile, Argentina and Brazil, as well as Mexico and Peru thanks to our partners EligeVeg and Be Vegan by Arba.

For Veganuary 2024, the call to try vegan in January urged people across Latin America to join our “Vegetable Revolution,” which was echoed across the continent thanks to support from the press, businesses, public institutions, and celebrities!

We celebrated the launch of the 2024 campaign in Chile with an in-person event for the first time, attended by influencers, celebrities, journalists, and businesses, who helped make the campaign highly visible.

Celebrities also embraced eating plant-based during January, such as Mexican singer-songwriter Denise Gutiérrez, Chilean meteorologist Gianfranco Marcone, and Chilean footballer Fernanda Pinilla.

And we had the support of government figures who gave up animal products during January, including Chilean Deputy Emilia Schneider, Chilean Deputy Andrés Giordano, and Peruvian Congresswoman Sigrid Bazán.

This year, new celebrity Ambassadors championed the campaign in Latin America. In Chile, we were joined by athletes such as fencer Pablo Núñez and waterskier Emile Ritter, both silver and gold medalists respectively in the Pan American Games Santiago 2023. In Argentina, singer Axel, actress Liz Solari, and TV host Leo Montero came on board. Presenter Marco Antonio Regil championed the campaign in Mexico, and in Colombia, model Kathy Moscoso showed her support.

In Brazil we enlisted athletes to deliver content, inspiration, and strategies for those taking on the challenge to revolutionize their health. Hugo Calderano, Pan American table tennis champion and the fifth best player in the world, helped spread the word, and nutritionist and WBFF Fitness World Champion Carol França took part in the challenge and went vegan for the month.



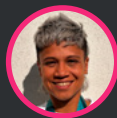
CAROL FRANÇA, NUTRITIONIST AND PROFESSIONAL BODY BUILDER

“I am grateful to Veganuary for helping me in my evolution and of those close to me. I even got my mom to do the challenge with me, and I will suggest Veganuary for my patients, my friends, and family.”

SIGRID BAZÁN, PERUVIAN CONGRESSWOMAN

“I’m joining to try veganism for a month with Veganuary because I believe in the importance of reducing the suffering of other living beings and also because I advocate for environmental sustainability.”

FERNANDA PINILLA, CHILEAN FOOTBALL PLAYER



“Sport and veganism can be entirely compatible, which is why I’m joining the vegan January challenge.”

EMILIA SCHNEIDER, CHILEAN DEPUTY



“I dared to try veganism not only for animal rights but also for sustainability.”

HUGO CALDERANO, TABLE TENNIS PLAYER



“[Not eating meat] just made my health and my performance better.”

VEGANUARY IN LATIN AMERICA

VEGANUARY IN THE MEDIA ACROSS LATIN AMERICA

With more than 1,000 pieces of media coverage across nine Latin American countries, this was our most high-profile campaign so far.

Highlights include newspaper and digital publications such as *El Comercio* and *Forbes* in Peru, *Radio ADN*, *Radio Biobío*, *La Tercera* and *Las Últimas Noticias* in Chile, *El Universal* in Mexico, and *La Nación* and *Nota al Pie* in Argentina.

And the buzz didn't stop there! Veganuary appeared all over Santiago de Chile and Buenos Aires, Argentina with ads at the entrances of metro stations and on platforms. **More than 150 print and digital ads** displayed on the streets of Chile's capital, making it the largest vegan promotion campaign ever carried out in the country.



VEGANUARY IN LATIN AMERICA

LATIN AMERICAN BUSINESSES CHAMPION VEGANUARY

More than **450 companies** were part of **Veganuary 2024 in Latin America**. More than 80 new vegan products and menus were launched, and over 2,000 vegan products were reduced in price for the Veganuary campaign. Some of the world’s most well-known brands participating in Latin America were NotCo and Uber Eats in Chile, Subway in Mexico and Hard Rock Cafe in the Dominican Republic, Panama, Mexico, Argentina, Colombia, Venezuela, Bolivia, Paraguay, Chile, and Brazil. Starbucks stood out in the Southern Cone with its new product launch – the Vegan Loaf Cake – available in Argentina, Paraguay, and Chile.



VIVIAN RODAL RUBIO, MARKETING DIRECTOR AT SUBWAY MEXICO

“Our participation in Veganuary with the new Teriyaki Veg has been an invaluable opportunity to inspire more people to take steps towards to a plant-based diet, also reinforcing our commitment to all our consumers in their multiple styles of life. Many thanks to Veganuary for the platform and collaboration we celebrated.”

Many companies reported increased sales after taking part in the campaign, such as Pedidos Ya Market App, which reported that vegan product orders tripled compared to the previous month, and the food chain Melt Pizzas, which saw sales increase by 19% in the same period. In Brazil, vegan dairy brand Naveia sold 270% more compared to the same month in 2023, surpassing Black Friday, and ice cream brand Roomy’s sales increased by 110% during Veganuary 2024. Yucafé, a plant-based café at Pullman Ibirapuera Hotel in São Paulo, also sold out of its brunch special and was ranked the top café in São Paulo by Trip Advisor this January.



In Brazil, Veganuary promoted a ‘revolution’ that took over an entire street in São Paulo, with 87% of the restaurants in the area promoting the campaign. Our video of this event has been watched by more than **500,000 people** on social media!

Our campaign in Brazil also mobilized five cities to promote a Vegan Street Fair in three regions, impacting over 250 local vegan businesses and receiving 5,000 visitors. In Salvador, the street fair made it into a government event to celebrate summer, attracting 10,000 people.

To reach more people in a country as huge as Brazil, we partnered with 10 influencers from all five regions to create a Guide to Brazilian Vegan Restaurants, which helped Veganuary participants eat out during the month.

The guide featured 27 vegan hidden gems and was downloaded over 10,000 times!



GUIGA PIRÁ, HEAD OF ACTIVISM AT NAVEIA

“Veganuary is a strong campaign that is aligned with our core values. For us, it is an important opportunity to bring the team together to participate collectively.”

VEGANUARY IN LATIN AMERICA

FIRST MUNICIPALITY IN LATIN AMERICA JOINS THE WORKPLACE CHALLENGE

The Workplace Challenge continues to gain popularity across the continent, with companies from several countries taking part and inviting their employees to give up animal products for January.

One of the highlights this year was the Municipality of Constitución in southern Chile, which invited not only its officials and employees to take part in Veganuary but also encouraged businesses in the city to join the municipality's initiative.

The Alsea group, the largest franchise operator in the region, also took part along with its brand Starbucks. They shared Veganuary information and encouraged people to join the challenge through internal communications, as well as conducting plant-based product tastings, internal giveaways, and awards to encourage participation.

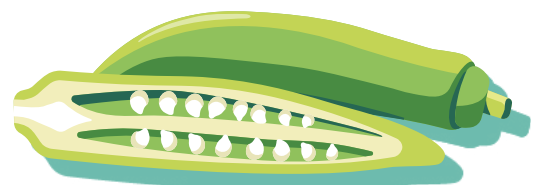
The Municipality of Viña del Mar also supported the campaign by launching the first guide to vegan-friendly restaurants in the city.

As well as this, a national government department joined the campaign for the first time in Chile. The Ministry of the Environment of Chile invited Veganuary to speak about the campaign and encouraged its hundreds of officials and employees to try vegan food.



FABIÁN MANUEL PÉREZ HERRERA, MAYOR OF THE MUNICIPALITY OF CONSTITUCIÓN

"As a result of the activity carried out in January 2024, we began to explore and promote a greater diversity of menu options for restaurants in our commune, municipal officials, and our community. We invite tourists and neighbors to enjoy plant-based alternatives, with which we hope to continue promoting the circular economy, healthy food alternatives, and contributing to a more sustainable environment."



VEGANUARY IN SPAIN

VEGANUARY HAS LANDED IN SPAIN!

This year, Veganuary officially arrived in Spain and attracted huge interest from the public, businesses, and the media.

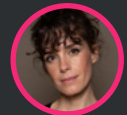
The campaign kicked off with eye-catching posters displayed in key metro stations in Madrid and Barcelona, drawing the attention of hundreds of thousands of commuters to the environmental and health benefits of vegan food.



CELEBRITIES SPREAD THE WORD IN SPAIN

Many celebrities backed the campaign and urged their millions of followers to participate. Several actors showed their support, including **Núria Gago, Nathalie Poza, Clara Lago, Marta Poveda, Elisabeth Larena, Dani Rovira, and David Pareja**. TV personality Azahara Luque and athlete Emma García also promoted Veganuary.

NÚRIA GAGO, ACTOR



"Being vegan is a decision that has brought a lot of happiness to my life. If you're starting to ask yourself questions about the way this society treats and consumes animals, Veganuary is your movement."

DANI ROVIRA, ACTOR



"I join Veganuary because I think it's more important to convince than to conquer, making people understand the importance of veganism for the sustainability of the planet and for improving our relationship with animals."



VEGANUARY IN SPAIN

THE MEDIA BUZZ IN SPAIN

Veganuary attracted the attention of major media outlets in Spain, with hundreds of mentions, articles, and interviews featured prominently in prime slots across written press, radio, podcasts, and TV.

Coverage from *RTVE, Antena 3, ABC, La Vanguardia, Eldiario.es, Público* and *Elle España* reached millions of people throughout January.



100+ COMPANIES PARTICIPATE IN SPAIN'S FIRST CAMPAIGN

More than 100 brands, restaurants, and supermarkets launched new products, menus, and special offers to celebrate Veganuary, showcasing items like empanadas, ramen, pizzas, and sandwiches. Philadelphia promoted a vegan version of its iconic cream cheese, and vegan options became more accessible thanks to offers

on plant-based Babybel and Yosoy dairy-free drinks. The well-known meat alternative company Heura participated in Veganuary Spain's inaugural year. Restaurant chains rolled out new dishes and promotions in support of the campaign, such as Papa Johns, Ramen Shifu, and Las Muns, known for its empanadas.

LAS MUNS

"We have observed a significant level of participation from the public! They have shown great enthusiasm towards the recent launch, actively engaging in trying out the product. Consequently, we have received outstanding feedback and garnered significant attention."



VEGANUARY 2024 PARTICIPANT

"I've never felt more energized, more creative in the kitchen, surrounded by vibrant colors and flavors, all while saving money and not a single animal harmed. What more could one ask for? Let's keep going!"

VEGANUARY 2024 PARTICIPANT

"Veganuary has been an incredible journey for me! From the daily dose of information, tips, and recommendations to the amazing feeling of being part of a supportive community every step of the way."

VEGANUARY IN INDIA

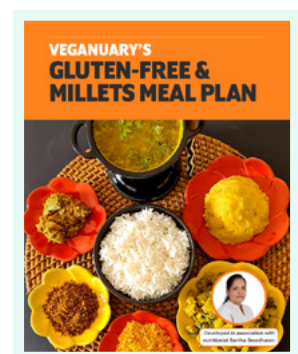
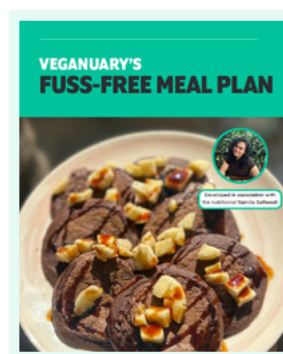
VEGANUARY MAKES HEADLINES ACROSS INDIA

Popular newspapers, celebrities, and brands supported the #VoteForVegan campaign and Veganuary firmly established itself as a regular calendar event in India.

A nationwide survey commissioned by Veganuary through YouGov in November 2023 showed a widespread interest in eating vegan in India.

THE SURVEY REPORTED THAT:

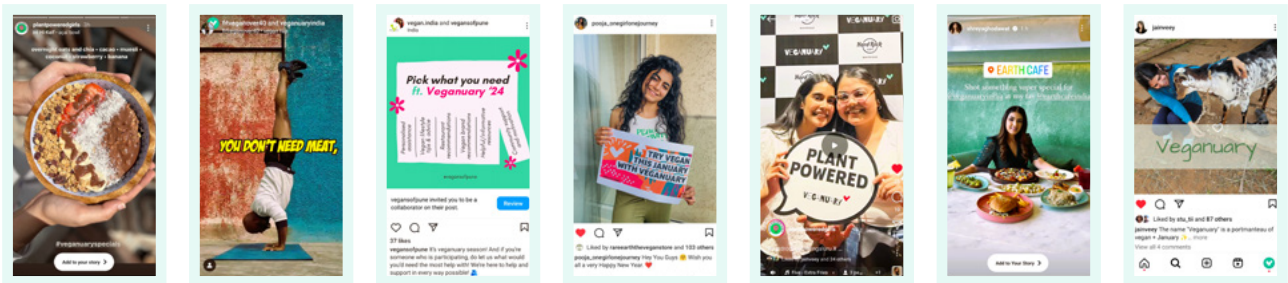
- An impressive **59% of Indians** were interested in trying vegan
- Almost **70% of people** believe India's rich tradition of vegetarianism could be one of the key reasons why veganism could become a success in India
- **61% of people** believe the top reason for veganism being popular among the Indian youth is because they are more health-conscious



VEGANUARY IN INDIA

CELEBRITIES AND INFLUENCERS RALLY BEHIND #VOTEFORVEGAN

This year, 87 influencers supported the campaign with Veganuary recipes, health tips, eating out recommendations, and more.



VOTING FOR VEGAN

Four of our Ambassadors – Arvind Krishna, Sneha Ullal, Kuntal Joisher, and Anushka Manchanda – created video content to support participants and shared it on their social channels. The videos have been viewed by over 275,000 people on Instagram, and the collective follower-base of these supporters is close to 7.2 million people.

METRO AD CAMPAIGN

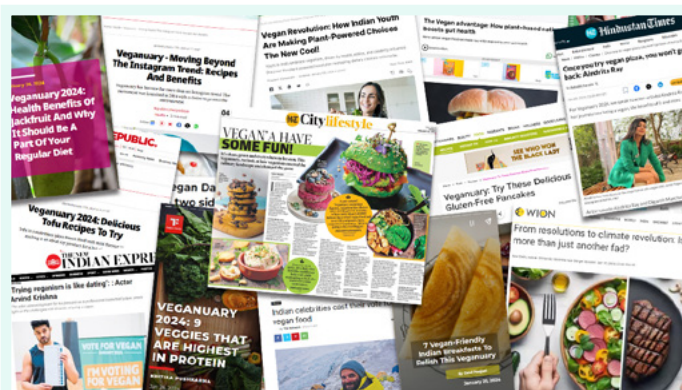
Veganuary took the campaign to the masses with ads on the Bengaluru metro. These ads asked passengers to “Vote for Vegan” and ran for a month. They had an estimated reach of 663,000 people!



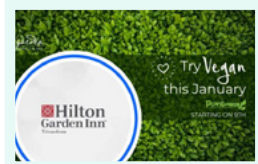
VEGANUARY IN INDIA

VEGANUARY IN THE NEWS

Many mainstream newspapers featured stories highlighting how Veganuary has gained popularity in India, including articles in *The Times of India*, *Hindustan Times*, *Times Now*, *NDTV Food*, and *The Indian Express* among others.



This year, more than **830 articles** were published in print and online about Veganuary.



TOP COMPANIES BACK VEGANUARY

140 Indian companies participated in Veganuary 2024, launching **70 new vegan menu options** and **40 new vegan products**. Popular chains like Hilton Hotels, Hard Rock Cafe, Sante Spa cuisine, Little Italy, and Hatti Kaapi introduced new Veganuary menus and promoted them widely. Retailers such as Nature's Basket, Jio Mart, and Big Basket featured Veganuary collections. Yoga Bar and Blue Tribe – major brands in India – launched new products for Veganuary.

ADRIEN GROB, VICE PRESIDENT OF OPERATIONS AT JSM CORPORATION PVT LTD

"By participating in Veganuary, we at Hard Rock Cafe hope to raise awareness and inspire more people to adopt to a plant-based lifestyle. We also aim to showcase the creativity and versatility of vegan and vegetarian cuisine, debunking any misconceptions about its limited options."

SACHIN AGARWAL, COO AT NATURE'S BASKET

"We are proud to be associated with Veganuary and we are thrilled to be a part of a cause that protects the planet and also improves the human health! At Nature's Basket, we are happy to have a vast range of vegan products at our stores and through this great platform, we aim to motivate people to switch to veganism. This is our second year of collaborating with Veganuary and we shall continue to support veganism every year."

VEGANUARY X HARD ROCK CAFE

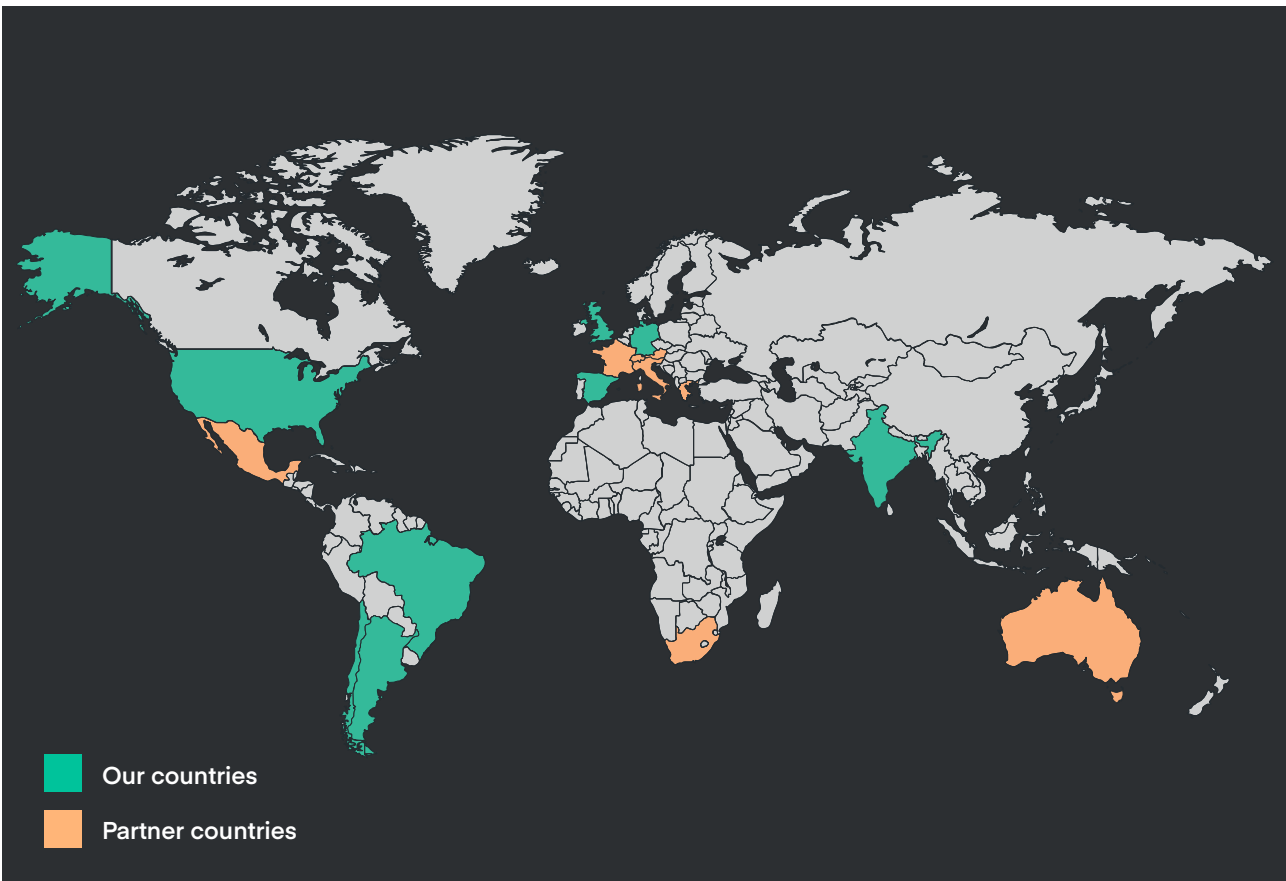
Veganuary co-hosted two events with Hard Rock Cafe in Bengaluru and Hyderabad to launch the restaurant's new vegan menu. The events were attended by 46 food and lifestyle influencers with a collective social media reach of more than 7.5 million people.



GROWING OUR GLOBAL INFLUENCE

Veganuary’s partner organizations are a key force behind growing a thriving global movement. To get closer to our vision of a vegan world, we need to make plant-based foods visible, tasty, and accessible anywhere in the world.

Working collaboratively with trusted non-profit organizations globally allows us to reach more people and businesses with our free resources and ensures the continued growth of the Veganuary movement.



VEGANUARY AROUND THE WORLD

VEGANUARY PARTNER CAMPAIGNS

Our partners around the world adapt the Veganuary campaign to their local contexts and extend the reach of the campaign far beyond our flagship countries.

In 2024, we added two new partner campaigns in Austria and Greece, bringing the total number of partner campaigns to nine. Here are just a few examples of the incredible things our partners accomplished this year!

GREECE

Veganuary’s reach expanded into the Balkans with the addition of Vegan Life. As well as recruiting more than a dozen high-profile Ambassadors and securing media coverage in prominent outlets like *Athens Voice*, Vegan Life recruited major brands such as Pizza Fan (97 stores across Greece) and Galaxia (retailer with 132 stores) to offer vegan options and specials during January. The first Greek campaign kicked off with a Veganuary event in Athens drawing over 3,000 attendees to enjoy talks, plant-based cooking workshops, and vegan food sampling.



Volunteers hit the streets in Greece.

AUSTRIA

Our expansion into Austria was led by Vegane Gesellschaft Österreich. Commuters at Vienna Westbahnhof station were greeted during January with a billboard announcing the Veganuary campaign. Supermarket chain Interspar held a Veganuary culinary tour at its indoor food market in Vienna.



Storefront signage on Austrian restaurant chain Vapiano.

SWITZERLAND

Veganuary came to Switzerland for its fifth year thanks to Vegane Gesellschaft Schweiz and once again recorded remarkable participation. Three of Switzerland’s biggest supermarkets – Denner, Migros, and Coop – supported the campaign. Coop produced a special Veganuary magazine and featured a Veganuary category on its online shopping site. Coop stores across Switzerland had sampling stands featuring products from a Veganuary collaboration between Old El Paso and Planted.



Denner is Switzerland’s third largest supermarket chain.

FRANCE

Our partner in France, L214, ran eye-catching ads on Bordeaux trams which referenced the 2024 Paris Olympics with clever sports-themed slogans like “Dive into Veganuary.” Nearly 150 businesses across France took part, including French retail giant Monoprix, which held a Veganuary coaching event in Paris and featured Veganuary information stands in select stores.

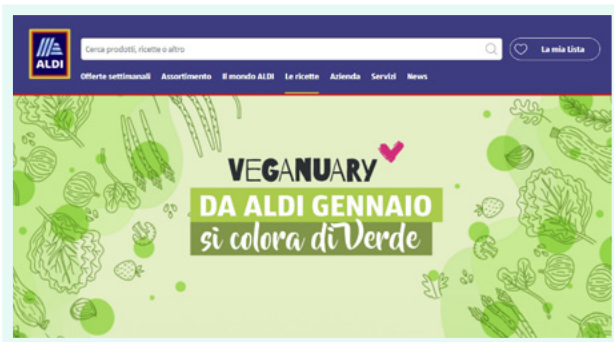


Campaign ads on the Bordeaux, France tram.

VEGANUARY AROUND THE WORLD

ITALY

Essere Animali more than doubled the number of businesses participating in Veganuary this year to over 100, including brands like Aldi, Aveda, and Deliveroo. Participation across Italy continued to be strong, with all 2024 participants receiving an exclusive VIP recipe book with creations from Italian celebrities and public figures. Veganuary also featured in over 140 media stories, including Italian *Vogue*.



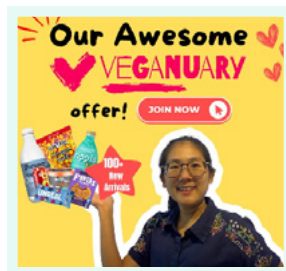
AUSTRALIA

Animals Australia inspired major Australian brands like LUSH, Woolworths, and Fry's to take part this year, and the supplement brand Vegetology offered a Veganuary Wellness Bundle complete with videos and nutrition tips for new vegans.



SINGAPORE

Everyday Vegan Grocer store in Singapore stocked over 100 new products for Veganuary and offered a discount to encourage customers to try vegan. Our partner Centre for a Responsible Future ran a special screening of the film *Milked* with a panel discussion afterwards, which was well-attended by the media.



MEXICO

Thanks to our partner EligeVeg, nine Mexican influencers and non-vegan celebrities joined this campaign, including musicians, actors, and nutritionists. Subway offered the Teriyaki 'Chicken' sub to Veganuary participants across its 780 restaurants in Mexico.



SOUTH AFRICA

Our partner ProVeg collaborated with prominent brands in South Africa this Veganuary, including Food Lover's Market and Burger King. The Vegan Chef, a high-profile chef and restaurant chain owner, spoke about Veganuary on two national radio shows, and ProVeg was interviewed on South Africa's most-watched TV news channel eNCA.



Thank you to our trusted partner organizations for making Veganuary a truly international movement and driving incredible progress for animals!

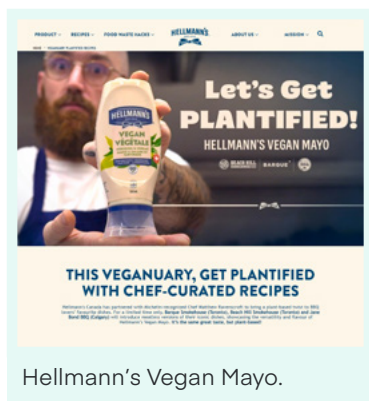
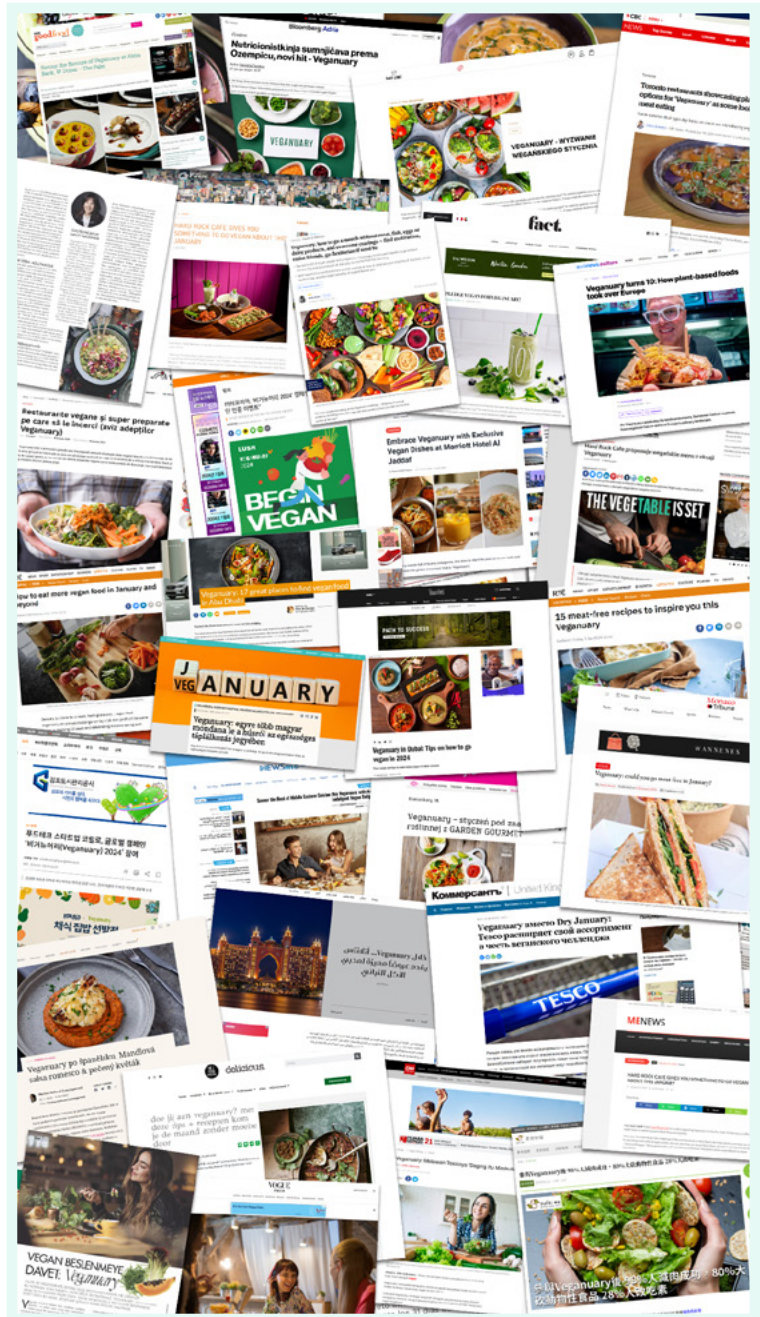


VEGANUARY AROUND THE WORLD

Veganuary transcends borders; our influence is not limited to countries where we have an official or partner presence. Each campaign, we observe and capture an overwhelming number of media stories and corporate activations spanning the globe.

Here is some of the viral activity that increased our presence and visibility in 2024.

- We've counted over 540 press stories highlighting the growth of Veganuary around the world, including *Forbes* in the **Czech Republic**, *Bloomberg* in **Serbia**, *BBC* in the **Middle East** and *South China Morning Post* in **China**
- The brand Lypid in **Taiwan** partnered with over 10 Taiwanese companies, from trendy cafes to Michelin-starred restaurants and Marriot, to showcase plant-based alternatives
- Veganuary could once again be spotted across **Canada** with in-store displays at all London Drugs locations and Hellmann's "plantifying" meaty BBQ joints across the county
- Aldi locations around the world celebrated Veganuary, including stores in **Belgium** and **Slovenia**
- Koralo ran a Veganuary cooking contest in **South Korea** and LUSH Korea promoted the campaign



Hellmann's Vegan Mayo.



Koralo's Veganuary cooking contest.



Lypid in Taiwan.

Dear reader,

Thank you so much for supporting Veganuary.
Without you, all this progress would not be possible.
If you would like to donate to Veganuary, please visit
www.veganuary.com/donate

We're inspired by how the world has embraced
Veganuary so far, and the future looks even brighter!
To learn more about our plans for continued expansion
in 2025 and beyond, please see our **5-Year Strategy**.

**TOGETHER, WE ARE CREATING
A KINDER WORLD FOR HUMANS
AND ANIMALS ALIKE. THANK YOU!**

Veganuary is a charity registered
in England and Wales (1168566).

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VEGANUARY 