

# WEIRD?



**VEGANUARY US**  
**PRESS PACK 2024-25**

**VEGANUARY** 

# ABOUT VEGANUARY

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 can take part 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 2,100 new vegan products and menus were launched. Some of the options

that got our pulses racing were Hard Rock Cafe’s global Veganuary menu, Costco’s Veganuary blurb seen by over 15 million readers, Ben & Jerry’s non-dairy version of its popular Strawberry Cheesecake flavor, and Just Salad’s limited-time Veganuary recipe.

Veganuary now has campaigns in the UK, US, Germany, Chile, Argentina, India, Spain, Australia, Austria, Brazil, France, Greece, Italy, Malaysia, Mexico, Peru, Singapore, South Africa, Switzerland and Canada. It has truly become a global phenomenon.



**MATTHEW GLOVER, CO-FOUNDER OF VEGANUARY**

“When 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 2024 IN NUMBERS



**MILLIONS OF PEOPLE**

Since launching in 2014, millions of people around the world have taken part in Veganuary.



**98%**

98% would recommend Veganuary to a friend.



**10,000**

Our 2024 campaign featured in more than 10,000 media stories globally.



**102 MILLION**

Over 102 million people were reached through Veganuary’s social media channels internationally.



**2,100**

Over 2,100 new vegan products and menu items were launched globally during January.



**1.8 MILLION**

In 2024, over 1.8 million people received our resources and support through emails, social media, our podcast and YouTube channel.

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



**1.6 MILLION  
GALLONS OF  
WATER SAVED**



**405 TONS\* OF  
PO<sub>4</sub><sup>3-</sup>eq SAVED  
(EUTROPHICATION)  
the same as 1,645 tons  
of sewage spared from  
waterways**



**103,840 TONS  
OF CO<sub>2</sub>eq 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**

\*Tons are in metric

# 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?"

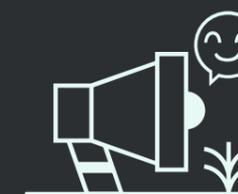
# THE 2024 CAMPAIGN IN NUMBERS



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



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

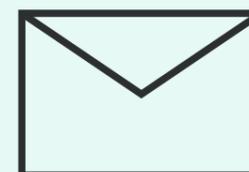
**1.8 MILLION PEOPLE**  
**WORLDWIDE**

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



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

**17.5 MILLION**  
**COACHING EMAILS**  
were sent



# THE RISE OF PLANT-BASED

**52% OF CONSUMERS BELIEVE THAT PLANT-BASED DISHES ARE HEALTHIER THAN MEAT-BASED DISHES.**

Source: Plant Based Foods Association



**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



**DOLLAR SALES FOR PLANT-BASED FOODS GREW BY 44% FROM 2019 TO 2022**

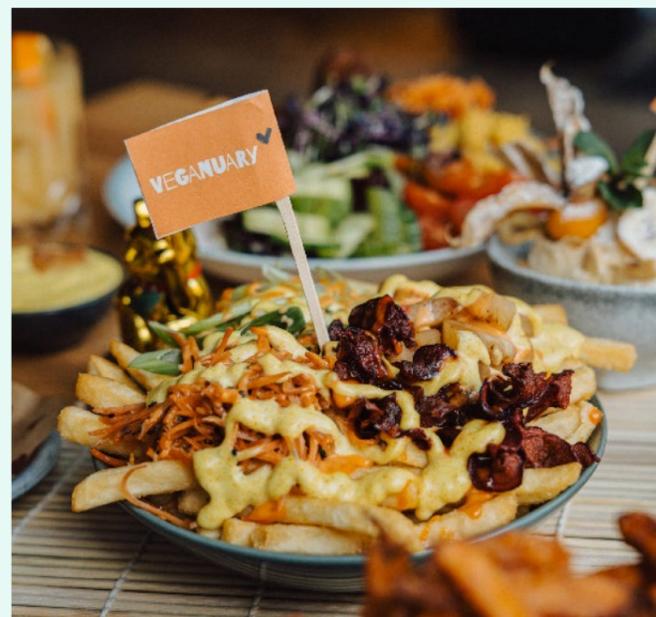
During the same period, unit sales grew by 23%.

Source: GFI



**77% OF CONSUMERS BELIEVE SUSTAINABILITY IS IMPORTANT WHEN SELECTING FOOD**

Plant Based Foods Association.



**6 IN 10 US HOUSEHOLDS PURCHASED PLANT-BASED FOODS IN 2022**

What’s more, the majority were repeat customers, with 8 in 10 households purchasing more than once across all plant-based categories.

Source: GFI/PBFA



# WHO'S SUPPORTING VEGANUARY 2025



## ALICIA SILVERSTONE, ACTOR:

"Despite all of our recycling, energy-saving, and water conservation (all of which are great), most people still don't know that they can have the greatest impact on our precious Planet Earth by adopting a plant-based diet."



## WEIRD AL, SINGER-SONGWRITER:

"If you've been thinking about trying a vegan diet, and you love the month of January, then how on God's green earth could you possibly resist a ridiculous portmanteau like '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."



## DANIELLA MONET, ACTOR AND SINGER:

"I recently became a mother. When I think of dairy, I can't help but think of the mother cow and the relationship she'll never have with her baby. We can put an end to this cruelty, and it starts with not buying dairy."



## JERMAINE DUPRI, RECORD PRODUCER AND MUSICIAN:

"If you want to get your energy level right and stop feeling tired all the time, take the Veganuary pledge. A vegan lifestyle will put you on track to be healthy and feel your best."



## 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."

# 2025 CAMPAIGN HIGHLIGHTS

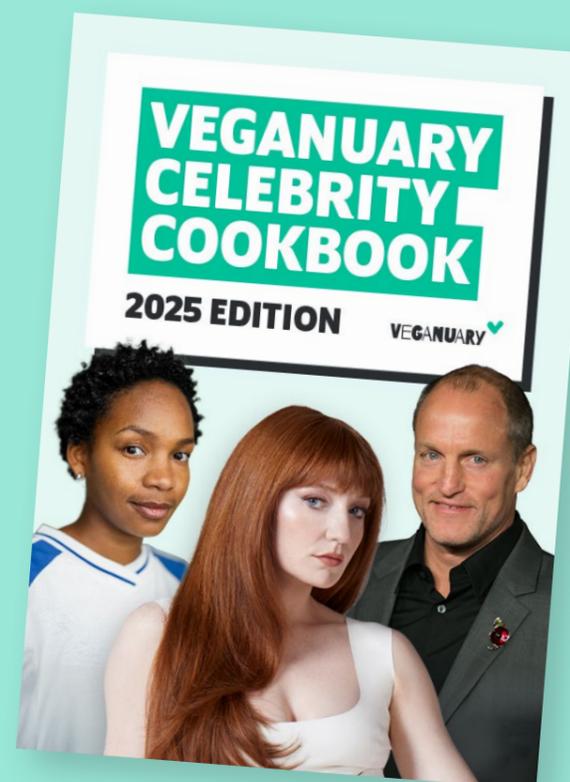
**WEIRD.**



**TRY VEGAN THIS JANUARY** VEGANUARY

## THE OFFICIAL VEGANUARY COOKBOOK

The Official Veganuary Cookbook demonstrates how easy it is to make eating vegan simple and delish. Our debut cookbook brings 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 India Reynolds, Freya Cox and Maggie Baird, and we'll answer questions from Veganuary participants.

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**TRY VEGAN THIS JANUARY** VEGANUARY

## MEAL PLANS & NUTRITION GUIDES

People who join our free 31-day email series get 10 meal plans, nutrition guides and much more to support them through their journey.



## 2025 CELEBRITY COOKBOOK

A collection of mouth-watering plant-based recipes written or inspired by celebrities with new additions from Woody and Laura Harrelson, Hugh Fearnley-Whittingstall, Nicola Roberts, Bethany Antonia and Victoria Ekanoye.

# 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: [usmedia@veganuary.com](mailto:usmedia@veganuary.com).

For urgent press enquiries please call 213-814-8645.

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](#).

