

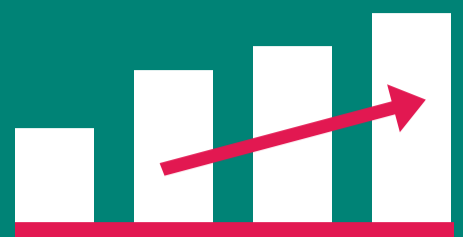
HOW TO TAP INTO A WHOLE NEW AUDIENCE



THERE ARE OVER
HALF A MILLION
VEGANS IN BRITAIN



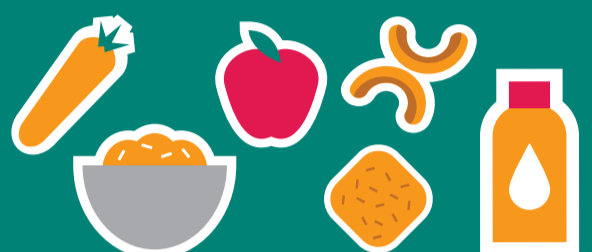
AND THAT
NUMBER IS
**GROWING
FAST...**



ACCORDING TO A
POLL CONDUCTED
BY THE TELEGRAPH,
75% OF PEOPLE
SAID THEY COULD
SEE THEMSELVES
GOING VEGAN



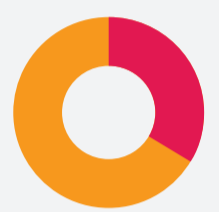
INDUSTRY EXPERTS MINTEL
SAY **DEMAND FOR MEAT-FREE
FOOD** IS FORECAST TO RISE
BY **9%** OVER THE NEXT 5 YEARS



THE PLANT BASED
MARKET IS SET
TO REACH **£4.3
BILLION BY 2022**



AND COULD
MAKE UP **A
THIRD OF THE
MARKET** BY 2050



And yet...

91% OF VEGANS POLLED REPORTED ISSUES FINDING
VEGAN FOOD WHEN OUT AND ABOUT



20% OF THOSE POLLED
WOULD SPEND MONEY
DAILY ON A READY-
-MADE VEGAN LUNCH



40% WOULD SPEND
MONEY WEEKLY
ON A READY-MADE
A VEGAN LUNCH

THIS ALONE REPRESENTS
A MARKET OF £350M PER ANNUM
JUST FOR VEGAN ON-THE-GO LUNCHES



And guess what?

VEGAN FOOD DOESN'T JUST SELL WELL WITH VEGANS!
IT IS ALSO POPULAR AMONGST THESE AUDIENCES:



- HEALTH CONSCIOUS
- ECO-CONSCIOUS
- VEGETARIANS,
MEAT REDUCERS
AND FLEXITARIANS

COMPANIES WHO ARE
CATERING FOR VEGANS
ARE **GETTING A HEAD
START ESTABLISHING
A LOYAL
CUSTOMER
BASE** - SO
DON'T
MISS
OUT!



CONTACT THE VEGAN SOCIETY ON
campaigns@vegansociety.com
FOR ADVICE AND SUPPORT



WE CAN OFFER FREE TAILORED RESEARCH,
FOCUS GROUPS, MARKETING OPPORTUNITIES AND
EXPERT LABELLING ADVICE FROM OUR VEGAN TRADEMARK TEAM.