

## **Consumption of meat alternatives and engagement with Veganuary**

### **Introduction**

This briefing summarises information on consumption of meat alternative products in 2020 and engagement with Veganuary in 2021, using data from Kantar.

### **Key findings**

- Survey results show that 71% of respondents in Great Britain (GB) were aware of Veganuary in 2021 and 10% of people said they took part in the event.
- Health was the most common reason taking part in Veganuary in 2021, with 35% of people taking part in the survey selecting this reason.
- 55% of the participants of Veganuary planned to make changes to their diets after January, either by eating less meat or animal products or by introducing vegetarian or vegan substitutes to their diets. A further 21% plan to maintain a full vegan or vegetarian diet after Veganuary.
- Consumption of meat alternative products increased in Scotland between 2019 and 2020.
- People aged under 45 years old with no children were the most likely to consume meat alternative products in 2021, accounting for 30% of all occasions featuring these products.
- 19% of the population in GB identified as red meat reducers in 2020 however, this was lower than in previous years. Of those who said they were cutting down on red meat, 41% said they were doing so for health reasons.

### **Methodology**

Kantar are a market research company who collect longitudinal information on purchases into the home from a large Great Britain household consumer panel of around 30,000 panellists. Around 11,000 of these panellists also record the food and drink they eat at home or carry out (around 1,000 in Scotland). This subset of the main purchasing panel is called the usage panel. Data is weighted to reflect the population in Great Britain.

Each panellist completes an average of 4 week long diaries each year, recording all the foods and drinks they consume at home or carry out. They also record information for all individuals in the household, including children.

The usage panel collects information on how often foods and drinks are consumed, alongside information such as when, where and why foods were consumed. Panellists are not asked to weigh their food and therefore the data does not provide quantities of food and drink consumed.

The usage panel does not include any food or drink purchased or consumed outside of the home (OOH), for example from restaurants, cafes, or 'on the go'. This information is collected by another subset of the main purchasing panel, with 7,500 individuals in GB recording their OOH purchases. Of this, 3,500 also record their OOH consumption.

FSS worked with Kantar who provided data on consumption of meat alternative products meat free mince, sausages, burgers and meat substitute pieces in Scotland between 2019 and 2020, allowing us to explore how our eating patterns have changed over time. Kantar also provided insights into whether people took part in Veganuary across GB in 2020 and 2021. Veganuary encourages people to try a vegan diet in January and beyond.

## **Veganuary**

Results from the survey showed that 71% of respondents in GB were aware of Veganuary in 2021, an increase from 69% in 2020, with 10% of people reporting they took part in the event.

In 2021 health was the most common reason taking part in Veganuary, with 35% of people taking part in the survey selecting this reason. 27% also said they wanted a challenge, and 24% said they were taking part for environmental reasons. Ethical reasons for taking part reduced from 27% in 2020 to 19% in 2021. Saving money also reduced from 27% in 2020 to 17% in 2021.

Over half (55%) of people who took part in Veganuary said they planned to make changes to their diets after January, including 35% who said they would use vegetarian or vegan alternatives in their diets and 20% who said they planned to eat less meat or animal products. 14% of people said they planned to continue a vegetarian diet and 7% said they planned to continue a vegan diet.

63% of people who didn't take part in Veganuary tried vegan and/or vegetarian products anyway. 18-34 year olds and those from social classes AB and C1 were more likely to try these types of products than other age groups and social classes.

## **Meat Alternatives**

There has been an overall increase in consumption of meat alternative products between 2019 and 2020.

People aged under 45 years old with no children were the most likely to consume meat alternative products in 2021, accounting for 30% of all occasions featuring these products. There was an 8.6% increase in the proportion of occasions featuring meat alternative products within under 45s households between 2019 and 2020. This was a bigger increase compared to other types of households, such as retired or families.

Google trends suggest interest in veganism is on the rise. However, 0.8% of the population in GB said they followed a vegan diet and 5% said they followed a vegetarian diet in 2020. 19% of the population in GB identified as red meat reducers in 2020 however this was lower than in previous years. Of those who said they were cutting down on red meat, 41% said they were doing so for health reasons.