

VEGANUARY 2025

OFFICIAL PARTICIPANT SURVEY



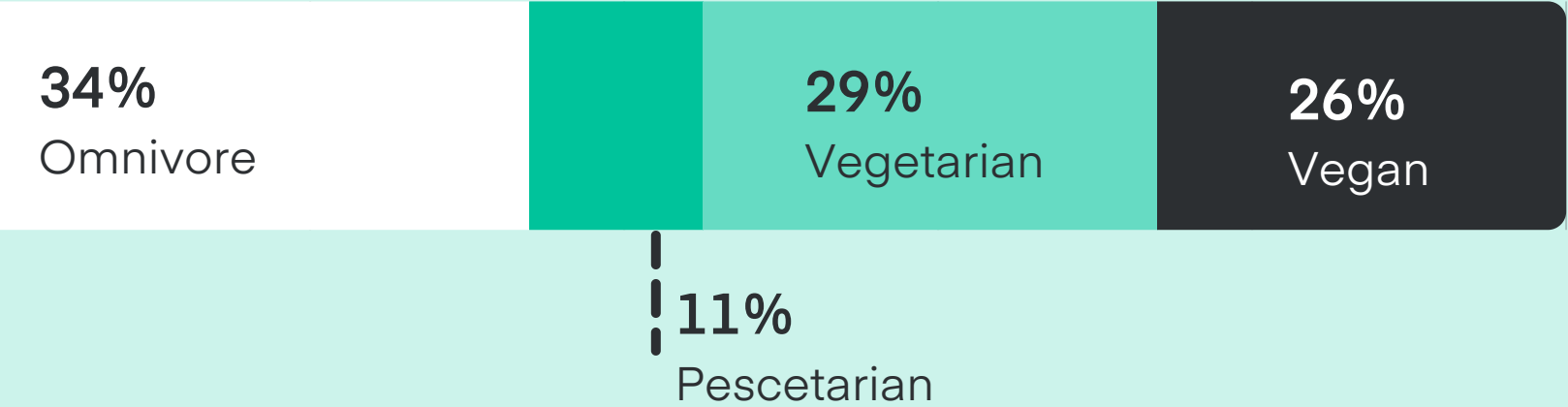
WHO TOOK PART IN VEGANUARY?

25.8 MILLION PEOPLE WORLDWIDE CHOSE TO TRY VEGAN IN JANUARY 2025*.

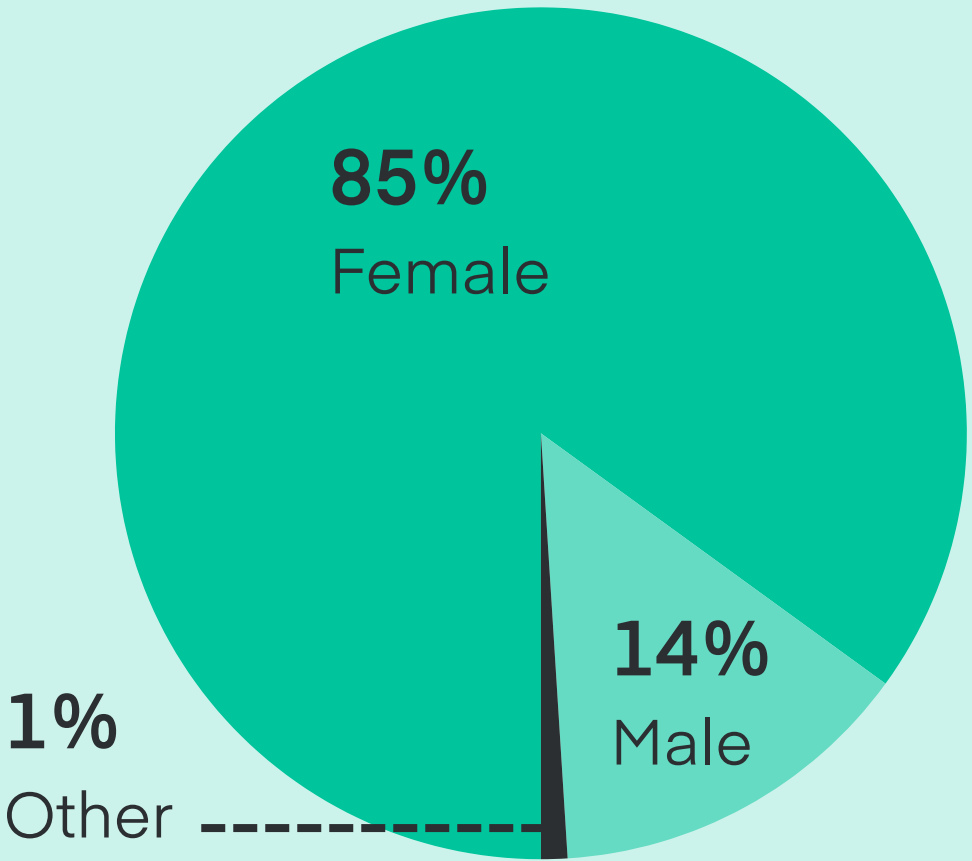
Some of them opted to receive tailored support through the Veganuary 31-day email series. At the end of their 31 days, we asked participants about their experience. 10,818 people responded.

HERE'S WHAT THEY TOLD US...

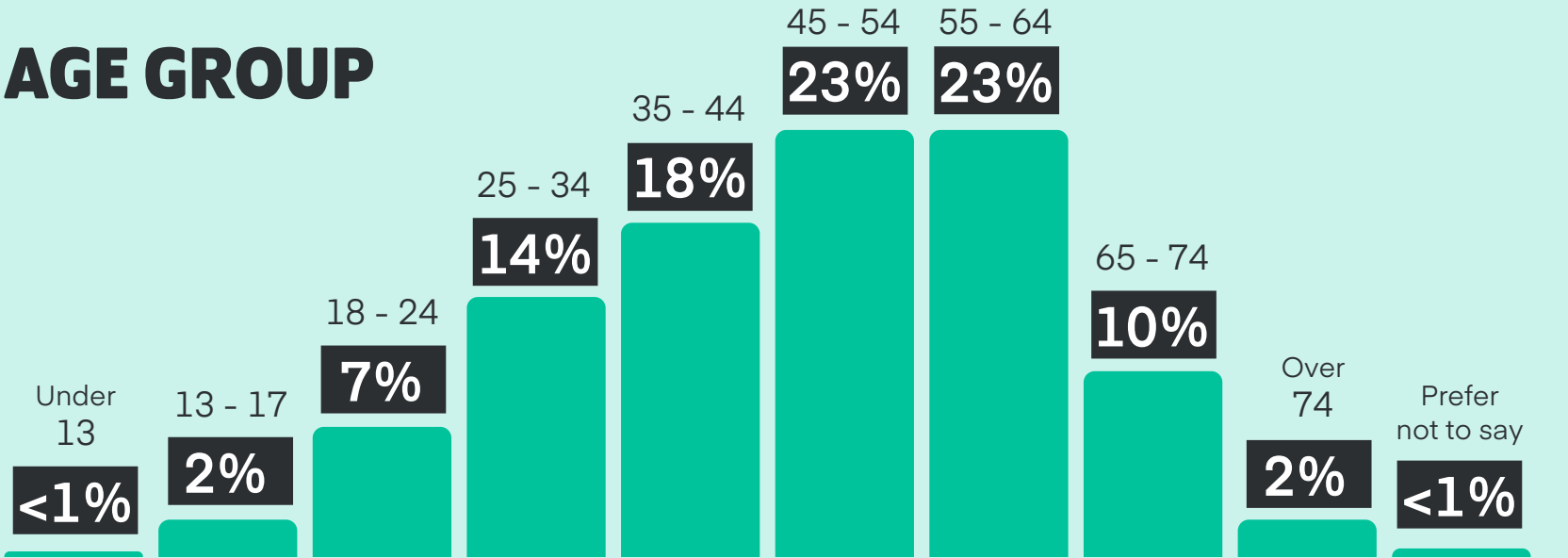
DIET BEFORE VEGANUARY



GENDER



AGE GROUP

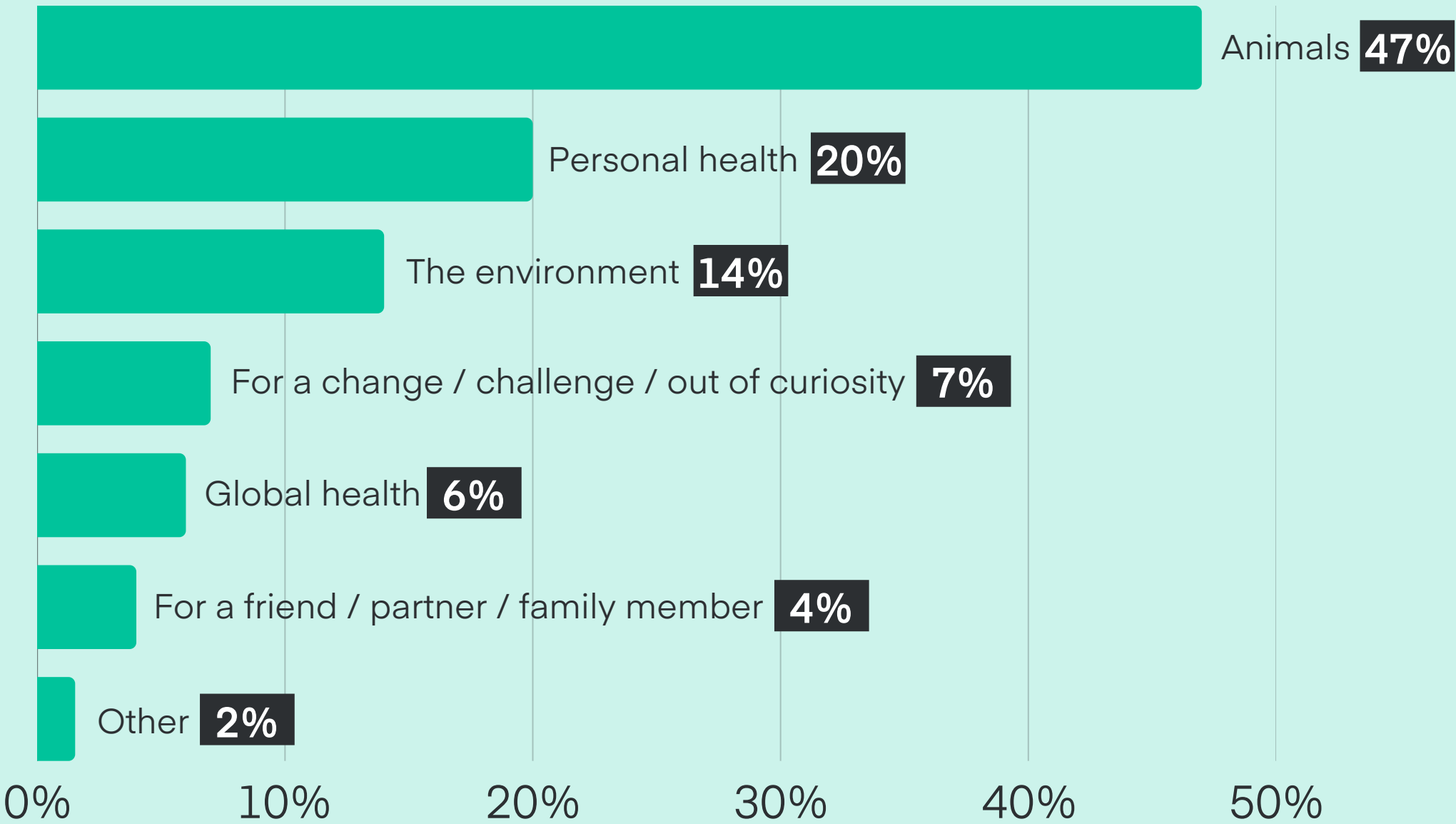


**Based on participation surveys we commissioned in our core countries and population data for those countries.*

WHY DID THEY WANT TO TRY EATING VEGAN?

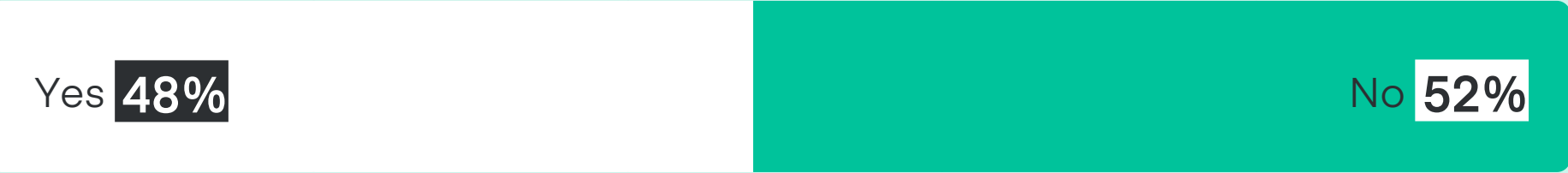
At the end of their one-month vegan pledge, we asked people who received Veganuary's support emails about their motivation for taking part.

WHAT WAS YOUR NUMBER ONE MOTIVATION FOR TAKING PART IN VEGANUARY?



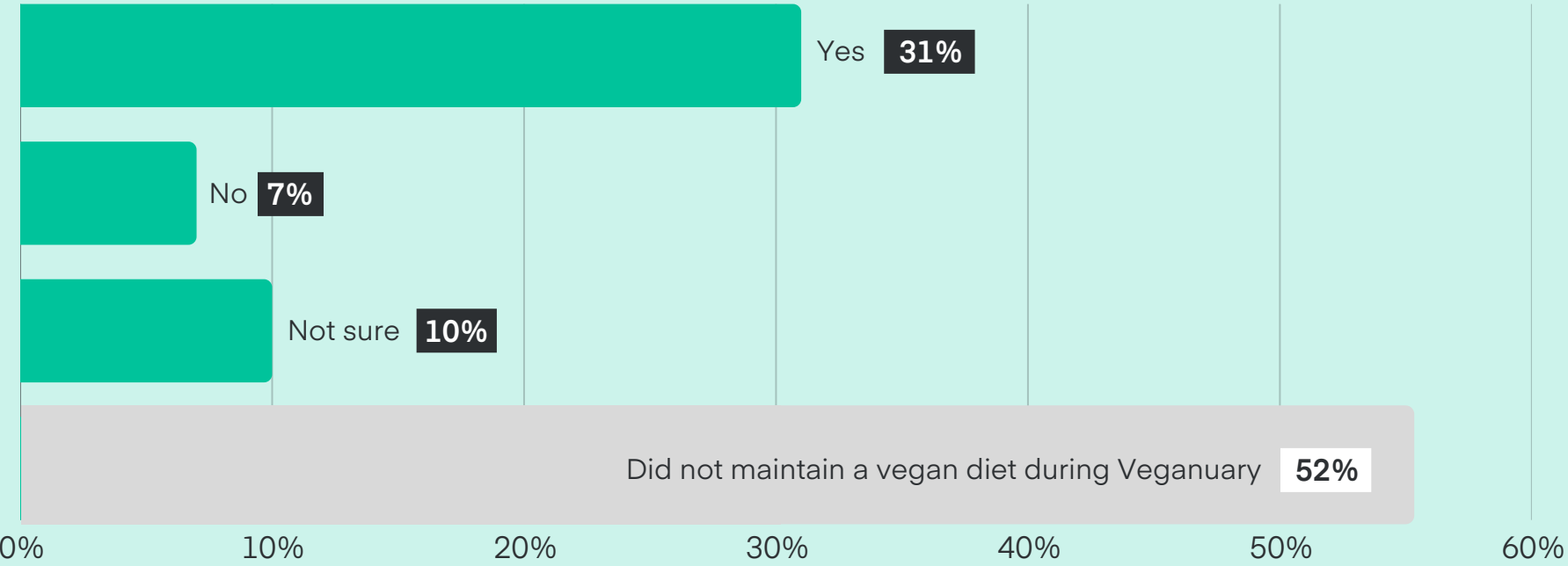
HOW DID NON-VEGAN PARTICIPANTS GET ON DURING THEIR PLEDGE?

DID YOU MAINTAIN A VEGAN DIET DURING VEGANUARY?



AND AFTER VEGANUARY...?

NOW YOU'VE PARTICIPATED IN VEGANUARY, DO YOU INTEND TO CONTINUE WITH A VEGAN DIET?

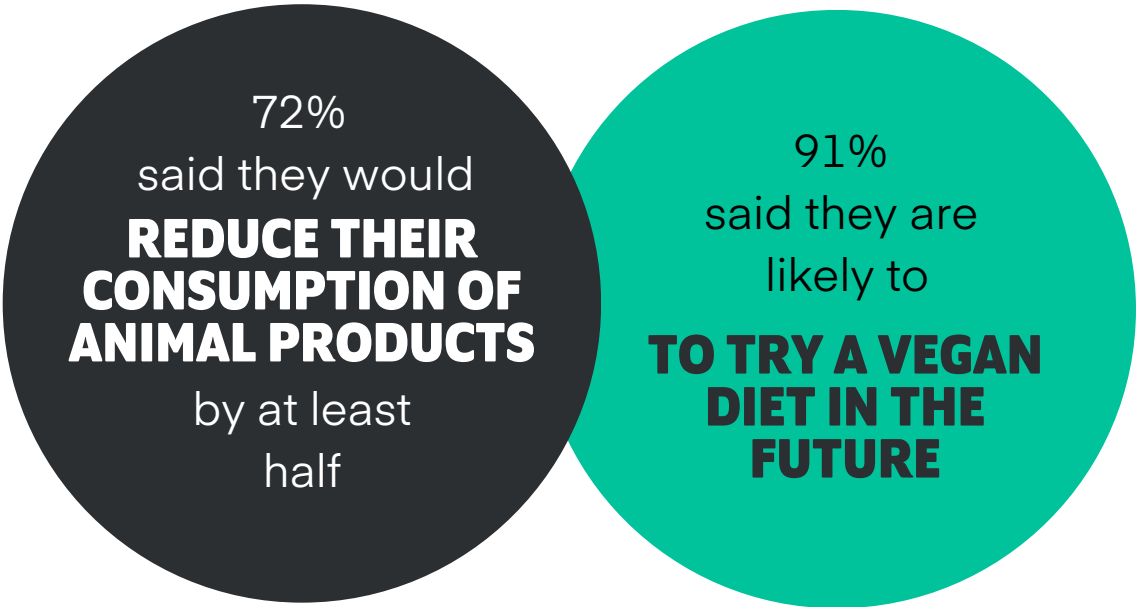


(Only participants who told us they were NOT vegan before Veganuary were asked these questions.)

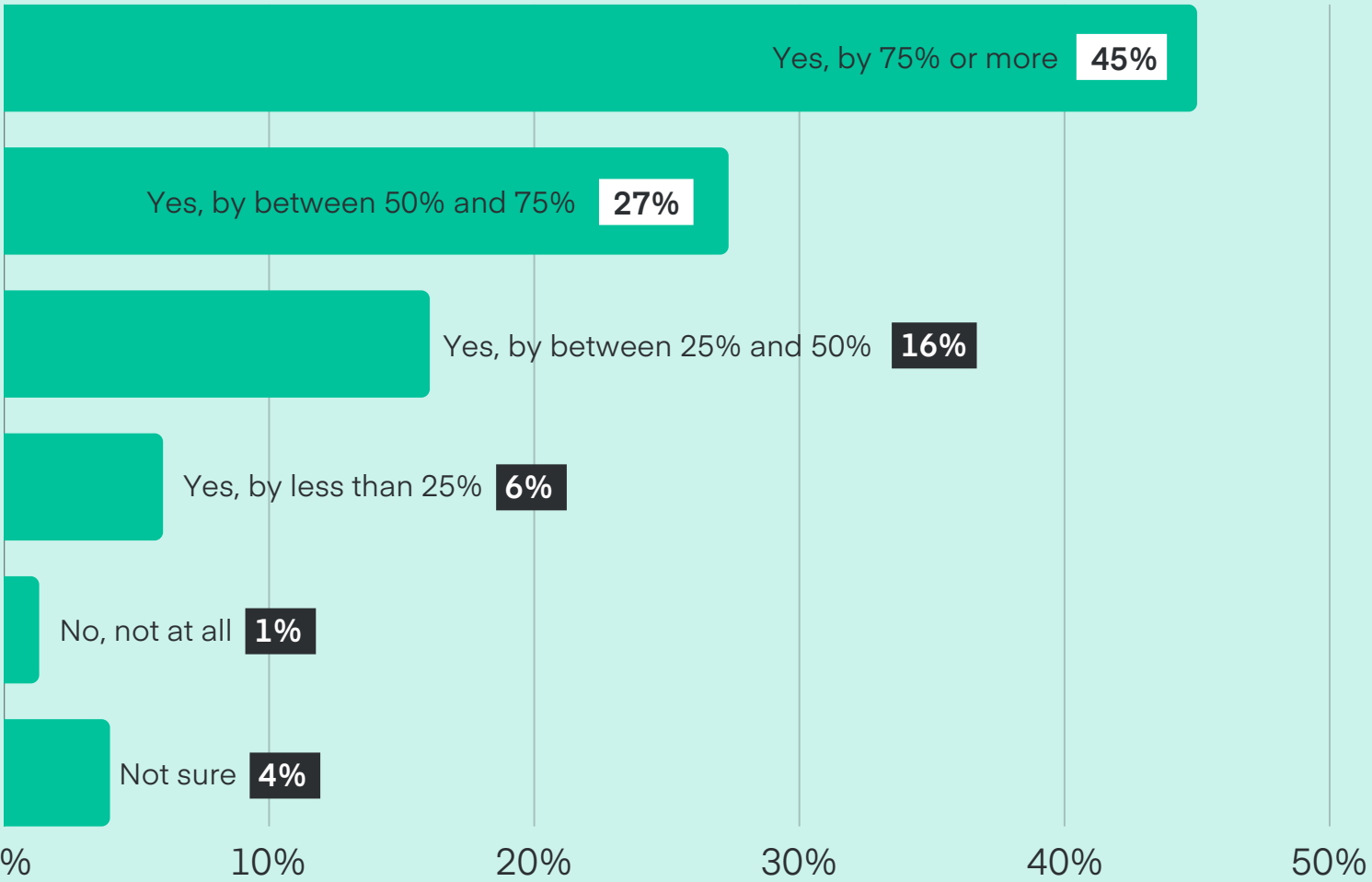


HAS VEGANUARY INSPIRED ANY OTHER DIET CHANGE?

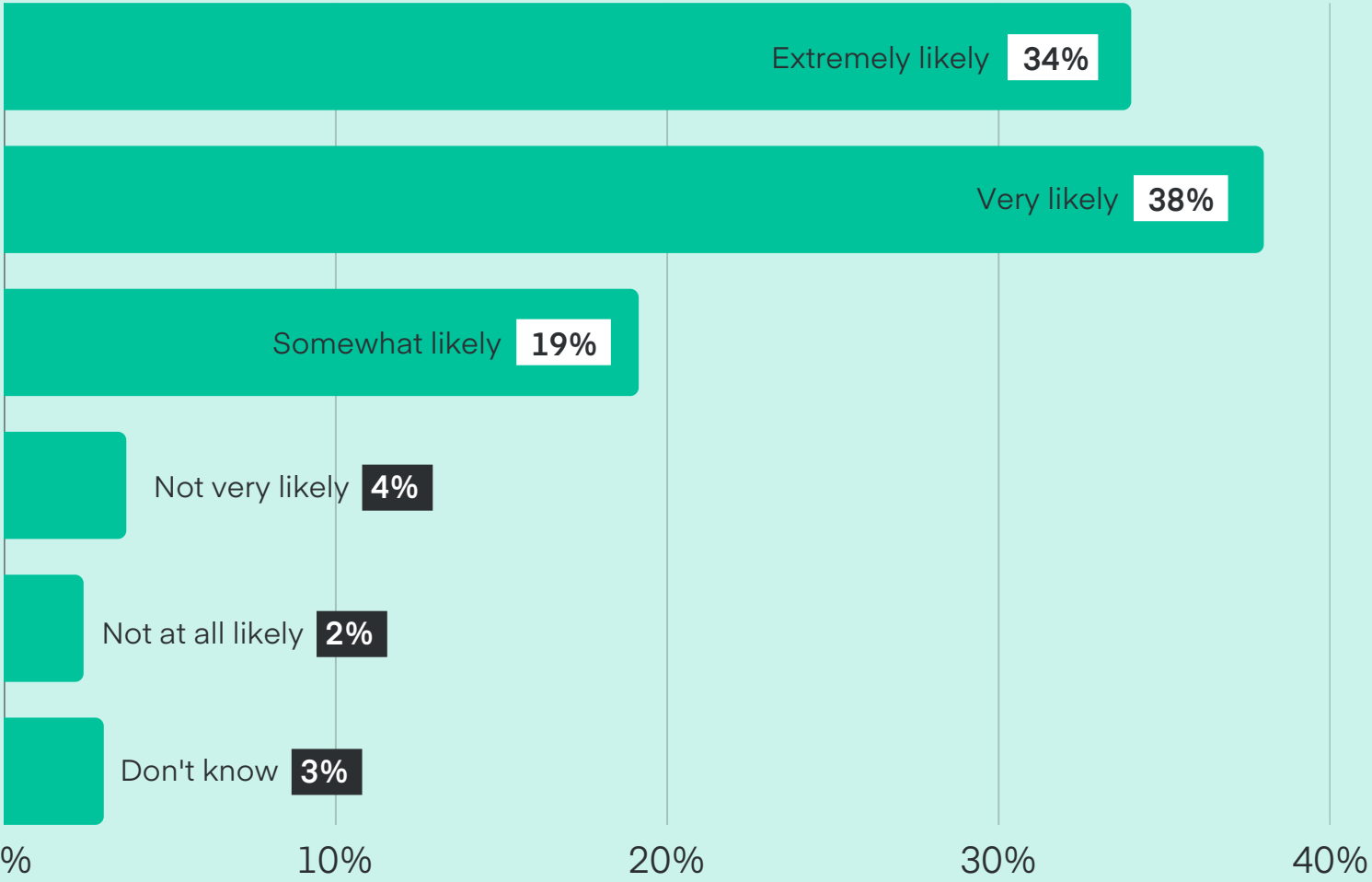
RESPONDENTS WHO SAID THEY WOULD NOT CONTINUE WITH A VEGAN DIET, OR THAT THEY WERE UNSURE, WERE ASKED...



NOW YOU'VE PARTICIPATED IN VEGANUARY, WILL YOU REDUCE THE AMOUNT OF ANIMAL PRODUCTS IN YOUR DIET?



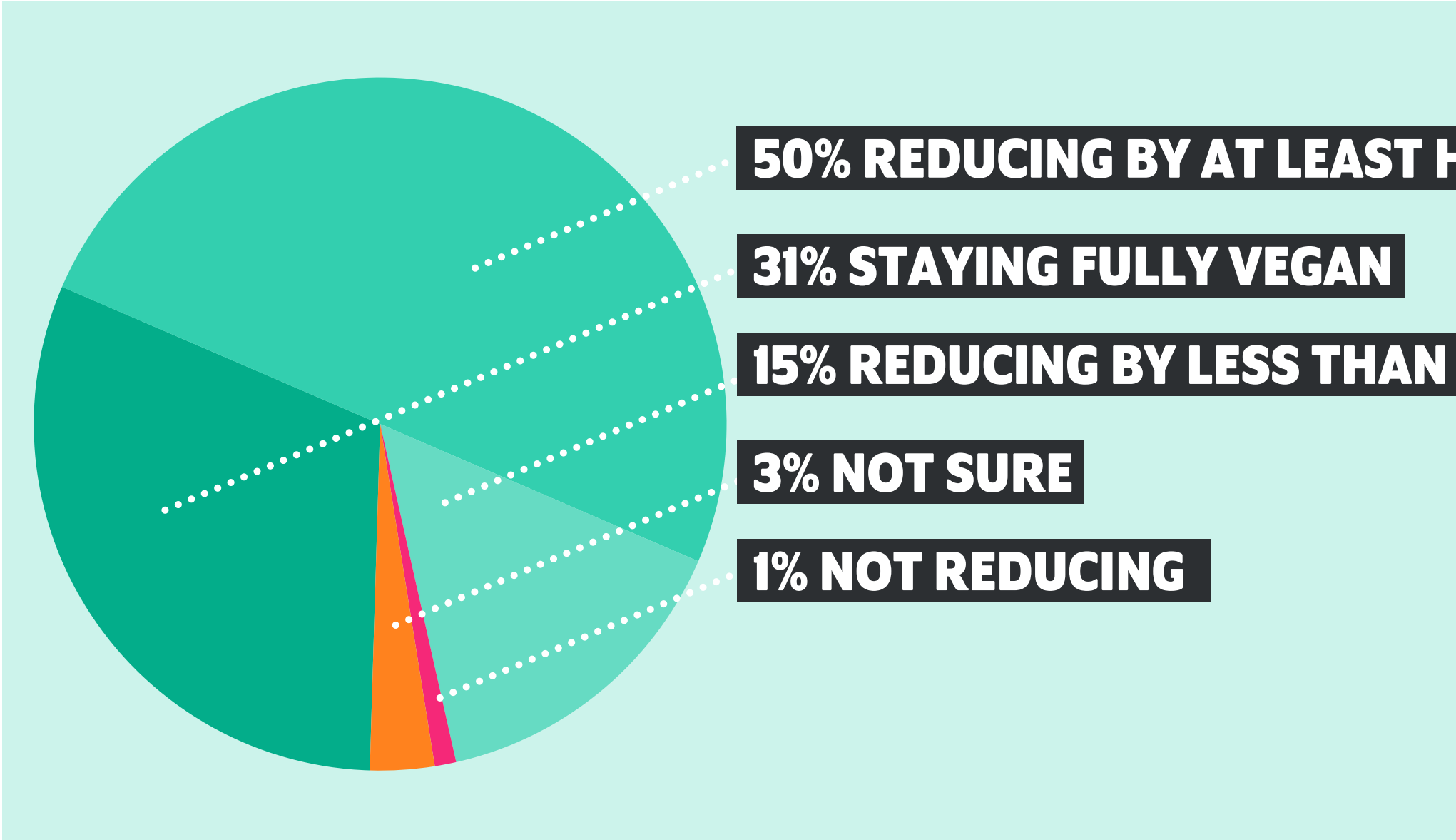
HOW LIKELY ARE YOU TO TRY A VEGAN DIET AGAIN IN THE FUTURE?



(Only participants who told us they were NOT vegan before Veganuary were asked these questions.)

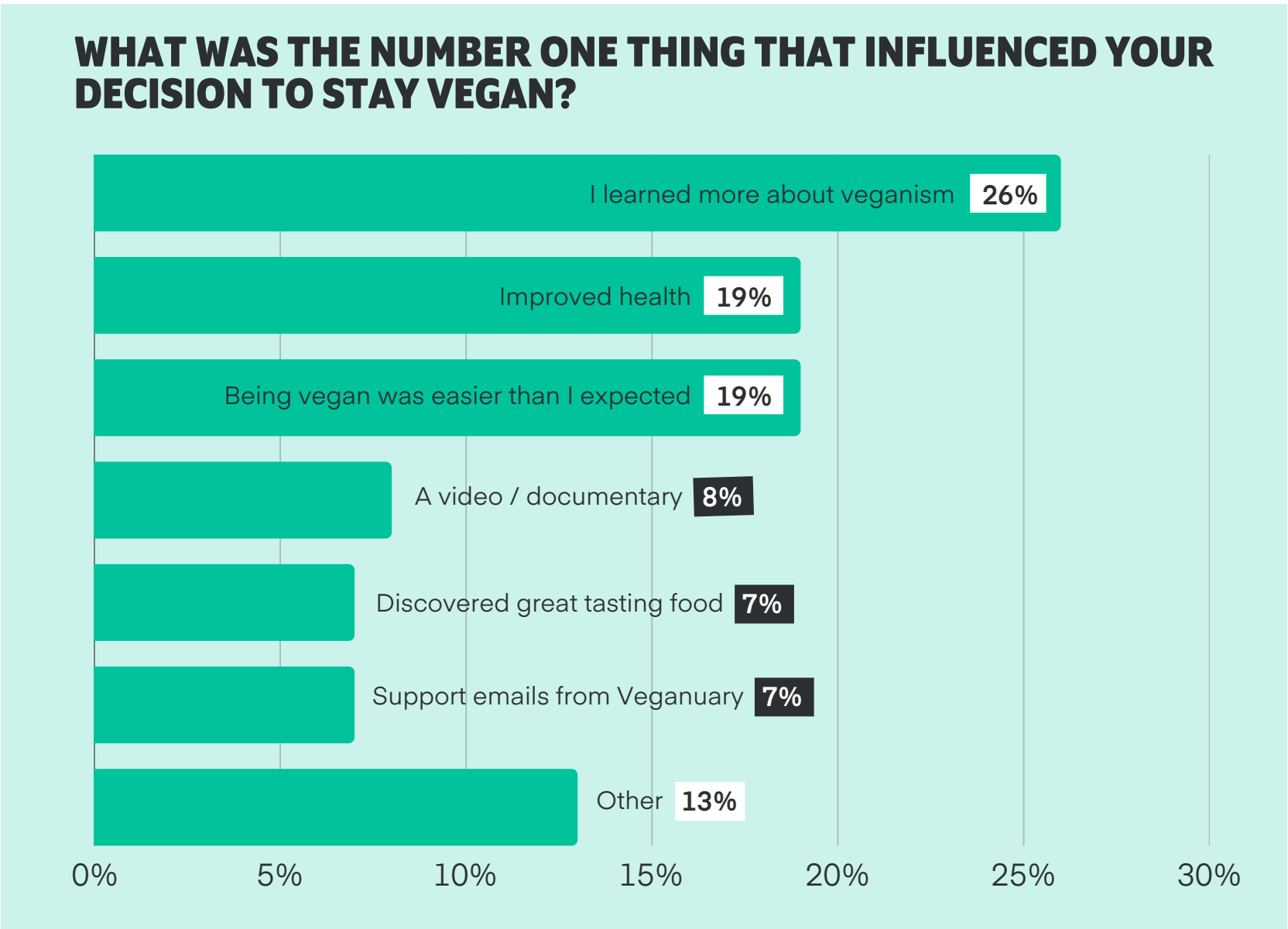
OVERALL, HOW MANY PARTICIPANTS PLAN TO MAKE A SIGNIFICANT CHANGE TO THEIR DIET AFTER VEGANUARY?

81% WILL MAKE SIGNIFICANT DIET CHANGE



WHAT MADE SOME PARTICIPANTS DECIDE TO CONTINUE EATING VEGAN?

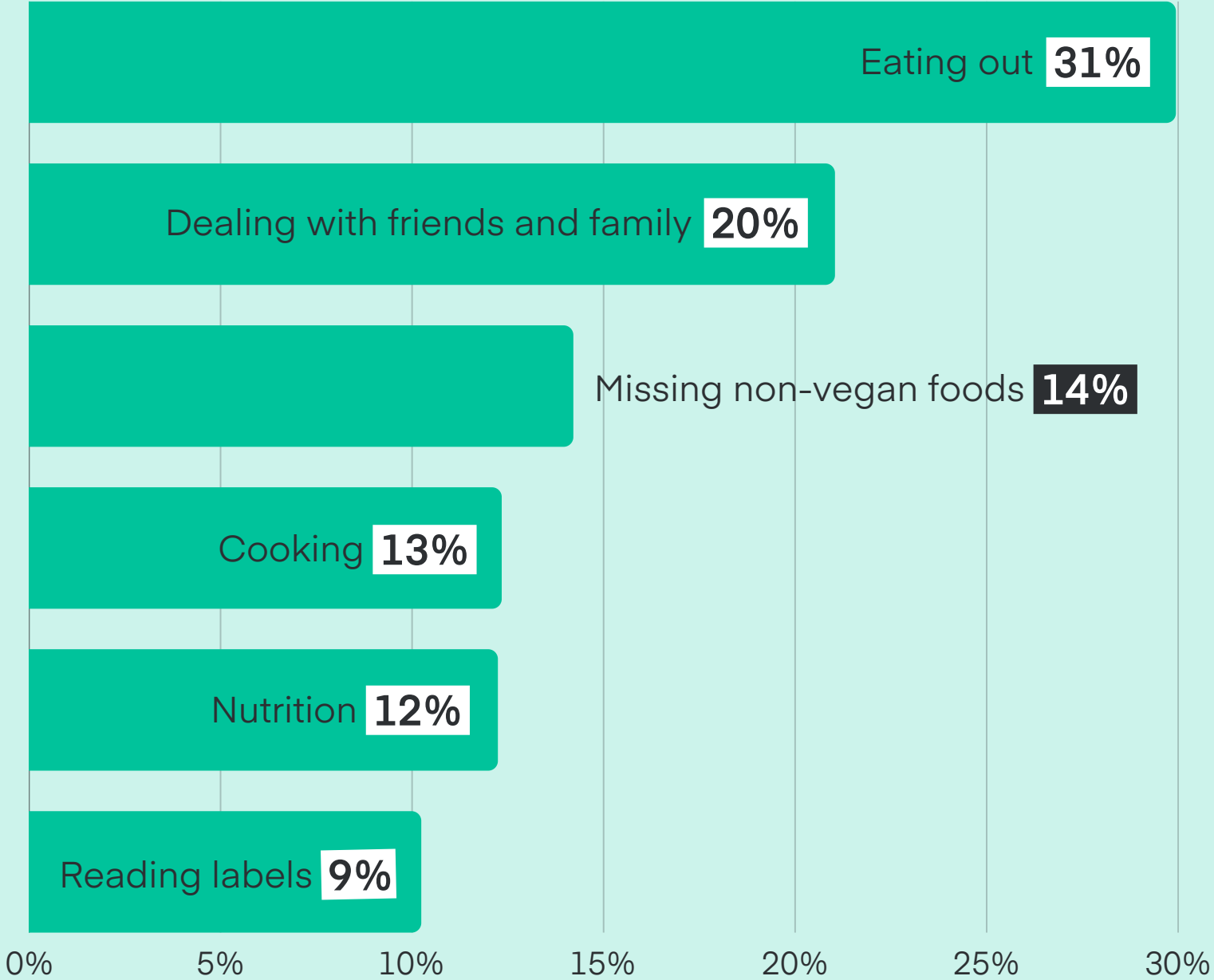
THE PEOPLE WHO SAID THEY WOULD CONTINUE EATING VEGAN DID SO BECAUSE...



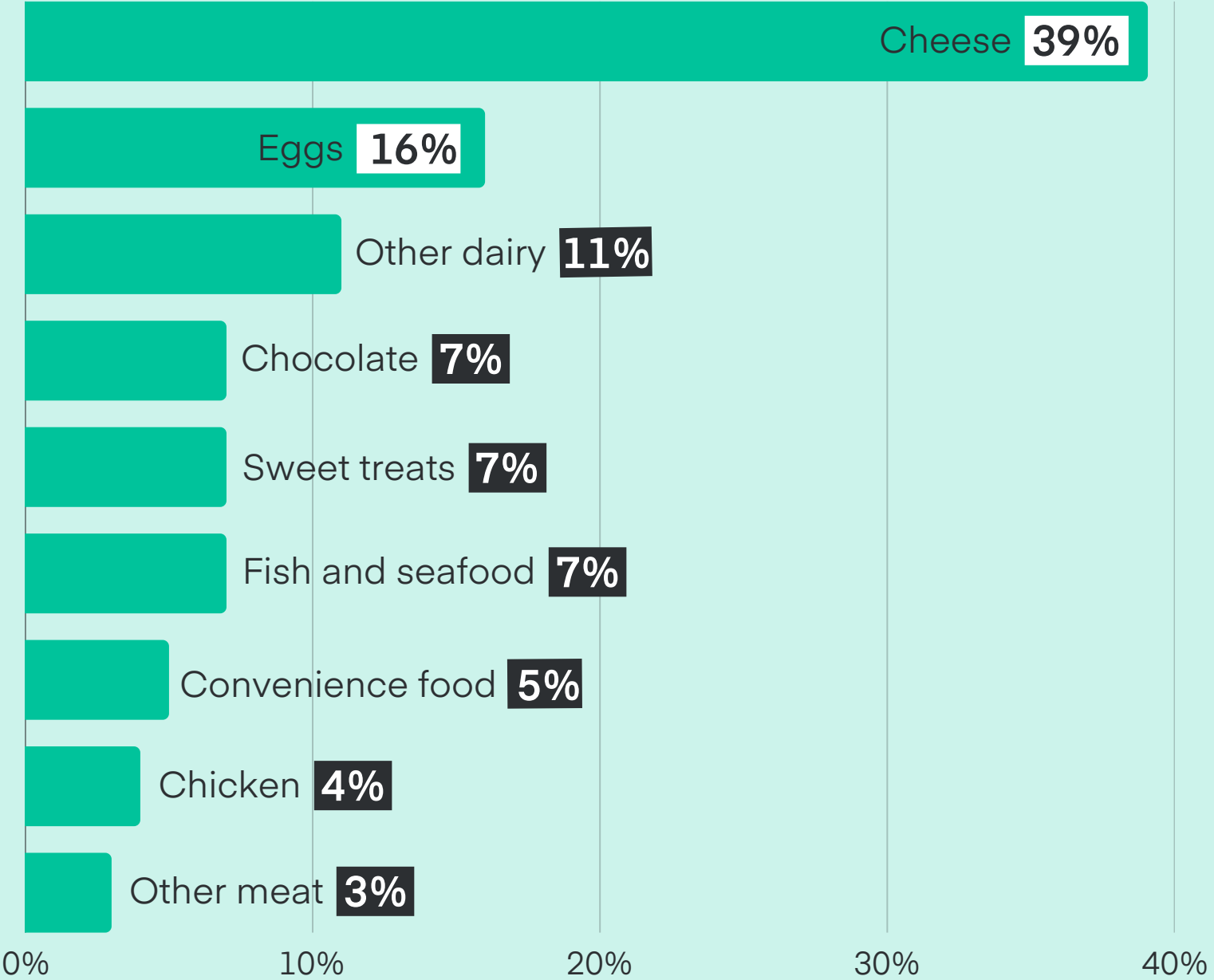
(Only participants who told us they were NOT vegan before Veganuary were asked this question.)

WHAT WERE THEIR BIGGEST CHALLENGES?

WHAT WAS YOUR BIGGEST CHALLENGE DURING VEGANUARY?

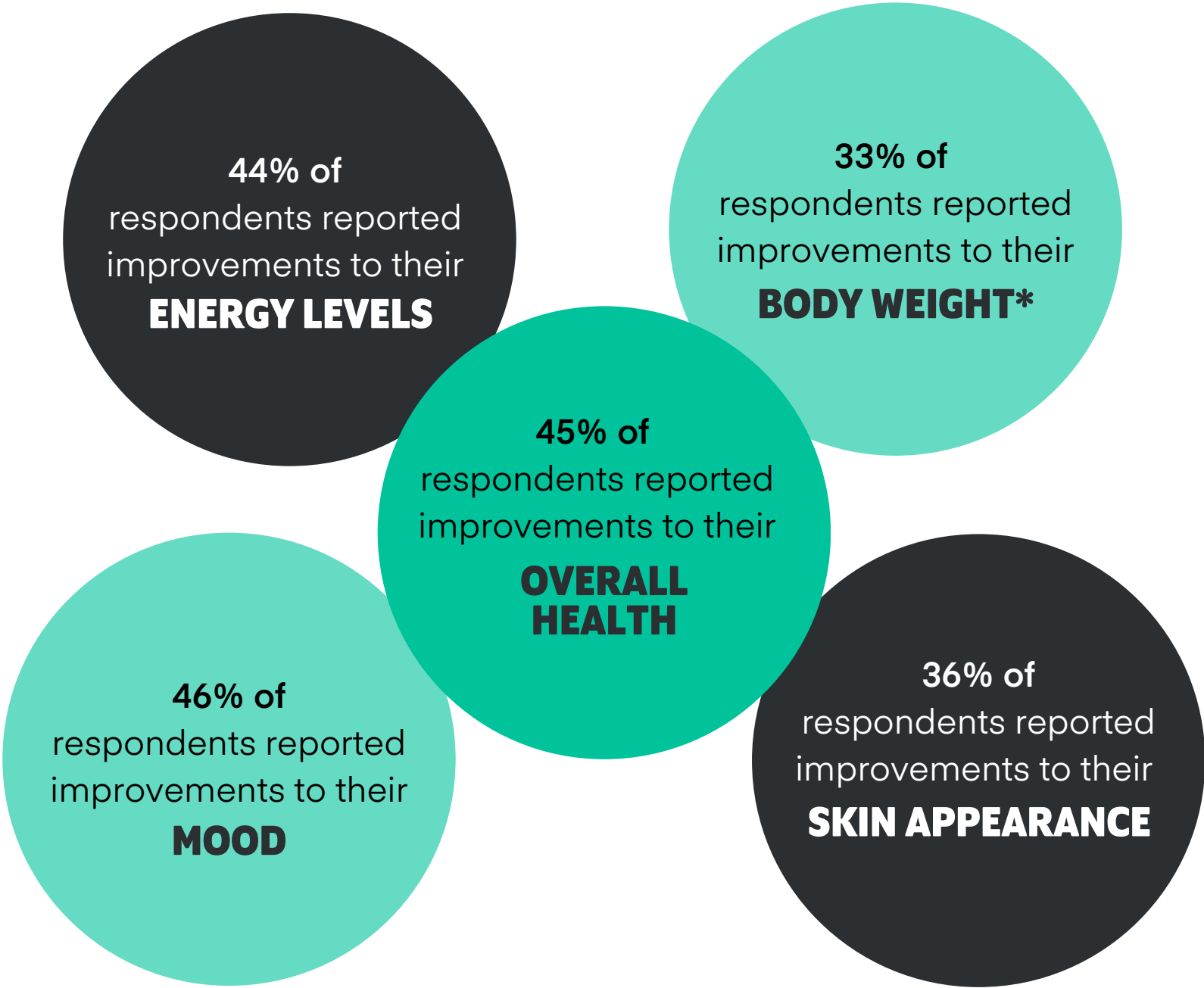


WHICH NON-VEGAN PRODUCT DID YOU MISS THE MOST DURING VEGANUARY?



(Only participants who told us they were NOT vegan before Veganuary were asked these questions.)

DID THEY EXPERIENCE ANY HEALTH BENEFITS?



	OVERALL HEALTH	ENERGY LEVELS	BODY WEIGHT*	MOOD	SKIN APPEARANCE
Improved significantly	14%	15%	8%	17%	10%
Improved a little	31%	329%	25%	29%	25%
No change	41%	41%	51%	42%	50%
Worsened a little	2%	5%	6%	3%	3%
Worsened significantly	1%	1%	1%	1%	1%
Don't know	11%	9%	9%	8%	11%

*We asked respondents to report any desirable change in weight (e.g. loss in weight for those seeking to lose weight, or increase in weight for those seeking to gain weight) as an improvement.

(Only participants who told us they were NOT vegan before Veganuary were asked this question.)

AND FINALLY, WOULD THEY
RECOMMEND VEGANUARY TO A
FRIEND OR FAMILY MEMBER?

