

**VEGANUARY 2026**

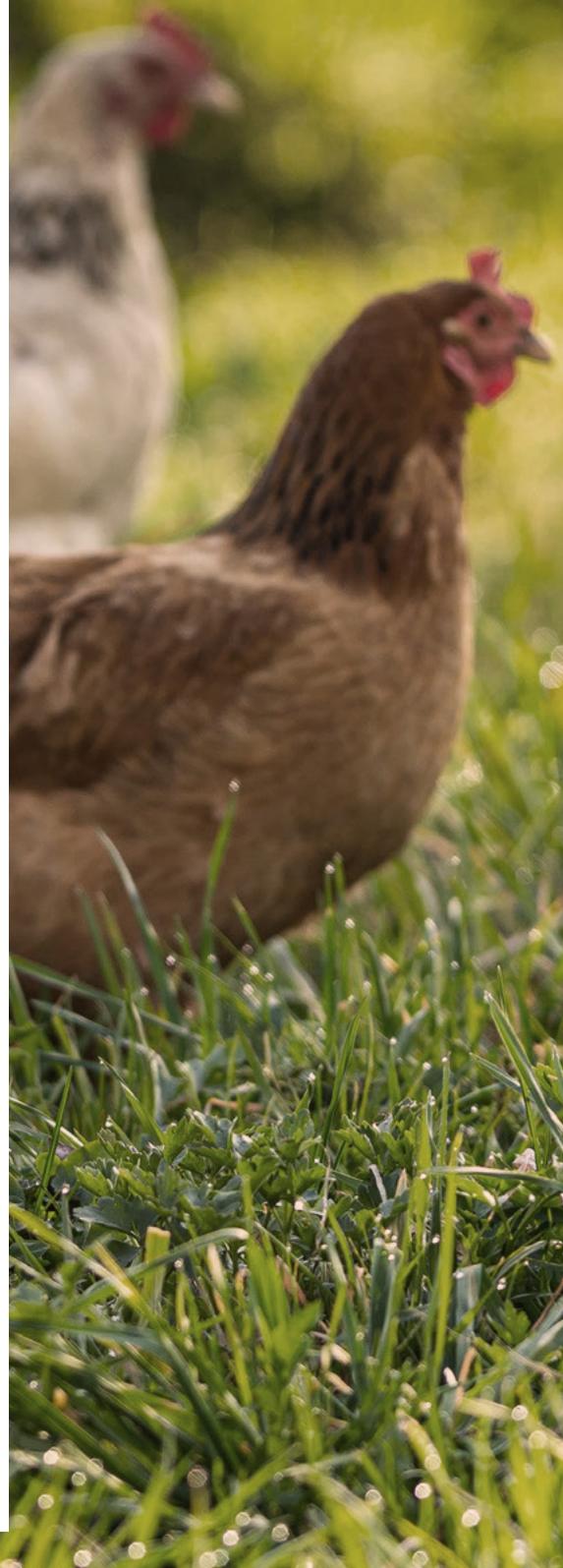
**CAMPAIGN IN  
REVIEW**



**VEGANUARY** 

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# FOREWORD

## Dear supporters and friends,

At our team offsites last summer, I asked the team a simple question: *Why Veganuary?*

I asked new hires and our longest-serving staff members. I asked colleagues in different countries, across time zones and departments. And every time, the answer was essentially the same. And it's my answer too:

### Because we hope.

Because we believe, stubbornly and fiercely, that the world can be kinder than it is today. Kinder to animals. Kinder to the planet. Kinder to ourselves. And we believe that change doesn't begin with guilt or perfection. It begins with possibility.

That spirit of possibility was alive in every corner of the 2026 campaign.

This January **30 million people** around the world chose to try vegan\*. Thousands of businesses, from global brands to independent cafés, hospitals, universities, airports, sports stadiums, and workplaces, stepped forward to expand their plant-based options. Our message reached mainstream media, city streets, digital platforms, and kitchen tables across 20 countries.

Again and again, we saw people respond not to pressure, but to invitation. To the idea that trying vegan isn't about becoming someone new; it's about aligning your actions more closely with your values.

Compassion grows when the door is open. And this year, with our New Year, Same You campaign, we held that door wide open.

In the UK, our message appeared across the London Underground and in national media, helping normalise plant-based eating as part of everyday life. In Spain, influential voices from sport and culture amplified the campaign to new audiences. In Latin America, bold outdoor campaigns, influencer collaborations, and partnerships with delivery platforms made plant-based food more visible and accessible than ever. In India, we celebrated the launch of a Hindi-language pledge series to reach even more people in their native language. In Germany and the US, corporate and institutional partners deepened their engagement, proving that plant-based options are not a niche trend but a lasting shift.

Each of these moments adds up to something bigger: a cultural tide that continues to turn.

If I'm honest, my first year as CEO was not without its challenges. We faced cultural headwinds and a rapidly shifting plant-based sector, alongside an evolving media landscape. Behind the scenes, we took a hard look at ourselves. As Veganuary has grown from a kitchen-table idea in the UK to a global movement, the environment in which we operate has become more competitive and more complex. To meet this next chapter of our mission, we know we must evolve too.

This spring, we will launch a bold new strategic plan designed to strengthen our foundations and sharpen our focus. You'll see us thinking more intentionally about how we convert January's surge of participation into sustained movement-building; how we shape culture year-round, not just during peak moments; how we work with corporations and institutions to drive deeper structural change; and how we implement the latest technology to coordinate our international efforts to maximise global impact.

To our donors, partners, ambassadors, volunteers, and participants: thank you. You are not just supporting a campaign; you are helping to reshape norms, influence markets, and protect animals on a global scale. We see the change taking hold: in the data, in the media coverage, in supermarket aisles, in corporate boardrooms, and in the millions of people who decided, even for 31 days, to try something kinder.

**Hope, after all, isn't passive. It's built choice by choice, shift by shift, year by year. We have proven what's possible. Now we get to build what's next, together.**

With so much gratitude and determination,

*Wendy Matthews*

**Wendy Matthews**  
**CEO, VEGANUARY**



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

# THE 2026 CAMPAIGN IN NUMBERS



Our social media content was seen **157 MILLION** times



**30 MILLION PEOPLE**  
**WORLDWIDE**

tried vegan during January 2026 (based on participation surveys we commissioned in our core countries and population data for those countries)

**276**  
**ORGANISATIONS** took part in the Workplace Challenge around the world



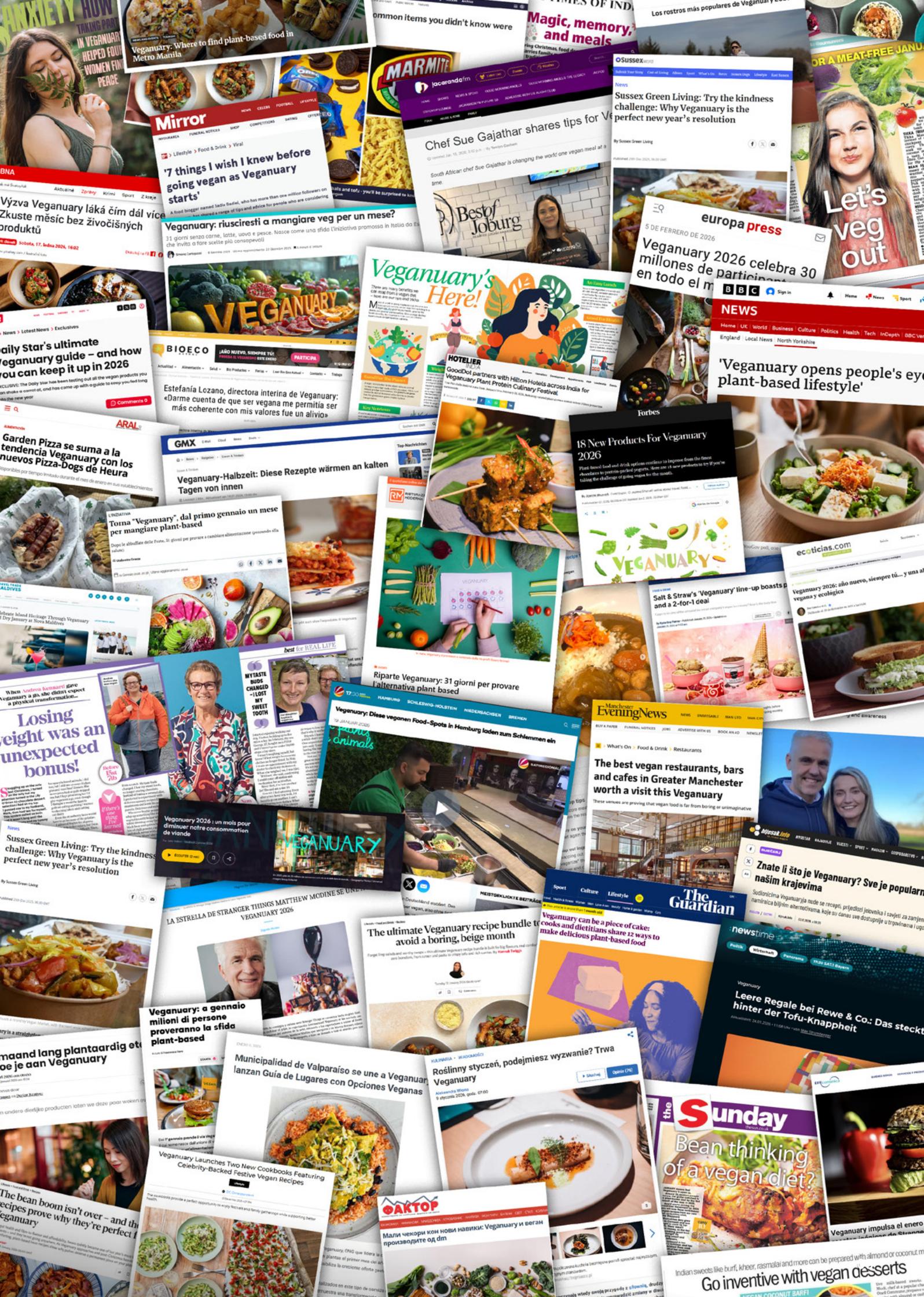
**13.2 MILLION**  
**COACHING EMAILS** were sent



**9,742**  
**MEDIA STORIES** featured Veganuary around the world



**1,187 NEW**  
**PRODUCTS AND**  
**MENU ITEMS** launched for Veganuary 2026 globally



**Veganuary: Where to find plant-based food in Metro Manila**

**Mirror**

**'7 things I wish I knew before going vegan as Veganuary starts'**

**Veganuary: riusciresti a mangiare veg per un mese?**

**MARMITE**

**South African chef Sue Gajathar shares tips for Veganuary**

**Best of Joburg**

**Sussex Green Living: Try the kindness challenge: Why Veganuary is the perfect new year's resolution**

**europa press**

**Veganuary 2026 celebra 30 millones de participantes en todo el mundo**

**Let's veg out**

**Vyzva Veganuary laká cim dál vice Zkuste mesíc bez živočišných produktů**

**daily Star's ultimate Veganuary guide - and how you can keep it up in 2026**

**VEGANUARY**

**Veganuary's Here!**

**NEWS**

**'Veganuary opens people's eyes to plant-based lifestyle'**

**Garden Pizza se suma a la tendencia Veganuary con los nuevos Pizza-Dogs de Heura**

**GMX**

**Veganuary-Halbzeit: Diese Rezepte wärmen an kalten Tagen von innen**

**18 New Products For Veganuary 2026**

**Selt & Straw's 'Veganuary' line-up boasts a 2-for-1 deal**

**ecoticias.com**

**Torna 'Veganuary', dal primo gennaio un mese per mangiare plant-based**

**best for REAL LIFE**

**Riparte Veganuary: 31 giorni per provare l'alternativa plant based**

**Evening News**

**The best vegan restaurants, bars and cafes in Greater Manchester worth a visit this Veganuary**

**Znate li što je Veganuary? Sve je popularn našim krajevima**

**Losing weight was an unexpected bonus!**

**MY DIET CHANGED - I LOST MY SWEET TOOTH**

**Veganuary: Diese veganen Food-Spots in Hamburg laden zum Schlemmen ein**

**The Guardian**

**Veganuary can be a piece of cake: cooks and dietitians share 12 ways to make delicious plant-based food**

**news:time**

**Sussex Green Living: Try the kindness challenge: Why Veganuary is the perfect new year's resolution**

**Veganuary 2026: un mois pour diminuer notre consommation de viande**

**The ultimate Veganuary recipe bundle to avoid a boring, beige month**

**LA ESTRELLA DE STRANGER THINGS MATTHEW MODINE SE UNIRÁ A VEGETARIANISMO EN VEGETARIANISMO 2026**

**Leere Regale bei Rewe & Co.: Das steckt hinter der Tofu-Knappheit**

**maand lang plantaardig eten hoe je aan Veganuary**

**Veganuary: a gennaio milioni di persone proveranno la sfida plant-based**

**Municipalidad de Valparaiso se une a Veganuary lanzan Guía de Lugares con Opciones Veganas**

**Veganuary Launches Two New Cookbooks Featuring Celebrity-Backed Festive Vegan Recipes**

**the Sunday**

**The bean boom isn't over - and the recipes prove why they're perfect for Veganuary**

**Roślinny styczeń, podejmiesz wyzwanie? Trwa Veganuary**

**Small text article snippet**

**Bean thinking of a vegan diet?**

**Go inventive with vegan desserts**

**Small text article snippet**

# HOW VEGANUARY INSPIRES CHANGE FOR ANIMALS, PEOPLE, AND THE PLANET

**Veganuary is a non-profit organisation that encourages people around the world to try vegan in January and beyond. Since launching in 2014, we've inspired millions of people to take part in the 31-day pledge and welcomed participants from nearly every country in the world.**

Through our annual Veganuary campaign, we break down the barriers people face when eating vegan, and work with thousands of businesses and institutions to expand plant-based options.

Veganuary's widespread media coverage and strong social media presence help plant-based eating reach millions every January, creating what we call the "Veganuary effect". This surge in visibility normalises plant-based food and supports lasting dietary change – benefiting animals, the planet, and human health. And the impact doesn't stop in January. Around 80% of past participants say they plan to reduce their consumption of animal products by at least half in the

long term, extending Veganuary's impact well beyond the initial 31-day challenge.

## WHY OUR WORK MATTERS

Our current food system is unsustainable and cannot support a growing global population. Industrial farming causes immense suffering for billions of animals each year and is a major driver of climate change, deforestation, biodiversity loss, and pollution. It also poses growing risks to public health. A whole-food plant-based diet is proven to reduce the risk of heart disease, type 2 diabetes, obesity, and certain cancers, whereas diets high in animal products are linked to a range of health issues.

This is why we advocate for plant-based alternatives and a shift toward a vegan world. Through the Veganuary campaign, we continue to show that making kinder food choices is not just possible – it's the future. Today, official Veganuary campaigns run in 20 countries. And after 12 years, we have no plans to slow down!



## 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.

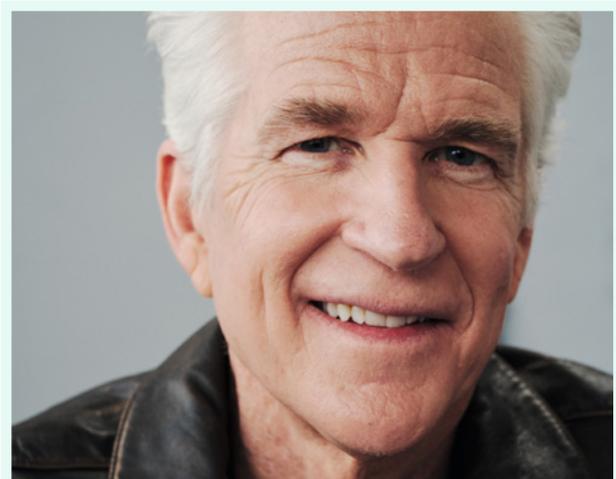
## VEGANUARY IN THE US

# PLANT-BASED GOES PRIME TIME

Celebrity support has always been a driving force behind Veganuary’s visibility, and 2026 was no exception.

Stars from the year’s most-watched series, *Stranger Things*, and prime time favourite *Dancing with the Stars* signed on as official Veganuary supporters, bringing the campaign squarely into the cultural spotlight. Backing came from unexpected corners too, including NFL pro Deatrich Wise Jr. and beloved social media sensation The Tiny Chef, who shared Veganuary with six million followers.

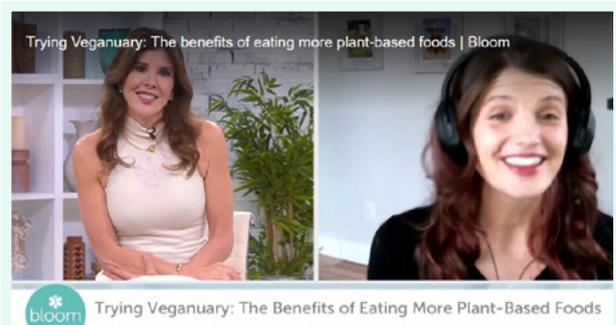
Veganuary also swept morning shows nationwide, with segments equipping viewers with compelling reasons and practical tools to try vegan. From Los Angeles to New York to Washington, DC to Huntsville, Alabama, the message was clear and consistent: plant-based eating is accessible, achievable, and for everyone. This breadth of coverage did more than inspire action. It helped normalise trying vegan at scale.



Actor **Matthew Modine**, well known for his role as Papa on *Stranger Things*, encouraged fans to try Veganuary as a step toward a more sustainable and humane planet.



Influencer @sweetpotatosoul cooked recipes from Veganuary’s cookbook on air on Fox 5 in Washington, DC.



Veganuary CEO Wendy Matthews spoke about the benefits of eating vegan on Tampa Bay, FL morning show Bloom.



Social media phenomenon @thetinychefshow shared vegan recipes with millions of followers for Veganuary.

## VEGANUARY IN THE US

# MAKING VEGAN OPTIONS MORE AFFORDABLE, EASIER TO FIND, AND TASTIER THAN EVER

For US consumers, price, taste, and convenience have long been the top drivers of food choices.

In recent years, health and wellness, as well as social and environmental impact, have become increasingly important factors too. Veganuary works to address all of these priorities by working with brands to expand and improve vegan offerings, encouraging them to invest in broad plant-based marketing campaigns throughout January, and providing limited-time promotions that make trying vegan options both accessible and appealing.

**OVER 350  
US BUSINESSES  
TOOK PART**



Trying vegan for the first time can feel intimidating, which is why we were thrilled to be invited by **Costco Connection** to share practical tips for making simple, satisfying plant-based swaps for everyday favorites. The article also gave us the opportunity to highlight that a vegan diet can be abundant in unprocessed whole foods. Each month, 15.4 million copies of Costco Connection are mailed to Costco members, helping us spread our message to the masses.



For those concerned that going vegan might feel limiting, beloved US chains like **Voodoo Doughnut** and **Salt & Straw** were on hand to prove that choosing foods that are better for animals and the planet can still be downright indulgent and delicious.

**OVER 2,000  
RESTAURANT  
LOCATIONS  
CELEBRATED  
VEGANUARY**



Veganuary's Official Sponsor NotCo ran special deals on their plant-based products all month long at some of the most popular retailers in the country, including **Walmart, Publix, Target,** and more.



Pizza chain **MOD Pizza** introduced two new vegan specialty pizzas for Veganuary across their 500 locations. Even better, the brand eliminated upcharges for vegan dairy and meat alternatives, lowering the barrier for curious consumers to give plant-based options a try.



Smoothie chains like **Rush Bowls** and **Smoothie King** offered special Veganuary BOGO deals and discounts during the month, making it easier to try – and share – vegan options.

### CHARAE CARTER JENKINS, VP OF MARKETING AT MOD PIZZA

*"Veganuary is the perfect moment to celebrate what MOD does best – offering choice. We're excited to spotlight our Buffalo and Garden Variety pizzas this January, while continuing to give vegan guests the freedom to build their own pizza exactly how they want it. At MOD, there truly is something for everyone."*

## VEGANUARY IN THE US

# INSPIRING INSTITUTIONAL CHANGE

Through collaborations with organisational partners and our Workplace Challenge, Veganuary reached schools, municipalities, and workplaces across the country.

Our free toolkits and resources make it fun and easy for employers to encourage teams to try plant-based eating and make healthier, more sustainable choices in the new year.

We also partnered with Humane World for Animals to run the Forward Food x Veganuary Challenge for the second year. The initiative supports schools in integrating plant-based options into their menus through staff training, marketing materials, and vegan product samples.



Public school students tried tofu bites as part of the Forward Food pilot with the **Hawai'i State Department of Education**.

**TARA JOHNSON,  
DOUGLAS COUNTY SCHOOL  
DISTRICT REP**

*"It is amazing how many students were interested in having more plant-based menu options and would love to see an increase in next year's menus."*

The **City of West Hollywood** encouraged residents to participate in Veganuary and highlighted vegan restaurant options throughout the city as part of its implementation of the Plant Based Treaty.

## WORKPLACE CHALLENGE

Nearly 30 US workplaces took part in Veganuary's Workplace Challenge this campaign, representing sectors from media and education to transportation.

DAIMLER TRUCK



## VEGANUARY IN THE UK

# VEGANUARY IS A DRIVING FORCE FOR PLANT-BASED IN THE UK

**Veganuary 2026 saw TV presenters Kate Lawler and Kirsty Gallacher take on the 31-day pledge, citing animal welfare and personal health as their motivation.**

Our Celebrity eCookbook brought star power to people’s kitchens once again, with award-winning actor Olivia Colman sharing her favourite Tadka Dal, alongside signature dishes from chefs Ainsley Harriott, Levi Roots, and Kwoklyn Wan. The campaign made headlines across the UK, from national outlets like The Guardian, The Independent, Daily Mirror, BBC, Daily

Star, and The Sun, to hundreds of regional newspapers and radio stations.

We were proud to welcome new Veganuary ambassadors this year: disability advocate and writer Samantha Renke; actor Victoria Ekanoye; bestselling author Jane Fallon; and content creator Priyansh Parekh – the internet’s self-proclaimed Tofu King – who all championed the campaign and shared our message with their audiences. Adding to the buzz, a two-week London Underground billboard was seen more than three million times, helping to normalise trying vegan and inspiring new people to take part.



The stories of former Veganuary participants appeared in magazines such as Take a Break, Best, and Closer, showing that Veganuary is so much more than a month-long challenge.



Newcastle United marked Veganuary by showcasing the growing range of vegan matchday options at St. James’ Park across their website and social channels. Player **Nick Woltemade** sampled the menu and spoke about his experience as a plant-powered footballer.



TV presenter and animal advocate **Kate Lawler** documented her Veganuary journey with podcast listeners and social media followers, sharing recipes and restaurant visits throughout the month.



As part of our New Year, Same You campaign, a London Underground billboard carried the slogan: ‘Same kindness. Now to all kinds.’ It invited animal lovers to extend compassion to all animals by trying vegan.

## VEGANUARY IN THE UK

# BRANDS AND RETAILERS EMBRACE PLANT-BASED

Across the UK, hundreds of brands, restaurants, and retailers got involved in Veganuary 2026.

Throughout January, a range of new plant-based products and menu items were launched by independents and major brands alike, alongside special Veganuary promotions and discounts.

These launches and offers not only expanded choice but also made Veganuary more visible and accessible on high streets and supermarket shelves nationwide, inviting people to explore plant-based options as part of their everyday routines.



Retailers also marked Veganuary with strong plant-forward messaging. **Morrisons, Iceland,** and **Food Warehouse** supported the campaign with in-store signage and discounts to encourage shoppers to try something new, while **Sainsbury's, Aldi, Tesco,** and **Waitrose** promoted their plant-based ranges across social media, highlighting value deals and new launches.



Plant-forward eating, protein, and gut health were key themes across UK retailers this January, with **Marks & Spencer** introducing new products including Coconut Kefir and additions to their Plant Kitchen frozen range, such as mushroom-based pulled 'pork', meatballs, and pea-protein mince.



Hundreds of restaurant chains and independents supported Veganuary this year, serving up exciting plant-based dishes for January diners. Highlights include **Wahaca's Root Veg Taco** and **Wagamama's Udonara**. Regional favourites like London's **Jam Delish** launched king oyster mushroom scallops and ackee, and Manchester's **Wholesome Junkies** created a Chinese-inspired sharing platter for Veganuary.

## VEGANUARY IN THE UK

# RECORD YEAR FOR WORKPLACE CHALLENGE IN THE UK

**Veganuary 2026 was our biggest year EVER for the Workplace Challenge in the UK with 134 participants across a range of sectors including NHS Trusts, media, councils and public sector, and universities.**

For the first time, Veganuary hosted a webinar for all participating businesses to learn about how plant-based choices can help create a greener workplace.

Deodorant company **Wild** went all-in this Veganuary! They introduced a points-based system to encourage healthy competition, and hosted a lunch-and-learn session featuring activist Ed Winters. The team also organised a vegan bake sale with proceeds going to Veganuary and Surge Sanctuary.

Businesses got creative to inspire staff this year. Field Marketing agency **Logobrand** sent care packages to participating staff, created a dedicated Microsoft Teams chat space to share favourite dishes and recipes, and even hosted a vegan office lunch featuring home-cooked chilli and rice, cake, and ice cream to bring the team together.

Digital marketing agency **Sleeping Giant Media** joined the challenge, switching to fully vegan breakfasts, lunches, and snacks in the office throughout January. Veganuary resources, recipes, and documentaries were shared via the company intranet, while staff were encouraged to explore plant-based eating and year-round sustainability initiatives led by the internal Green Squad.



NHS Trusts across the UK took to social media to share their workplace activity, but no one did it quite like **Clatterbridge Cancer Centre**. The Centre adorned the room with Veganuary banners and had staff sampling plant-based milks, cheese, quiche, and sweet treats too! **King's College Hospital NHS Foundation Trust** hosted their biggest Veganuary lunch ever, serving 400 dishes of lentil bolognese and vegan brownies.



Workplace Challenge veterans **Ernst & Young** hosted their annual Veganuary webinar, featuring guest speakers Martin Holden-White, founder of Grubby – vegan meal delivery brand and Official Veganuary Sponsor – and T.K. Pillan, a senior industry advisor. Both speakers discussed the future of plant-based food and shared valuable industry insights.

### LUKE QUILTER, CEO AT SLEEPING GIANT MEDIA

*"It's really important that we encourage people to explore Veganuary and potentially take a moment to recognise the positive impact it could have on them, the planet, and animals. As a B Corp company, we are very focused on how we can lessen our impact on the world around us, and Veganuary is a good opportunity to continue that conversation within the team and wider."*

### EMMA BARBER, CX MANAGER AT WILD

*"At Wild, we're celebrating Veganuary with open minds and full bellies. From office bake sales to myth-busting activist talks, we're proving that sustainable, vegan swaps are anything but boring. Shoutout to Veganuary for helping us lead the charge!"*

## VEGANUARY IN GERMANY

# VEGANUARY IS BIGGER AND BOLDER THAN EVER IN GERMANY

When celebrity TV host **Joko Winterscheidt** launches vegan chocolate, football fans order vegan hot dogs at Munich's **Allianz Arena**, media outlets report nationwide tofu shortages, and the German Federal Environment Agency campaigns for plant milk – then you know it's **Veganuary!**

**Darum sind Pflanzendrinks besser im Kaffee**

Das sind die Gründe →

**#WareWunder**

umweltbundesamt • 4 Wo.  
 "Veganuary" hin oder her - Pflanzendrinks sind für Gesundheit & Natur das ganze Jahr über eine gute Alternative zur Kuhmilch - aus verschiedenen Gründen:

- Sie sind ballaststoffreich, enthalten z.B. weniger gesättigte Fettsäuren als Kuhmilch und auch keine Lactose, das macht sie in der Regel besser verträglich und gesünder.
- Beispiel Haferdrink: Bei der Produktion von Haferdrinks werden im Vergleich zur Kuhmilch bis zu 80% weniger Treibhausgase ausgestoßen. Kuhmilch verursacht abhängig von

4.267 316  
 Gefällt thisisvegan.magazin und 4.266 weitere Personen  
 17. Januar

Germany's Federal Environment Agency (Umweltbundesamt) aligned their Ware Wunder plant-milk campaign with Veganuary, encouraging individuals and businesses to make climate-friendly food choices.

To kick off the 2026 campaign, our German team created beautifully designed recipe card boxes featuring a week of Veganuary recipes, practical shopping guidance, and simple ingredient swaps. Around 250 influencers and media outlets received the boxes, resulting in engaging content and press coverage throughout January. Veganuary was visible across the country; our out-of-home campaign appeared in major cities, while businesses joined us in inviting millions to try vegan.

Our **recipe card boxes** were sent to select influencers and media outlets, amplifying our reach and inspiring engaging content throughout the campaign.

**ICH HABE MICH NICHT VERÄNDERT. ICH HABE ANGEFANGEN, MEINE WERTE KONSEQUENT ZU LEBEN.**

Mega-influencer **Bianca Heinicke** joined Veganuary as an official supporter this year, sharing a powerful message about living in alignment with your values: "I haven't changed, I've just started to live my values consistently."

Veganuary partnered with the Institute for Plant-Based Nutrition in Giessen to launch a revised **vegan food pyramid**, providing clear, science-based guidance for balanced plant-based eating.

Our **New Year, Same You out-of-home campaign** captured attention across Berlin, Cologne, Hamburg, and Munich, bringing Veganuary's message into the heart of Germany's busiest urban centres.

## VEGANUARY IN GERMANY

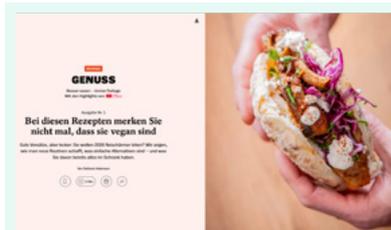
# VEGANUARY BECOMES GERMANY'S TOP FOOD STORY

Veganuary 2026 generated 2,595 media pieces across TV, radio, print, and online, making it one of our most visible campaigns in Germany to date.

We also appeared on a range of podcasts to discuss the benefits of trying vegan, while collaborations with passionate supporters on social media helped spread Veganuary's message even further.



**Business Punk** explored Veganuary's success in depth: "While other sustainability initiatives often fail to be implemented, Veganuary delivers concrete results: declining meat sales, rising demand for plant-based alternatives, and measurable CO2 savings."



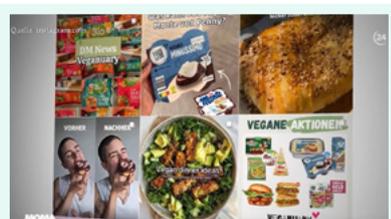
**Der Spiegel** featured Veganuary in a major food piece titled: "These are the recipes you don't even notice are vegan."



We appeared on various **podcasts and vodcasts** this campaign, both trade and community focused.



Trade magazine **gv Praxis** highlighted Veganuary's broad reach: "When vegan hot dogs suddenly sell out in soccer stadiums in January, cafeterias rewrite their bestseller lists, and even food retailers talk about tofu shortages, it's clear that Veganuary has long been more than just a social media challenge."



Most German **major TV stations** such as Sat.1, ARD, ProSieben, RTL, SWR, WDR, and ZDF reported on Veganuary.

### SOCIAL MEDIA

Influencers, a vegan doctor, and scientists all contributed to our **most supportive social media campaign to date**, covering reasons to try vegan and nutritional tips. Our Instagram collaboration with @moustache\_farmer and Odenwald Sanctuary has been viewed around 570,000 times.



Some of our favourite creators came up with **vegan versions of iconic Stranger Things recipes** for the series finale, perfectly timed to coincide with Veganuary 2026.

## VEGANUARY IN GERMANY

# INSPIRING CORPORATE DECISION-MAKING IN GERMANY

In 2026, over 1,000 businesses took part in Germany again.

More than 166 new products and 360 menu options launched across restaurants, workplace cafeterias, and university canteens, making it easier and more appealing than ever for people to try vegan.

All major retail chains celebrated Veganuary by expanding plant-based ranges and promoting special offers throughout January. In fact, media outlets reported a nationwide tofu sellout, directly linked to the surge in demand generated by the campaign.



From Hamburg to Munich and Dortmund to Dresden, **student services organisations** participated by expanding plant-based menus and organising events to encourage people to try vegan.

**Major catering businesses** joined Veganuary again. Aramark, Dussmann, L&D, Klüh Catering, Transgourmet, SV Group, and Kruschina offered plenty of new menu options for thousands of customers to choose from each day.

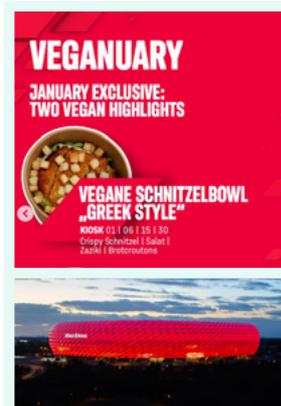
And more than 92 workplaces took part in the **Veganuary Workplace Challenge** by inviting their employees to get involved, often with the support of their canteens offering new vegan options.



Restaurants and restaurant chains launched new menu items for Veganuary, including **Burger King's** Falafel Bites Burger, **Subway's** Smashed Falafel Sub, **Frittenwerk's** Chicken Shawarma Poutine, and a Verrano ham alternative bagel on **Deutsche Bahn** trains.



The hype didn't stop with tofu! Famous egg alternative **Just Egg** launched in German retailers, just in time for Veganuary.



As part of Veganuary 2026, the **Allianz Arena** in Munich showed the world how to do sustainable stadium catering. Throughout Veganuary, the venue significantly expanded and promoted their plant-based food options within public catering areas.

## VEGANUARY IN LATIN AMERICA

# VEGANUARY MAKES ITS MARK ACROSS LATIN AMERICA

**Veganuary 2026 was a huge success in Latin America! Plant-based food took centre stage in Chile, Mexico, Peru, Argentina, and Colombia.**

The campaign kicked off with a master cooking class in Chile for more than **20 influencers and celebrities** who didn't follow a vegan diet. They learned to enjoy and cook plant-based meals, and many were inspired to take part in Veganuary afterwards!

Over **100 billboards** in Chile promoted our new campaign concept, New Year, Same You, across major streets and avenues in the capital. This was replicated in Peru with our partner organisation ARBA through digital ads on prominent avenues in Lima.

In Argentina, we created eye-catching light projections on the streets of Buenos Aires featuring encouraging messages from vegan influencers and celebrities across Latin America – a striking visual that captured widespread attention.



## VEGANUARY IN LATIN AMERICA

# RETAILERS AND RESTAURANTS GET ON BOARD

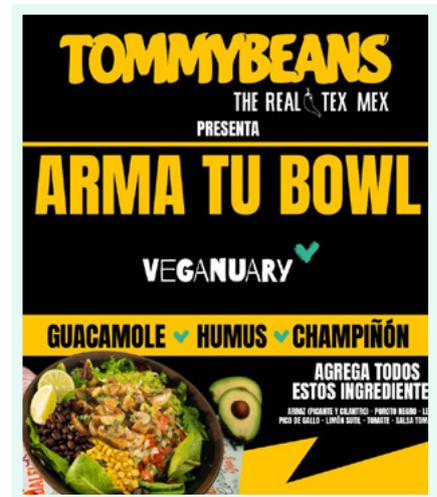
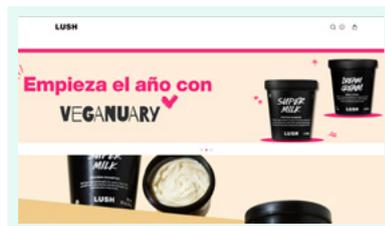
To make vegan dining easier, we published a **Ranking of Places to Eat Vegan in the region** – developed with the support of HappyCow for the fourth year. The research highlighted more than 13,000 places to eat out during January. Mexico, Brazil, Argentina, and Chile stood out for their variety of vegan-friendly restaurants and cafés.

And as if that isn't exciting enough, we succeeded in getting the city of Valparaíso – one of Chile's biggest tourist destinations – to join Veganuary through the Municipality of Valparaíso. Together, we launched a **guide to vegan-friendly places to eat** during the campaign, which received significant media coverage across newspapers, radio, and television.

Cost barriers were addressed as well: over **100 companies** offered discounts, promotions, new products, or special vegan menus for Veganuary. Delivery platforms like PedidosYa and Uber Eats in Chile joined the campaign with special promotions.

Burger King Chile partnered with Uber Eats to offer discounts of up to 30% on vegan products such as their plant-based nuggets. The Mexican food chain Tommy Beans also joined in by launching a special Veganuary Bowl during January, while the Chilean supermarket Jumbo rolled out a nationwide vegan promotion featuring dozens of discounted products.

**Nestlé** and **Lush Mexico** joined the Workplace Challenge, encouraging employees to participate in Veganuary through events and activities, including a talk for dozens of Nestlé staff on plant-based nutrition and veganism.



**ANDREA HALABI,  
DIRECTOR AT  
PEDIDOSYA MARKET, CHILE**



*"For the third consecutive year, we joined Veganuary by strengthening our 'Conscious Consumption' section on PedidosYa Market, where we achieved positive results with a year-on-year increase of more than 60% in orders within the category."*

## VEGANUARY IN LATIN AMERICA

# INFLUENCERS AND PARTNER ORGANISATIONS AMPLIFY THE CAMPAIGN

Our social media channels were key to spreading Veganuary’s message, supported by 16 influencers across Latin America and partner organisations including Animal Libre, ARBA, Asociación Chile en Base a Plantas, Asociación de Emprendedores Veganos de México, Desafío 22, Difusión V, Sinergia Animal, and Plant Based Treaty.

Veganuary 2026 achieved a record level of media coverage since launching the campaign in Latin America, with more than **900 media mentions** across over 20 countries and an estimated total reach of **42 million people**.



### EL BUSQUILLO, CHILEAN INFLUENCER

*“Veganuary is going to be a detox for the body, and also for the soul. Eating vegetables in the summer is really great – vegetables, fruits. And honestly, if you take the time to create a slightly more ‘pro’ preparation, you’ll be able to enjoy different, unique, and really delicious dishes. And if you don’t have time to cook, there are plenty of small businesses selling vegan food – ready-made meals for the whole week, as well as restaurants and delivery options. There are definitely options out there.”*



### MARÍA JOSÉ BELLO, CHILEAN ACTOR



*“With Veganuary, I wanted to learn to think differently. Seeing that a ‘tuna’ that isn’t actually tuna – that it’s a marinated beetroot and can have a similar flavour – really fascinates me. I think we need to learn, and I also feel it’s a meaningful contribution for the times we’re living in.”*

## VEGANUARY IN SPAIN

# VEGANUARY CONTINUES TO GROW IN SPAIN

In Spain, Veganuary 2026 brought greater visibility, more influential voices, and a rapidly growing community, helping to make plant-based eating become a part of people's everyday lives.

The inspiring message, New Year, Same You, reached diverse audiences across Spain through multiple channels. The outdoor advertising campaign, featured on billboards and digital screens, was rolled out in strategic areas of Madrid, combining central and tourist districts with more residential neighbourhoods in order to extend its reach.



In addition, Veganuary ran a multi-channel digital campaign with the support of **Bio Eco Actual**, a leading media outlet on environment and sustainability. Ads appeared in newsletters, on the website, and across social media, expanding the campaign's online presence and reach throughout Spain. Content was also available in Catalan to engage regional audiences.



This year, Paralympic track and field athlete **Elena Congost** supported Veganuary, demonstrating that a plant-based diet supports high-level athletic performance. Congost, a marathon gold medallist at Rio 2016 and 1,500m silver medallist at London 2012, joined ambassador and artistic swimming world runner-up **Emma García** to inspire participants. Well-known actors including **Dani Rovira**, **Clara Lago**, **Núria Gago**, and **Elisabeth Larena** also lent their support, helping Veganuary reach more people.



Veganuary Spain's **Instagram account grew by 59%** within the 2026 campaign year, ending January with more than 22,600 followers. In addition to the support from ambassadors, Instagram collaborations with content creators helped bring Veganuary to hundreds of thousands of people interested in health, the planet, and animals.

## VEGANUARY IN SPAIN

# SPANISH MEDIA CELEBRATES VEGANUARY

This year, Veganuary received extensive media coverage in Spain. Both major news agencies and general-interest media reported on the campaign and its impact.

**Diez Minutos** magazine, one of the most influential publications in the Spanish media landscape, dedicated an extensive feature to Veganuary in its print edition. As a high-reach women’s magazine, Diez Minutos is a key outlet for amplifying trends linked to everyday habits, lifestyle, and wellbeing. This coverage helped Veganuary connect with an important 2026 target audience: people who prioritise their wellbeing and are looking for a varied, delicious, and nutritious diet.

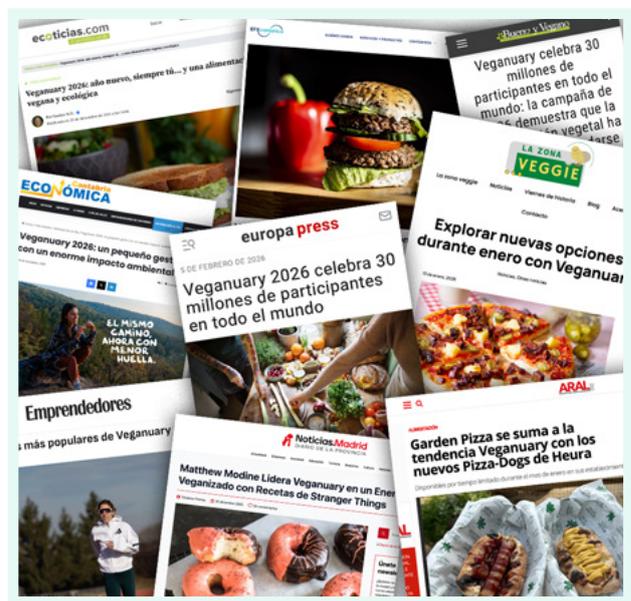


Alongside these major general-interest outlets, **Bio Eco Actual**, a leading sustainability-focused media outlet, took a deeper look at Veganuary’s approach through an interview with Estefanía Lozano Martínez, our interim Director of Veganuary, Spain.

The participation of brands and companies also attracted media interest, with coverage of some of the main product launches and special offers rolled out during January.

**El País**, Spain’s most widely read newspaper, featured an article on the evolution of plant-based eating, with commentary from Veganuary.

**eDiario.es**, a leading digital outlet, published an opinion column on the New Year, Same You message, emphasising the importance of staying true to your values and using Veganuary’s resources for support.



## VEGANUARY IN SPAIN

# BUSINESSES AND BRANDS SUPPORT VEGANUARY

**More than 100 companies joined the Veganuary wave in Spain in 2026, with discounts, special activities, and new product launches.**

Among the most noteworthy **launches** were the new 100% plant-based tequeños from Amara, a Zyrular Foods brand; the collaboration between Garden Pizza and Heura to launch vegan Pizza-Dogs; the Mencia cachopo from Vanetta Foods; and the new Tüna empanada from Las Muns, created in collaboration with Garden Gourmet.

The campaign also included **special activities** to engage participants throughout January. Zyrular Foods hosted a free giveaway of 50 burgers at the

Santa y Pura restaurant and a live cooking demo at the MOM Culinary Institute in Madrid. Philadelphia shared vegan recipes, ran a prize draw with AVUS Foods, and encouraged participation via social media.

In addition, dozens of companies offered **discounts** during January to make plant-based products more accessible. Jata offered special discounts on their milk, while Sojasun ran a promotion on their high-protein range, available on the website of Alcampo, a major Spanish supermarket chain. Better Balance increased the visibility of their discounts on plant-based sausages in supermarkets throughout January.

This level of engagement shows that Spain's food and hospitality sector is responding to a growing and increasingly diverse demand for plant-based options.



### JORGE LÓPEZ, COO AT ZYRCULAR FOODS

*"For Zyrular Foods, Veganuary is an opportunity to inspire more people, drive innovation across the sector, and strengthen our commitment to a food system that is more sustainable, accessible, and aligned with the future of the planet."*

### ÁGUEDA UBEIRA, CEO AT VANETTA FOODS

*"Taking part in Veganuary allows us to be part of a movement that drives real change through food and gastronomic culture. For Vanetta, it has been an opportunity to share our vision, build connection, and bring plant-based cuisine to more people, through enjoyment and tradition."*

# VEGANUARY IN INDIA

# INDIA'S BIGGEST VEGANUARY YET

This year, 320,809 Indians participated in Veganuary, marking the country's highest participation since launching in 2022.

This growth reflects rising awareness around health, the environment, and ethics, and aligns with a rapid expansion of plant-based food options in India. The plant-based sector continues to grow, driven by increasing demand, product innovation, and strategic investment.



## REGIONAL OUTREACH

We launched our 31-day pledge series in Hindi, making all our support resources accessible to 530 million native Hindi speakers in India. This reduces language barriers and resonates better with values around food, health, and tradition. More than **30,000 people** registered for the Hindi-language pledge.



## CELEBRITY SUPPORT

On Christmas Day 2025, actor and Veganuary ambassador **Amy Aela** recorded a podcast with Bollywood actor and entrepreneur **Genelia Deshmukh**, speaking about her journey into eating vegan. Sharing her advice for people taking part in the Veganuary 31-day pledge, Genelia said: "I definitely think it is a great idea. Plan to eat the best food, do a little homework, do a little research so you know how your week is going to look like."

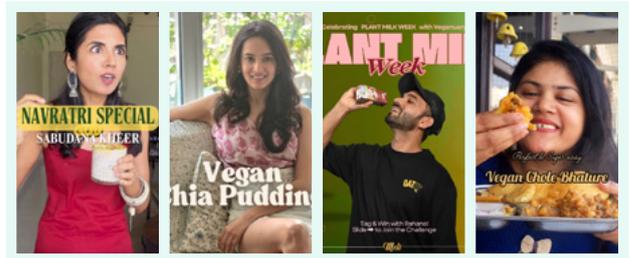
**GENELIA DESHMUKH, BOLLYWOOD ACTOR**

*"Christmas is a time for love, and it has to manifest in our actions too. It shows up in how we treat the people around us and the conscious choices we make every day. It's about being mindful of our footprint and ensuring our lifestyle aligns with the values of kindness we teach our children. We don't need to reinvent ourselves for the new year, just take small steps to live in line with your values."*

Mountaineer and Veganuary ambassador **Kuntal Joisher** contributed his favourite Palak Tofu recipe for the newly launched Plant Protein Cookbook.



Veganuary 2026 received support from **108 Indian social media influencers**, who created content ranging from delicious recipes and shopping tips to awareness building on climate, health, and animals.



# VEGANUARY IN INDIA

## BIG BRAND POWER

This year, 126 brands, workplaces, and communities in India officially joined Veganuary 2026, offering 21 new products and many more promotions, workshops, and challenges to employees and customers.

### HIGHLIGHTS

Leading retailer **Nature's Basket** conducted a vegan cooking workshop. The event was held in their flagship store in **Bengaluru** in collaboration with nutritionist **Namita Satheesh** and **Plan B Foods**, a dairy-free cheese brand.



Popular cafe chain **Chaayos** added an oat milk option for their chai across 100+ locations in India – a sign of mainstreaming plant-based eating.



**Hilton Hotels** across India partnered with plant-based food producer **GoodDot** to run a Veganuary Plant Protein Culinary Festival featuring sustainable dining experiences and a **special Veganuary menu**. This brought plant-based eating into premium dining spaces nationwide.



**Raajsa, Kumbhalgarh** – a five-star heritage resort – introduced a Veganuary menu at their restaurant Pangat.



Across the country, 80 brands including **Yoga Bar**, **Super You**, and **Chinita** launched special offers tied to Veganuary, making plant-based options more accessible. Foodservice outlets rolled out **44 vegan menu items**, which made dining out easier – a long-standing request from Veganuary participants.

This year, **10 workplaces and communities** joined the Veganuary Workplace Challenge, encouraging their employees and members to try vegan in January.

Members of **Rotary Club** and **Inner Wheel Club** celebrated the Veganuary Workplace Challenge by organising a health and wellness webinar led by nutritionist **Roshni Sanghvi**.

### NAVYA GUGNANI, PRESIDENT AT ROTARY CLUB OF EARTH

*"Veganuary month is a time to reflect on how our everyday choices shape the planet and our health. Through food, we're reminded that compassion, sustainability, and well-being can thrive together. One conscious choice at the table can create a lasting impact for our planet and the way we care for it."*

### SHIVAN GHAI, CEO AT THE BROOKLYN CREAMERY

*"Veganuary does a great job of creating awareness around plant-based food. At The Brooklyn Creamery, we're happy to be part of that conversation with a plant-based range that's been widely loved by our vegan and plant-forward consumers – without losing the joy of indulgence."*

## VEGANUARY IN INDIA

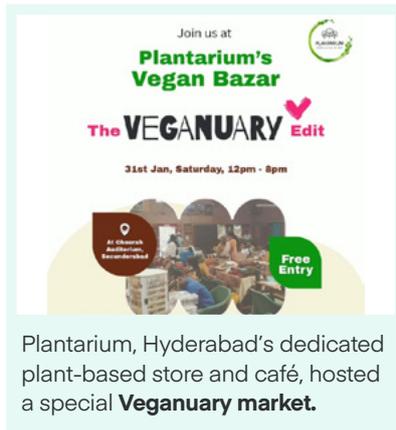
# VEGANUARY CAN'T BE MISSED IN INDIA

Veganuary was visible in events across the country, from Delhi in the North, Mumbai in the West to Bengaluru and Hyderabad in the South. These events helped form alliances with other organisations and reach more people through community events.

Veganuary 2026 campaign ads featured at Bengaluru International Airport (Terminal 1) with the **New Year, Same You** theme. This aimed to inspire travellers to try plant-based eating for January and beyond and reduce their environmental footprint, while showing they can still pursue their passions.



Veganuary was also present at the popular **Namu Recommends Vegan Market**, inspiring nearly 500 people to take the pledge!



Plantarium, Hyderabad's dedicated plant-based store and café, hosted a special **Veganuary market**.



Gourmet pancake event with chef **Sejal** at the **Copper and Cloves** restaurant.



Veganuary was the ecosystem partner at the Future of Food Summit in New Delhi and supported the fourth Vegan India Conference in Mumbai.



## MEDIA ATTENTION ACROSS INDIA

Veganuary continues to be covered widely in Indian media, with **1,000+ articles** on campaign highlights, feature articles, and industry stories. Leading newspapers including Times of India, Deccan Chronicle, and Hindustan Times published feature stories in December and January. The launch of Veganuary's pledge series in Hindi during World Vegan Month was widely covered in regional newspapers.



Celebrity support helped amplify Veganuary's message, with the podcast recording of Genelia Deshmukh being reported widely by entertainment bloggers.

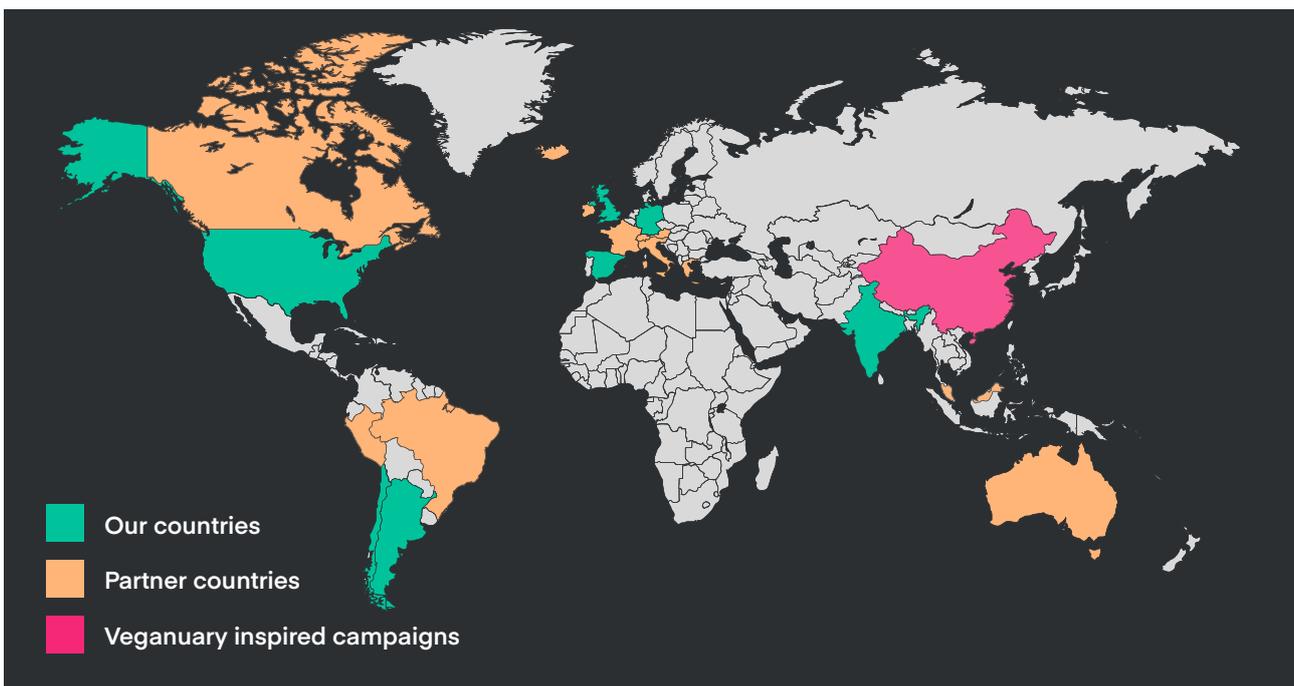
## VEGANUARY AROUND THE WORLD

# BUILDING A GLOBAL MOVEMENT

Over the last 12 years, Veganuary has become a powerful international platform for change.

Alongside our in-country teams, our official partner organisations play a vital role in expanding the Veganuary movement. We have an official presence in 20 countries, with campaigns running for the first time this year in Ireland and Iceland, and our sister

campaign V-March running for its second year in China. By working collaboratively with trusted non-profit organisations around the world, we can reach more people and businesses with our free resources and strengthen the long-term growth of Veganuary. Our partners take ownership of national campaign delivery, helping ensure Veganuary remains culturally relevant, authentic, and impactful in every context.



## VEGANUARY AROUND THE WORLD

# A GLOBAL MOVEMENT, EMPOWERED BY LOCAL KNOWLEDGE

This year, we raised the bar in reaching diverse audiences with messages that resonate.

Our inclusive New Year, Same You theme was seen by audiences across the globe. We showed that whether you are an outdoorsy nature lover in Canada, a family-focused home cook in Australia, or a health enthusiast in France, a plant-based diet can support your lifestyle.

We increased the accessibility of our resources by making our Indian pledge available in Hindi for the first time, and this year Malaysian participants could access Veganuary support in three languages – English, Bahasa Malaysia, and Chinese – via the Veggie Challenge app. Our partner SwissVeg also added a new language, offering their Veganuary pledge to a Swiss audience in both German and French this year.



Our partner in Malaysia had their own culturally relevant take on our New Year, Same You campaign concept.

## PARTNER CAMPAIGN HIGHLIGHTS

### IRELAND VEGAN SOCIETY OF IRELAND (VSI)

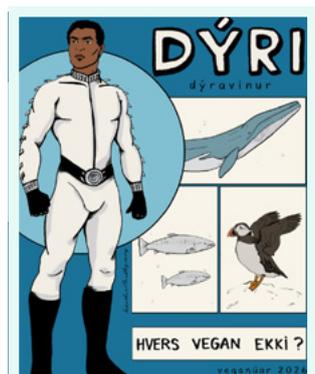
New for 2026, we had an official presence in Ireland thanks to VSI, who supported Irish institutions to take part in our Workplace Challenge. South Dublin County Council joined Veganuary's Workplace Challenge, and Technological University Dublin Students' Union supported Veganuary with plant-based food events across campus throughout the month.



Workplace display table at South Dublin County Council.

### ICELAND SAMTÖK GRÆNKERA Á ÍSLANDI

Another new partnership for 2026, we worked with Samtök grænkera á Íslandi to officially bring Veganuary to Iceland. The campaign launched with strong, distinctive creative, including an original Veganuary 'superhero', Dýri dýravinur (Friend of Animals), championing compassion for land and sea animals.

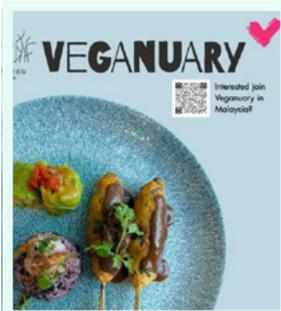


Dýri; the face of Veganuary Iceland 2026.

# VEGANUARY AROUND THE WORLD

## MALAYSIA PROVEG MALAYSIA & MALAYSIA VEGETARIAN SOCIETY

Partners delivered engaging on-the-ground activity, from creative community events to street outreach, with vegan tastings that showed how accessible and delicious plant-based food can be. Veganuary participants were treated to a wide range of special offers, new menu items, and special events, like a vegan afternoon tea at the **Grand Hyatt** hotel in Kuala Lumpur.



A Veganuary Special at Malaysia's Parkview Café.

## SINGAPORE CENTRE FOR A RESPONSIBLE FUTURE (CRF)

CRF organised activities designed to inform and inspire Veganuary participants, including a film screening focused on the environmental impact of animal agriculture.



## GREECE VEGAN LIFE

Vegan Life delivered a high-energy January programme, bringing communities together through multiple events, including a pizza party. They achieved strong visibility for Veganuary through eye-catching bus stop advertising in Athens featuring the 2026 campaign message. Long-standing supporter **Pizza Fan** promoted their impressive range of Veganuary specials with a series of catchy video ads.



## FRANCE ASSOCIATION VÉGÉTARIENNE DE FRANCE (AVF)

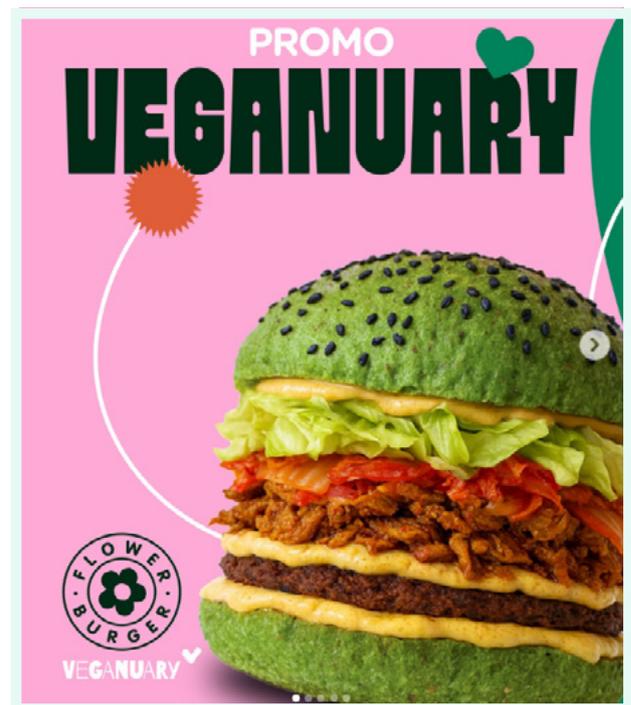
AVF mobilised a dedicated network of volunteers to deliver a programme of tastings, walks, cinema discussions, and cooking workshops across the country, including events in Marseille, Lyon, and Bordeaux. Veganuary also reached wider audiences through regional media, including a feature on Moselle TV sharing recipes and restaurant suggestions.



Hyper U Les Arcs in France.

## ITALY ESSERE ANIMALI

Our long-standing partner Essere Animali once again delivered an influential campaign in Italy. Dozens of businesses promoted vegan products and offers, including restaurant chain Flower Burger, who introduced a new vegan burger and a wrap for Veganuary. The campaign also attracted strong media attention, with coverage including La Repubblica, OK Salute, and La Sicilia, among many others.



# VEGANUARY AROUND THE WORLD

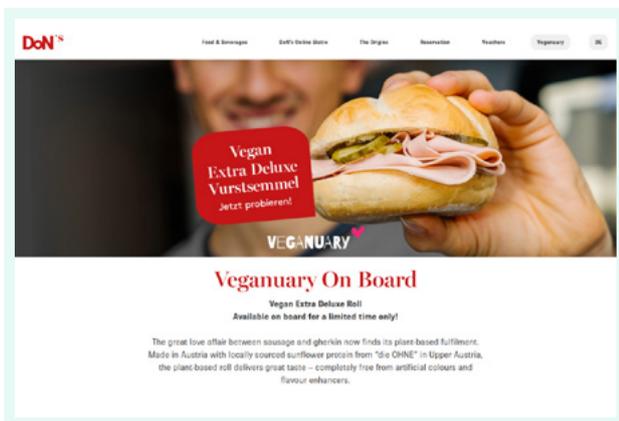
## SWITZERLAND SWISSVEG

Thanks to the dedicated SwissVeg team, Veganuary achieved visibility across print and digital channels, including numerous media mentions and a multi-page feature in the **Coop** magazine. In store, Coop's vegan range was highly visible, and was supported by SwissVeg's promotional work to help participants access a wide variety of plant-based products.



The Coop in-store magazine, with a 52-page plant-based feature for Veganuary.

## AUSTRIA VEGANE GESELLSCHAFT ÖSTERREICH



Veganuary participants in Austria were well taken care of with on-the-go options this year. Railway catering company **DoN** launched a Veganuary special menu item across Austria's rail network, while **Wiener Würstelstand** (with two Vienna locations) switched to 100% vegan for January... and continued this into February following the popularity of the move.

## BRAZIL SOCIEDADE VEGETARIANA BRASILEIRA (SVB)

SVB, who leads Veganuary Brazil, collaborated on so many great recipes and deals for participants this year. Participating brands, including **Naveia** and **UAI Tofu**, spread the word enthusiastically via their socials with various offers throughout January.



Promotional activity from Naveia and UAI Tofu.

## PERU ARBA

ARBA focused on making vegan food feel accessible and enjoyable, hosting free tasting events for beachgoers and encouraging people to try vegan for themselves. Veganuary's presence was also strengthened through high-impact billboards placed in three locations across Lima.



Free plant-based food sampling on the beaches of Peru.

## CHILE & ARGENTINA ANIMAL LIBRE

Animal Libre supported participants across Latin America with a free online course featuring international plant-based recipes from chef Nicole Palominos, and nutrition tips provided by nutritionist Valentina Bello.



Online cooking course for Veganuary participants.

# VEGANUARY AROUND THE WORLD

## CANADA VEGANUARY CANADA COALITION

Canadian retail partner **London Drugs** extensively promoted their wide range of plant-based options through prominent website placement as well as flyers and social posts. Veganuary was also championed on campus at Carleton University, where students hosted information tables, competitions, and fundraising activity throughout January.



London Drugs socials activity for Veganuary.

## AUSTRALIA ANIMALS AUSTRALIA

Animals Australia supported food outlets like **Bakers Delight** to take part this year. The Kilsyth branch had a particularly impressive vegan selection, and reached out on their socials to tell Veganuary participants all about it. Major supermarket **Coles** also supported Veganuary with a dedicated section in their online shop, showcasing a broad selection of vegan products.



Bakers Delight showcasing some of their vegan products.

## CHINA CHINA VEGAN SOCIETY

This year, we visited China Vegan Society (CVS) to support their preparations for V-March, a sister campaign to Veganuary and a month-long invitation to try vegan in China. V-March encourages participants to explore new recipes, discover vegan products, and connect with others taking part.

As part of a four-city V-March roadshow, we met advocates, animal activists, and members of the public to share information about the campaign and build awareness ahead of the launch. At the time of writing, V-March has not yet taken place. With Chinese New Year celebrations often falling in late January and February, March is a more effective moment in the calendar for a nationwide vegan challenge, making V-March a culturally aligned approach. The roadshow offered a preview of what CVS has planned, and we're excited to see the campaign roll out in March.



## VEGANUARY AROUND THE WORLD

# VEGANUARY TRANSCENDS BORDERS

Thanks to more than a decade of awareness-raising work, Veganuary is now widely recognised far beyond our official campaign countries.

Each year, the campaign sparks a wave of media stories and brand activations around the world. Here is a snapshot of some of the viral moments from 2026 that helped to boost our global visibility.

### MIDDLE EAST

Veganuary 2026 was a hot topic across lifestyle and food media in the Middle East. BBC Good Food Middle East mentioned Veganuary as part of its round-up of the best things to do in the UAE in January. Multiple Dubai restaurants launched dedicated Veganuary menus, helping diners to explore plant-based choices, and Time Out Dubai spotlighted the best vegan-friendly eats across the city.

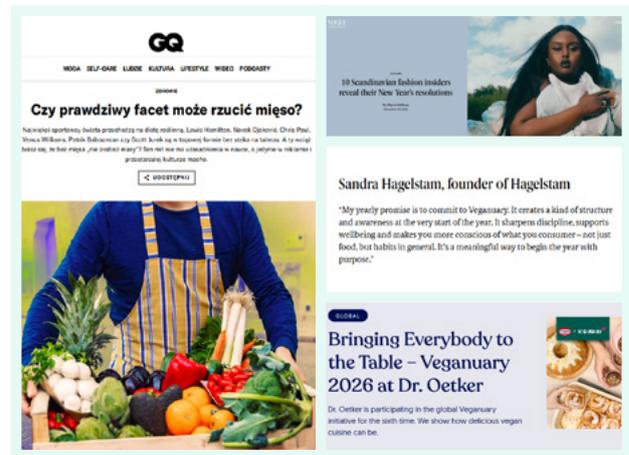


A new menu option from Emirates' vegan range.

### EUROPE

Veganuary 2026 made its presence known in the media across many European countries, including Hungary, Romania, the Netherlands, and Poland. In Poland, Garden Gourmet highlighted their plant-based product range for Veganuary, showcasing delicious meat-free meal ideas. Sofitel hotels, part of the Accor group, participated in Veganuary 2026 across locations in Amsterdam, Barcelona, Lisbon, Frankfurt, Warsaw, and Sopot. Sofitel launched plant-based menus, increased the visibility of vegan options, and made great use of Veganuary's distinctive branding.

Food giant Dr Oetker participated for the sixth time this year, launching an international social media campaign with the slogan 'Of course it's not vegan – or is it?!', challenging misconceptions about vegan cuisine.



### SOUTH AFRICA

In South Africa, vegan chef Sue Gajathar shared expert tips for those trying plant-based eating for the first time. She was featured in press articles and radio interviews, helping Veganuary reach a broader audience.

**Chef Sue Gajathar shares tips for Veganuary 2026**

South African chef Sue Gajathar is changing the world one vegan meal at a time.



### NICOLAS GRONIER, VICE-PRESIDENT GLOBAL MARKETING AT SOFITEL & SOFITEL LEGEND

*"Across Sofitel hotels in Europe, Veganuary serves as a catalyst for culinary creativity. It invites our chefs to experiment with confidence and push the boundaries of plant-based gastronomy, resulting in bold, seasonal dishes that celebrate sustainability while delivering the refined dining experiences our guests expect, in January and beyond."*

Dear reader,

Thank you for supporting Veganuary. Your partnership makes our work possible and helps millions of people around the world try vegan – creating real change for animals, people, and the planet. We never fail to be amazed by the way Veganuary has been embraced globally, and the momentum behind the movement is only growing.

The future of compassionate food choices has never looked more promising.

If you would like to support our work further, you can make a donation at [veganuary.com/donate](https://veganuary.com/donate).

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



Veganuary is a charity registered  
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**VEGANUARY** 