

VEGANUARY 

2026

PARTICIPANT SURVEY



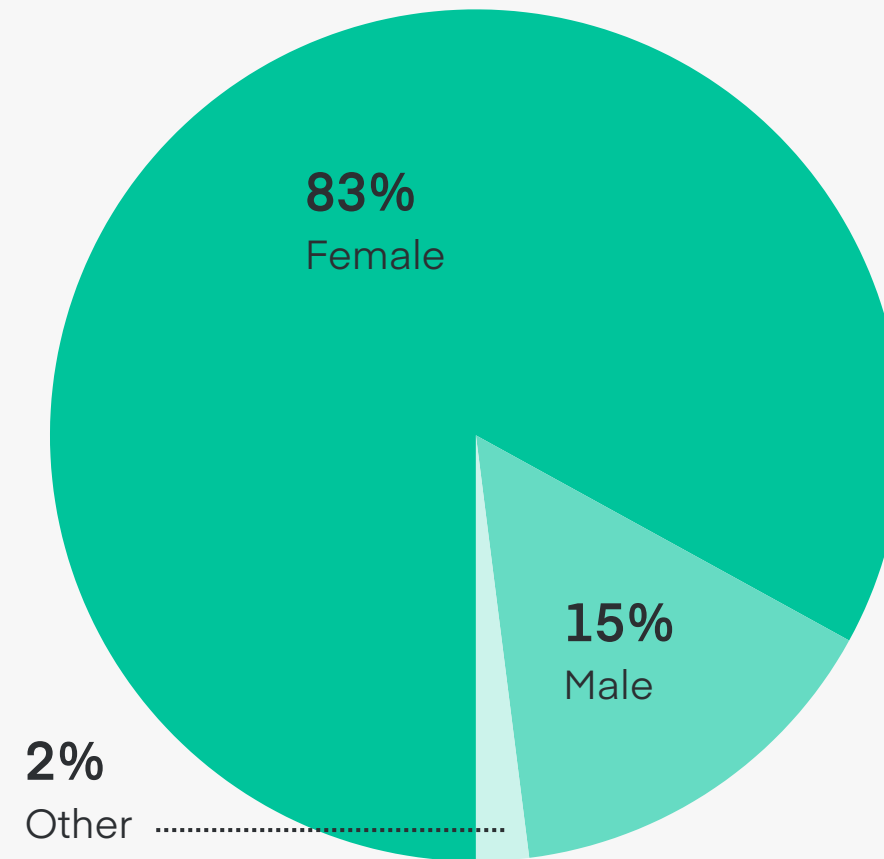
WHO TOOK PART IN VEGANUARY?

30 million people worldwide chose to try vegan in January 2026*.

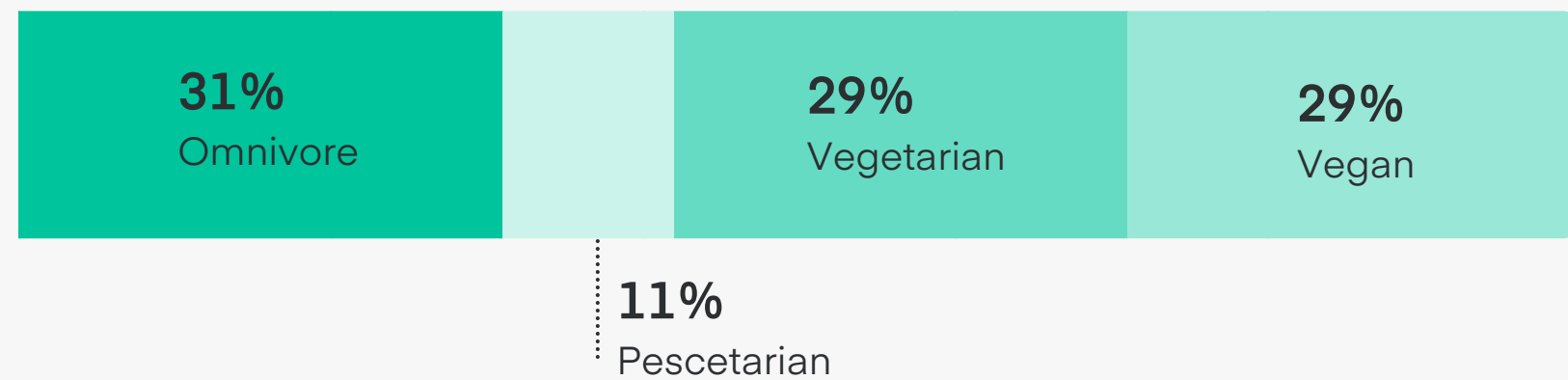
Some of them opted to receive tailored support through the Veganuary 31-day email series. At the end of their 31 days, we asked participants about their experience. 7,319 people responded.

Here's what they told us...

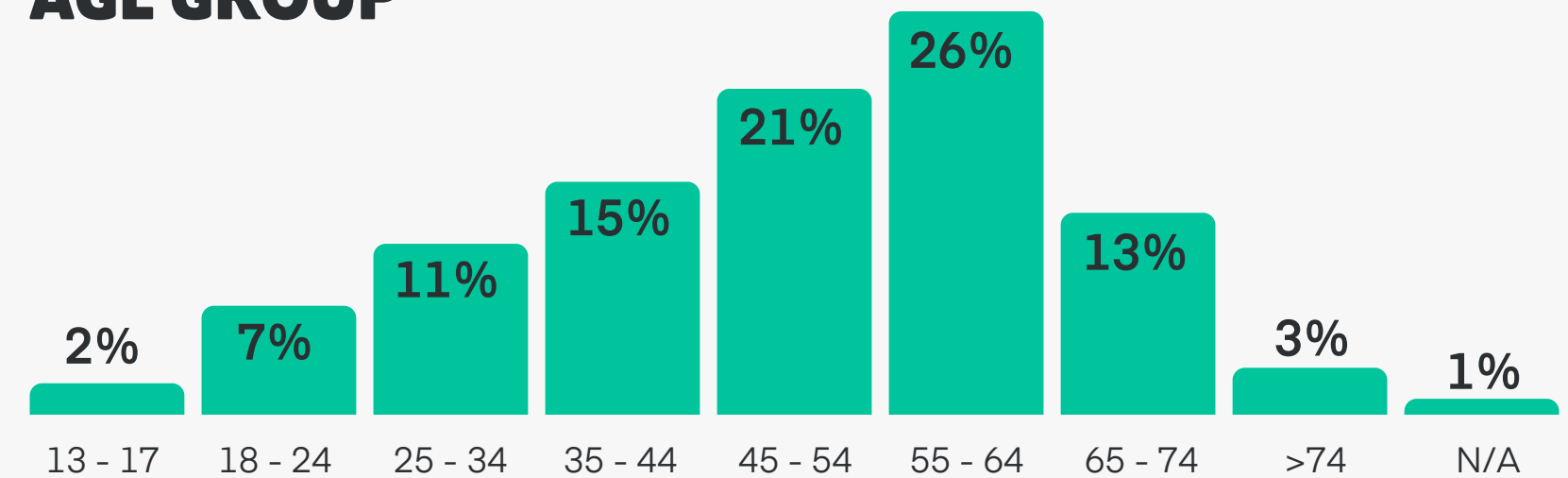
GENDER



DIET BEFORE VEGANUARY



AGE GROUP

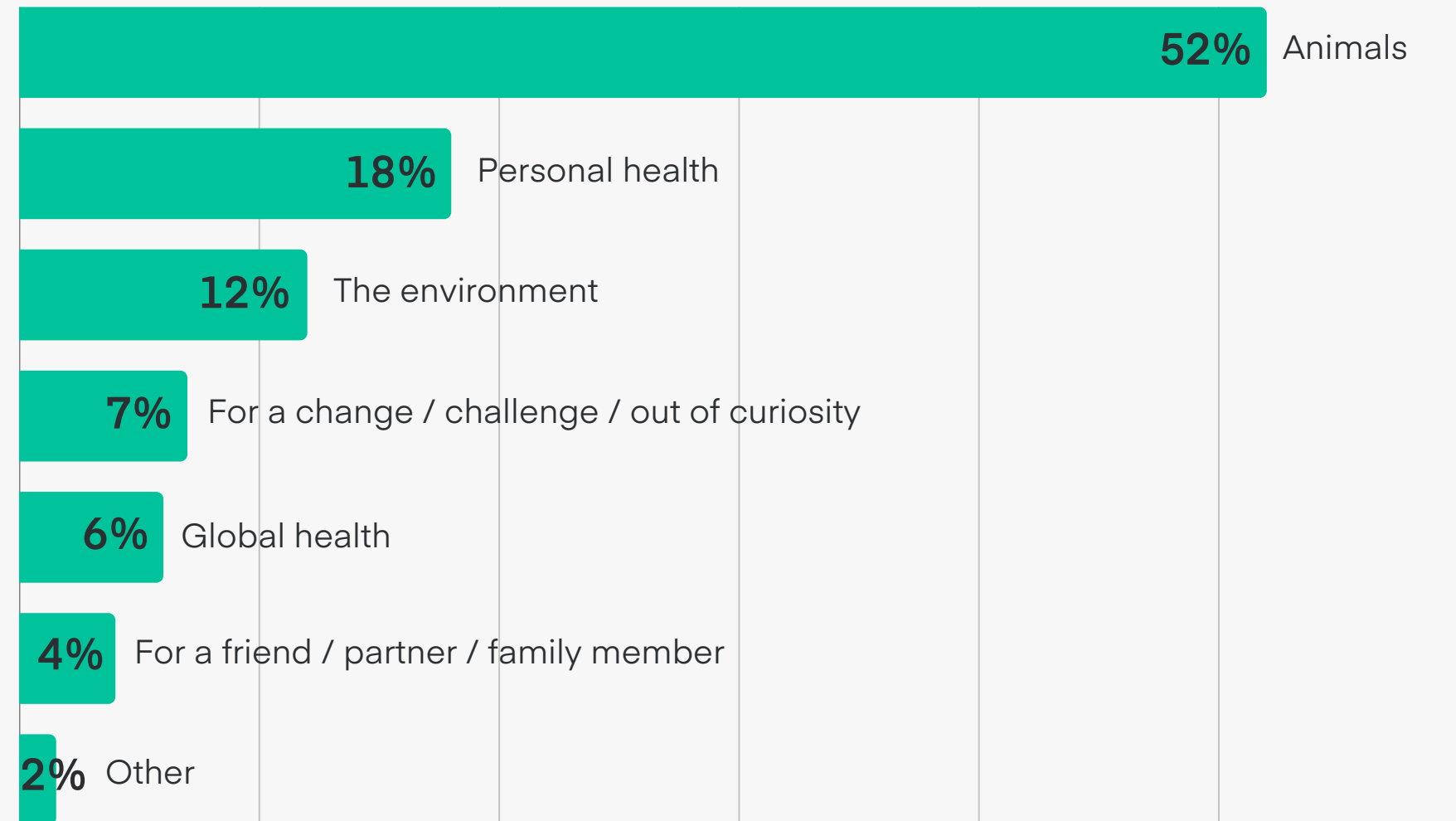


*Based on participation surveys we commissioned in our core countries and population data for those countries.

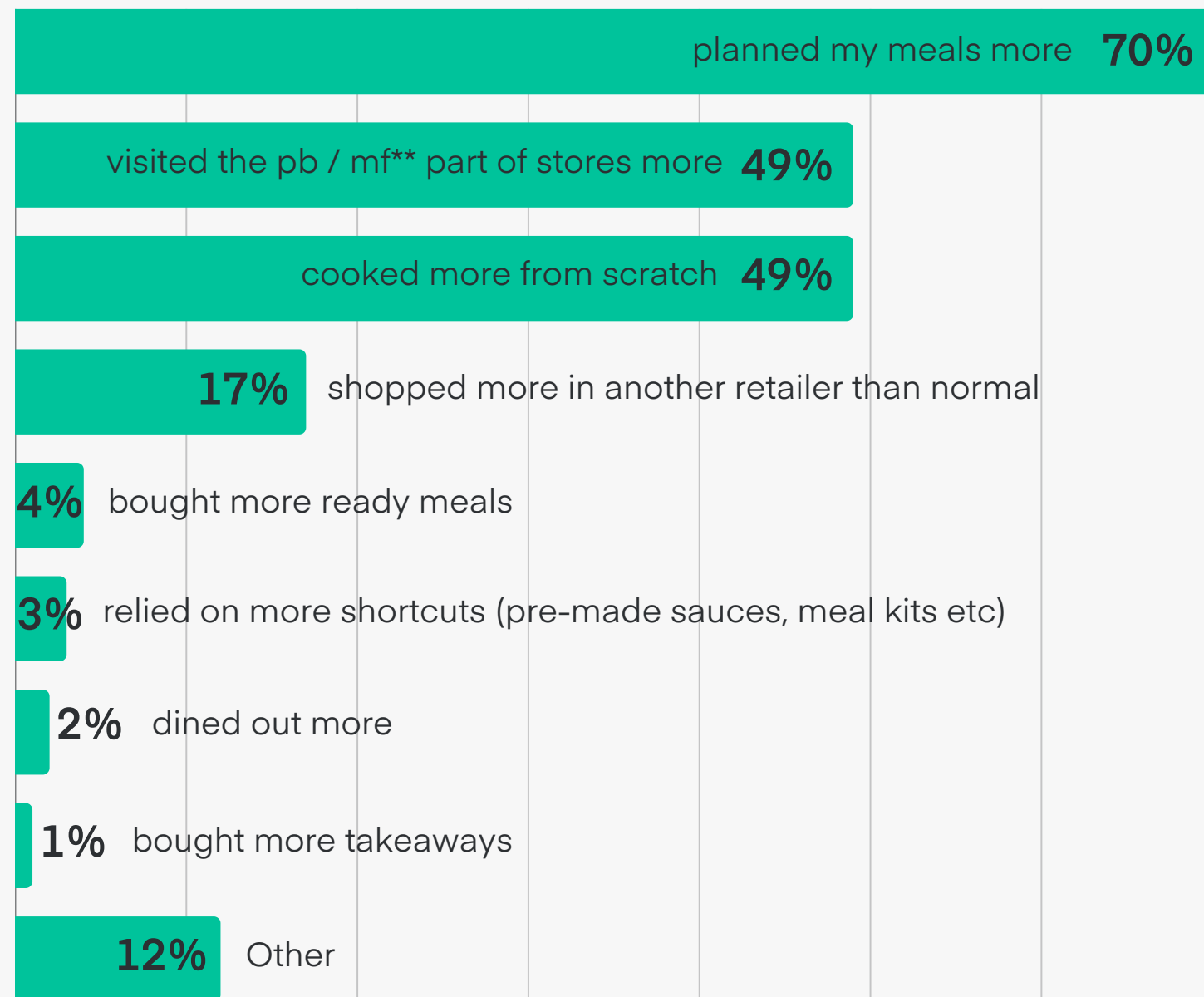
WHY DID THEY WANT TO TRY EATING VEGAN?

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

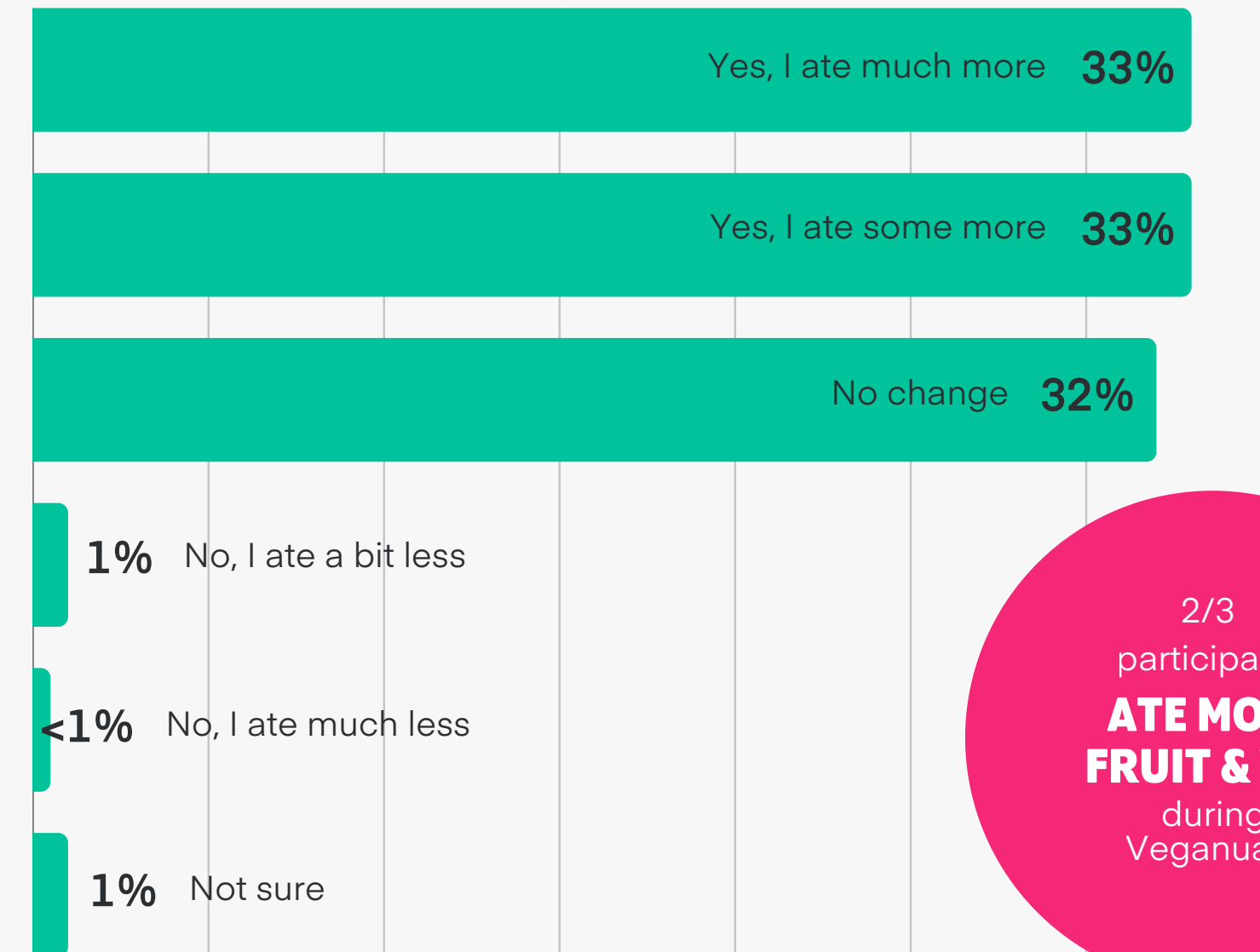
WHAT WAS YOUR NUMBER ONE MOTIVATION FOR TAKING PART?



HOW DID YOU CHANGE YOUR SHOPPING OR EATING HABITS DURING VEGANUARY?



DURING VEGANUARY, DID YOU EAT MORE FRUIT AND VEG (INCLUDING FROZEN, DRIED AND TINNED PRODUCE)?

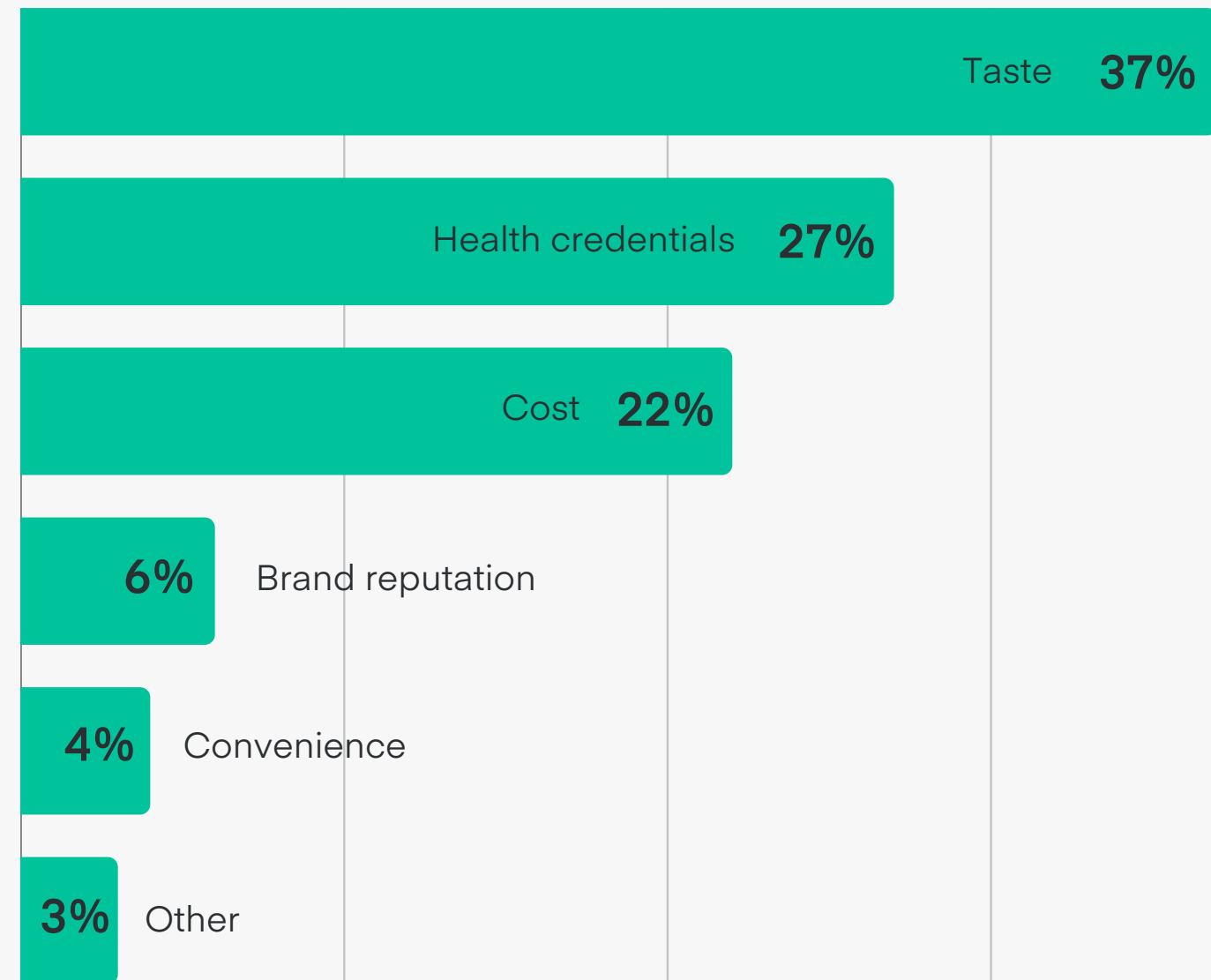


2/3 participants **ATE MORE FRUIT & VEG** during Veganuary

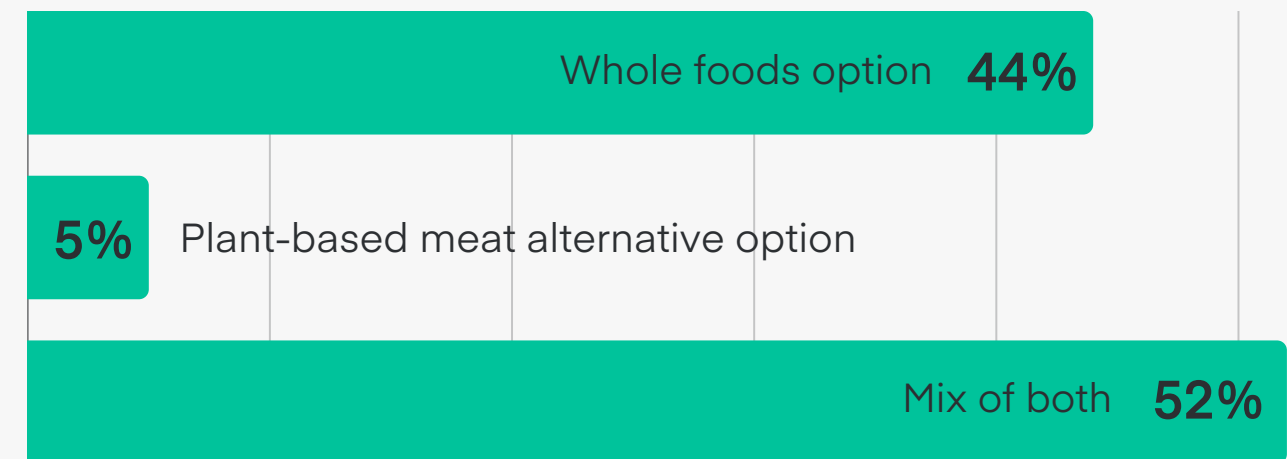
(Only participants who told us they were NOT vegan before Veganuary were asked these questions.)
 *Respondents were asked to tick all that applied
 **plant-based / meat-free

HOW DID THEIR **EATING HABITS CHANGE** DURING VEGANUARY?

WHAT MOST INFLUENCED YOUR PURCHASING DECISIONS WHEN SHOPPING FOR PLANT BASED OPTIONS?



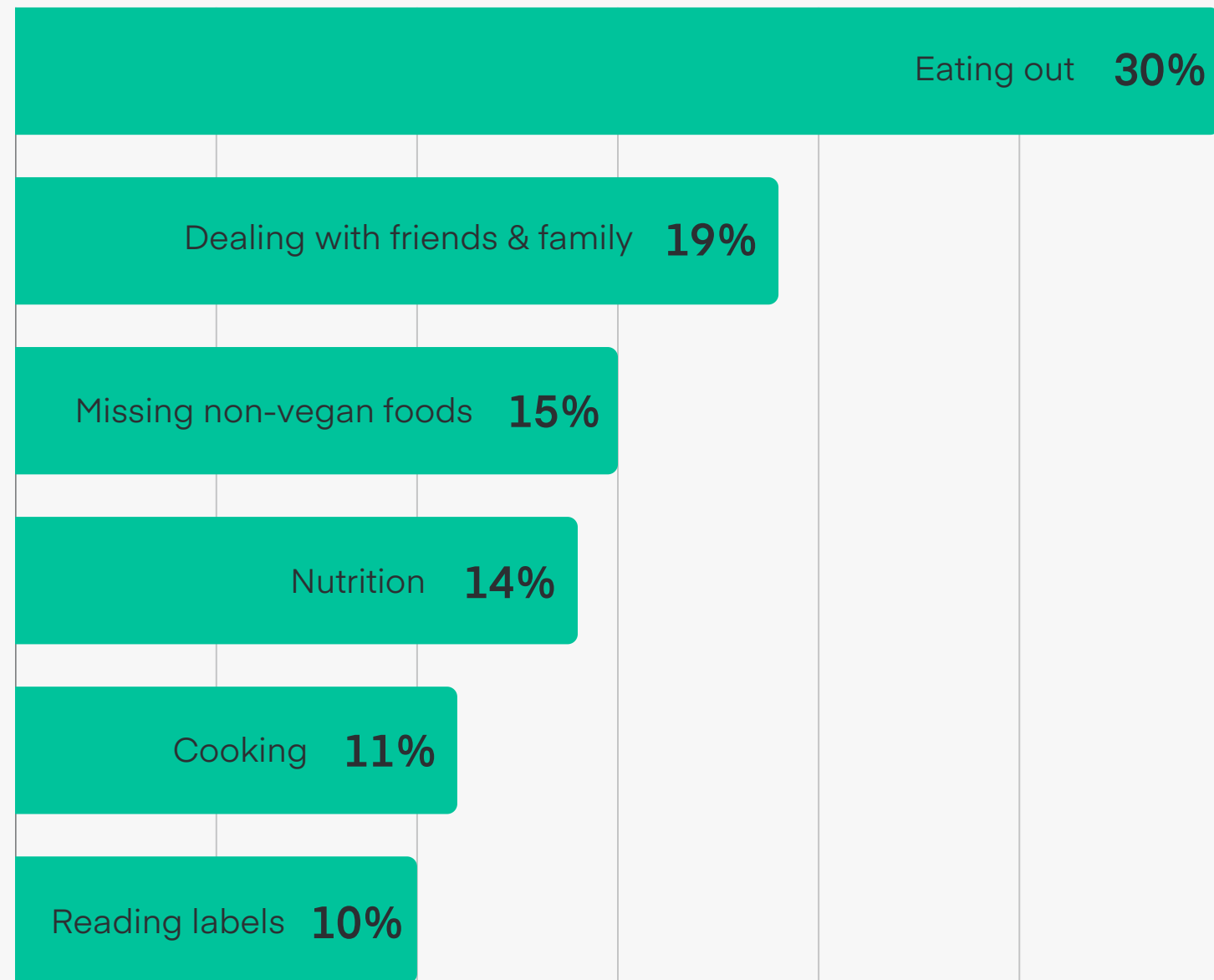
HOW WOULD YOU PREFER TO GET YOUR PLANT-BASED PROTEIN?



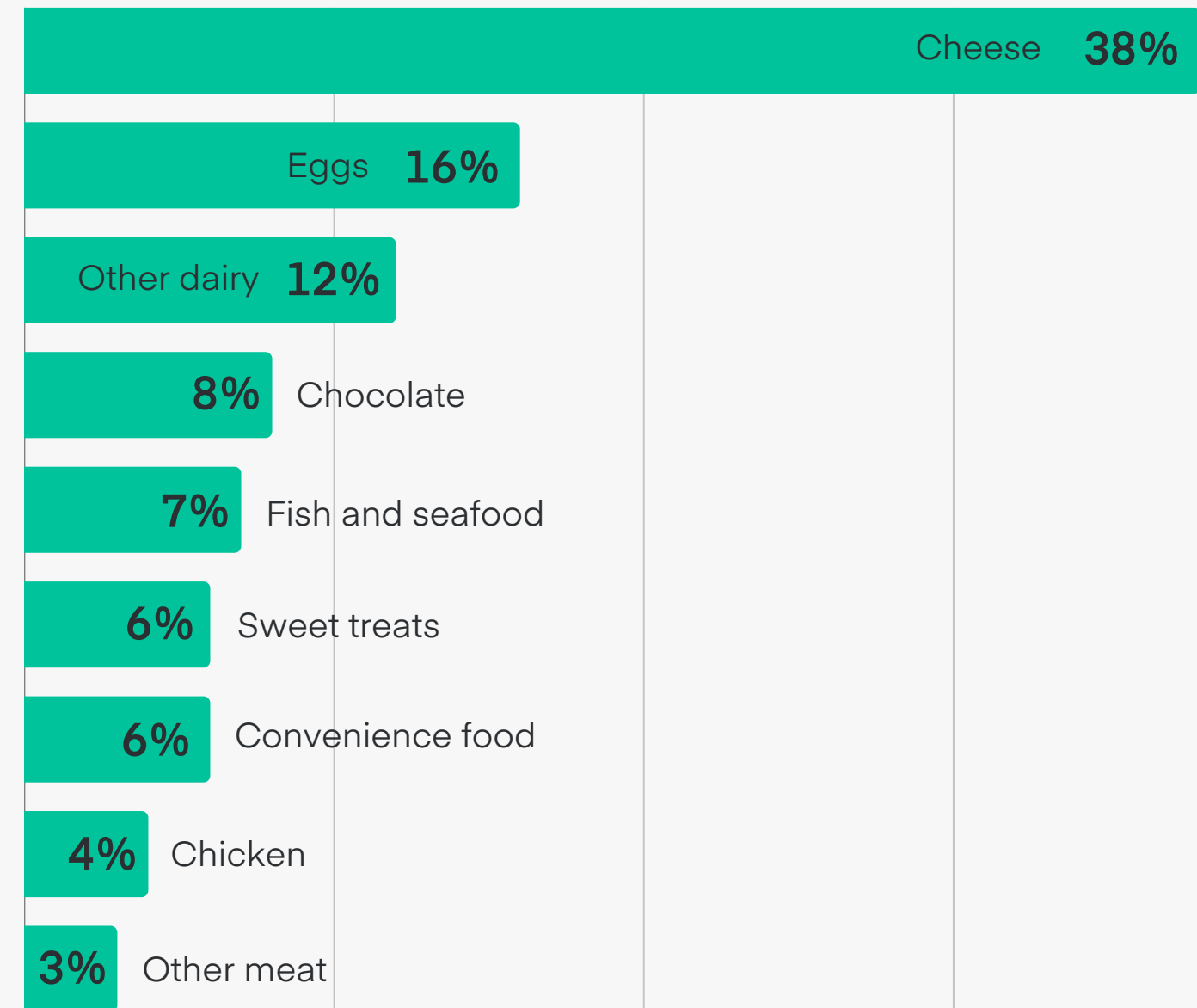
(Only participants who told us they were NOT vegan before Veganuary were asked these questions.)

WHAT WERE THEIR BIGGEST CHALLENGES?

WHAT WAS YOUR BIGGEST CHALLENGE DURING VEGANUARY?



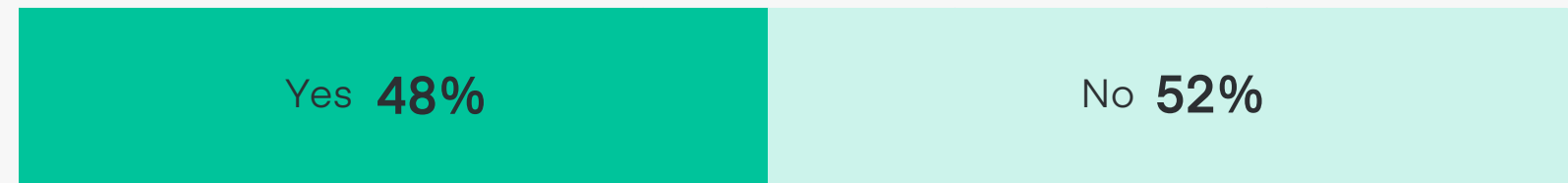
WHICH NON-VEGAN PRODUCT DID YOU MISS THE MOST DURING VEGANUARY?



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

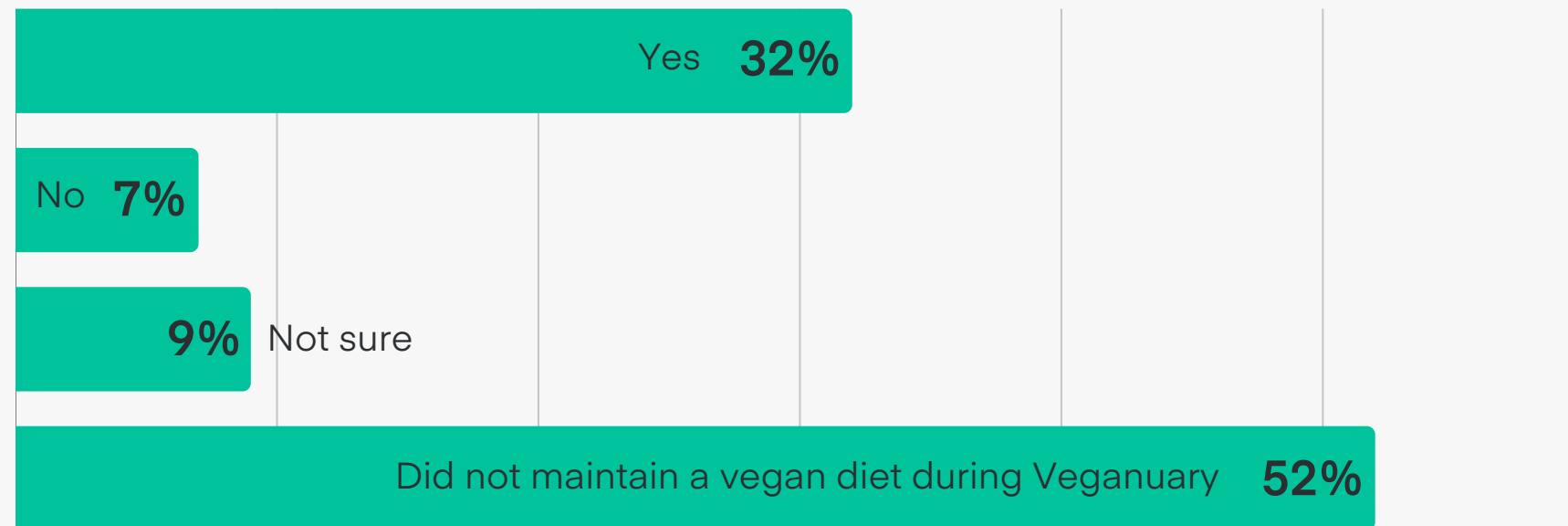
DID PARTICIPANTS EAT VEGAN FOR A **WHOLE MONTH?**

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.)



IF THEY DIDN'T STAY VEGAN FOR A MONTH, FOR **HOW LONG** DID THEY EAT VEGAN...?



On average,
people who didn't
maintain a vegan
diet for a month
still ate vegan for

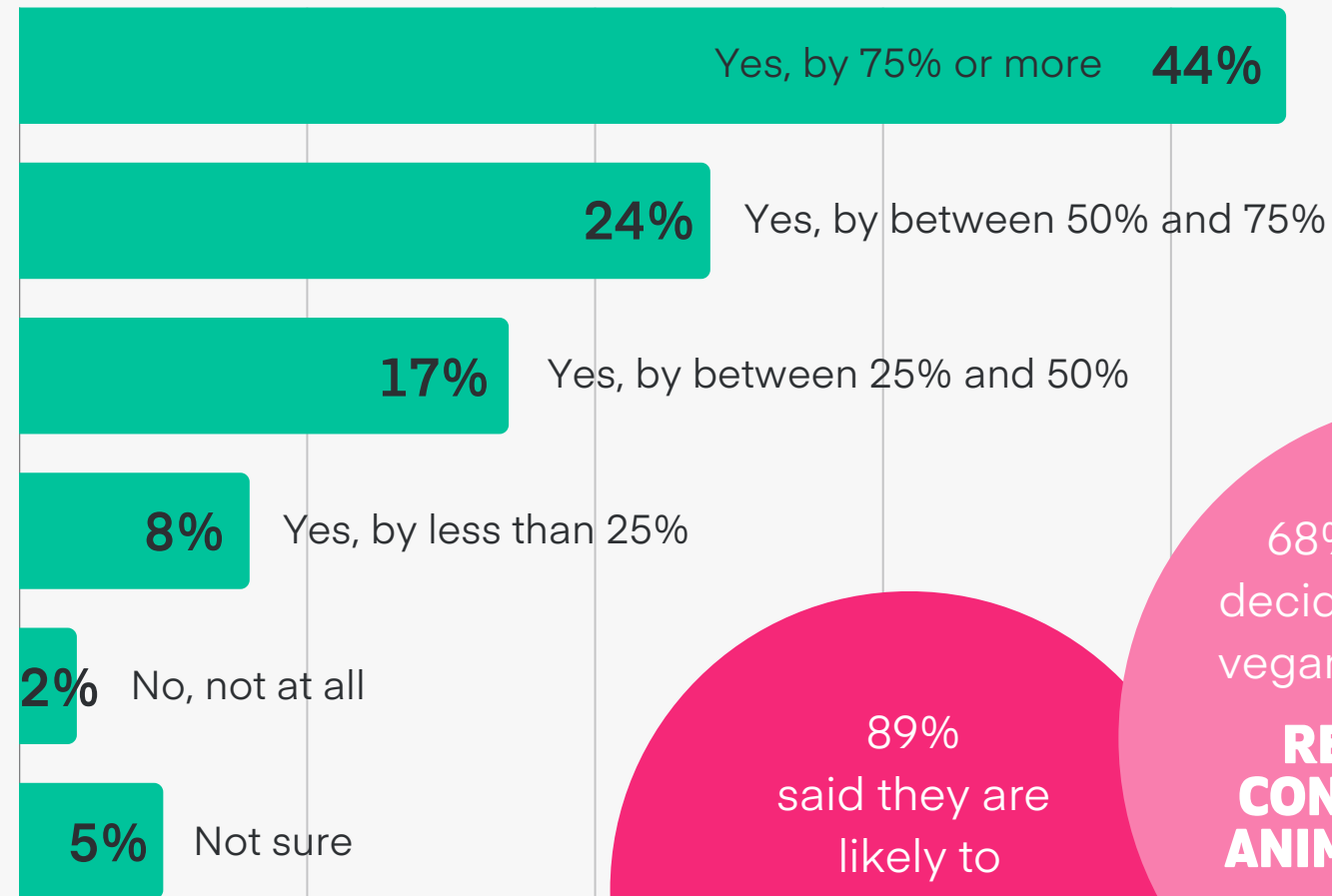


18

DAYS!

...AND DO THEY PLAN TO MAKE OTHER FORMS OF DIET CHANGE IN THE FUTURE?

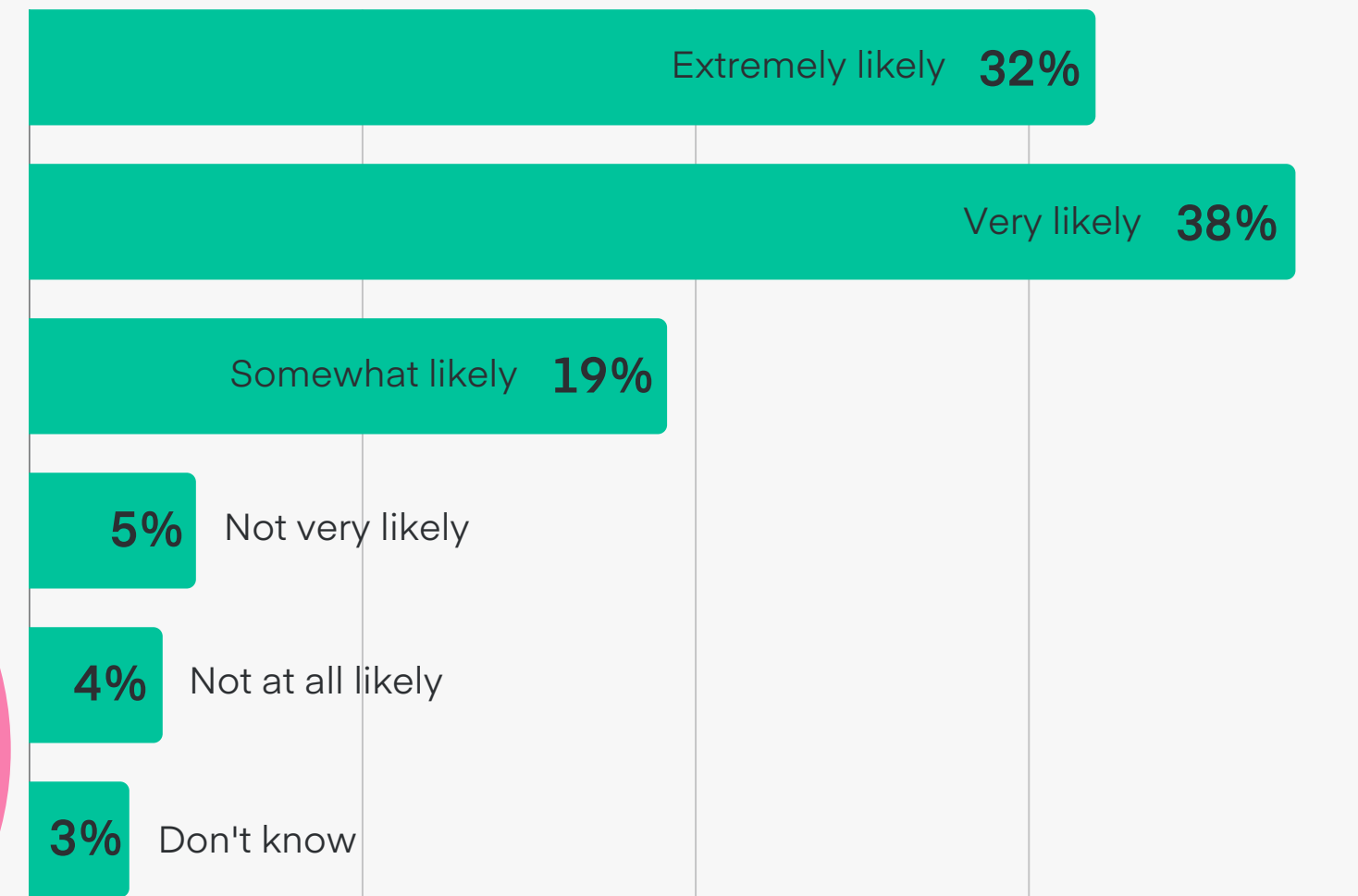
IF NOT YET READY TO GO FULLY VEGAN, WILL YOU REDUCE THE AMOUNT OF ANIMAL PRODUCTS IN YOUR DIET?



89% said they are likely to **TO TRY A VEGAN DIET IN THE FUTURE**

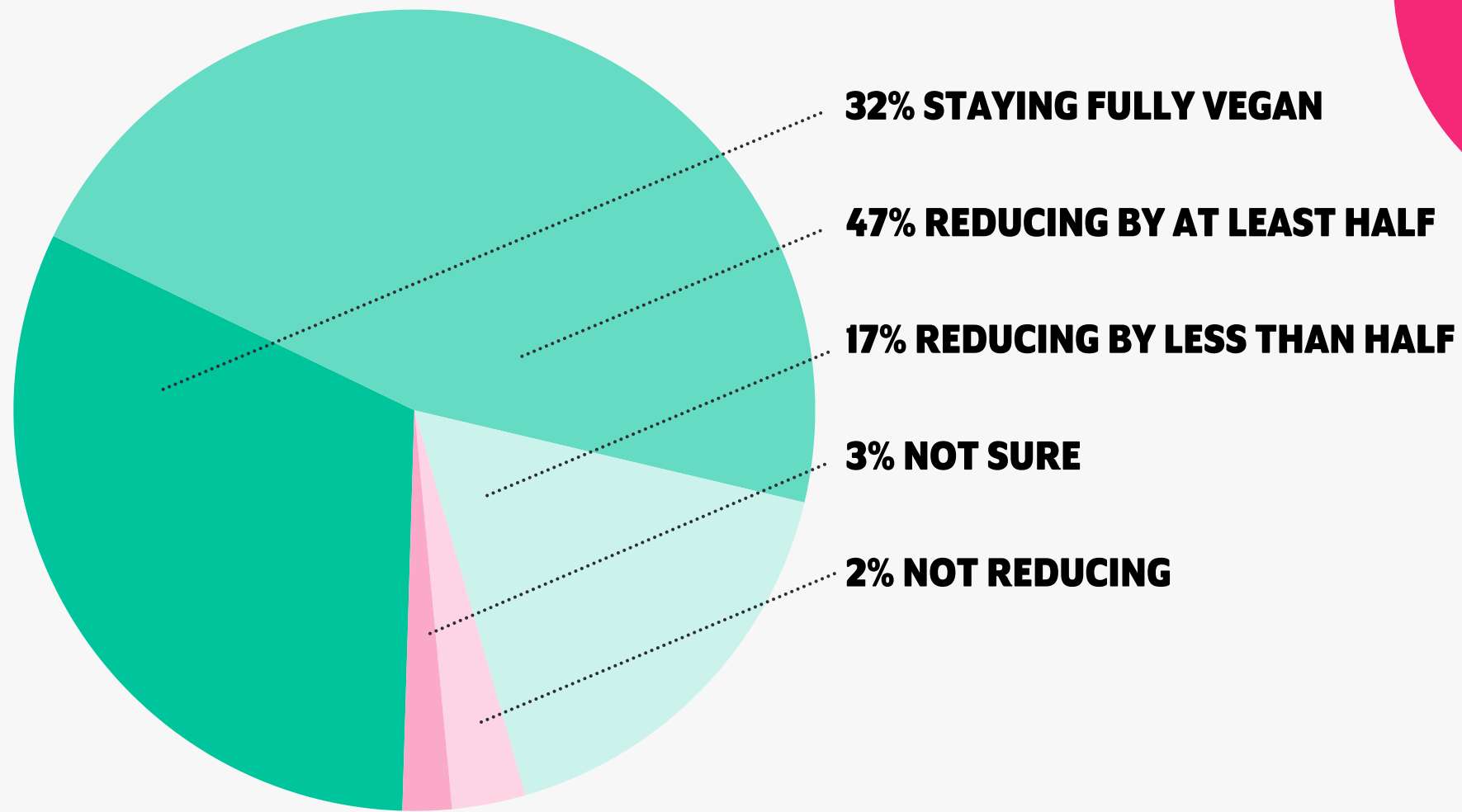
68% of those who decided not to go fully vegan said they would **REDUCE THEIR CONSUMPTION OF ANIMAL PRODUCTS** by at least half

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 DIET CHANGE AFTER VEGANUARY?



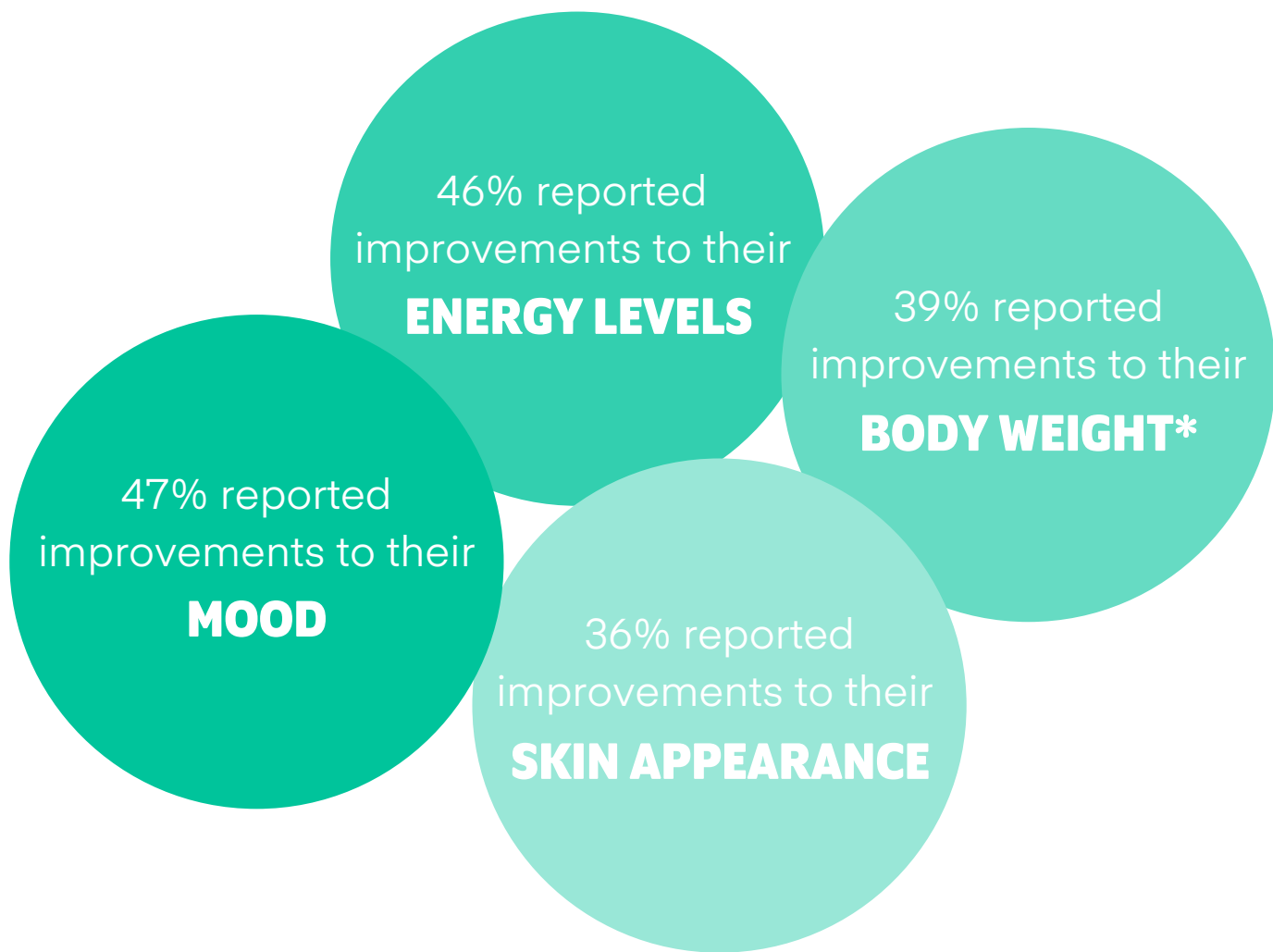
79%
WILL REDUCE ANIMAL PRODUCTS IN THEIR DIET
by at least half



DID THEY EXPERIENCE ANY HEALTH BENEFITS?

49% OF RESPONDENTS REPORTED IMPROVEMENTS TO THEIR OVERALL HEALTH.

IN ADDITION:



	OVERALL HEALTH	ENERGY LEVELS	BODY WEIGHT*	MOOD	SKIN APPEARANCE
Improved significantly	16%	16%	11%	19%	12%
Improved a little	33%	30%	28%	28%	24%
No change	38%	42%	49%	42%	50%
Worsened a little	2%	5%	5%	3%	3%
Worsened significantly	1%	1%	1%	1%	1%
Don't know	9%	7%	8%	8%	10%

*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.

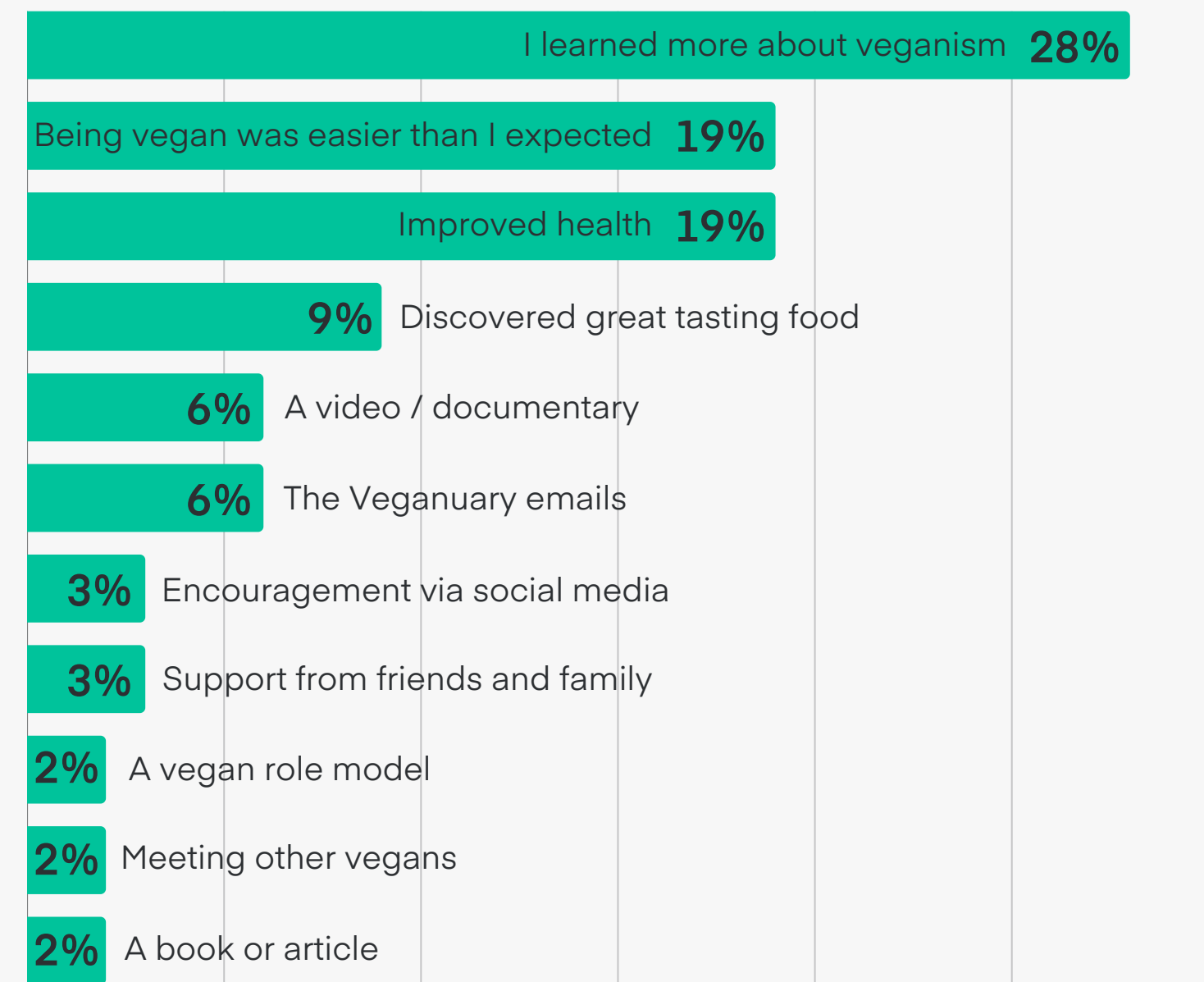
(Only participants who told us they were NOT vegan before Veganuary were asked this question.)

WHAT MADE SOME PARTICIPANTS DECIDE TO CONTINUE EATING VEGAN?

The people who said they would continue eating vegan did so because...



WHAT WAS THE NUMBER ONE THING THAT INFLUENCED YOUR DECISION TO STAY VEGAN?



(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?

