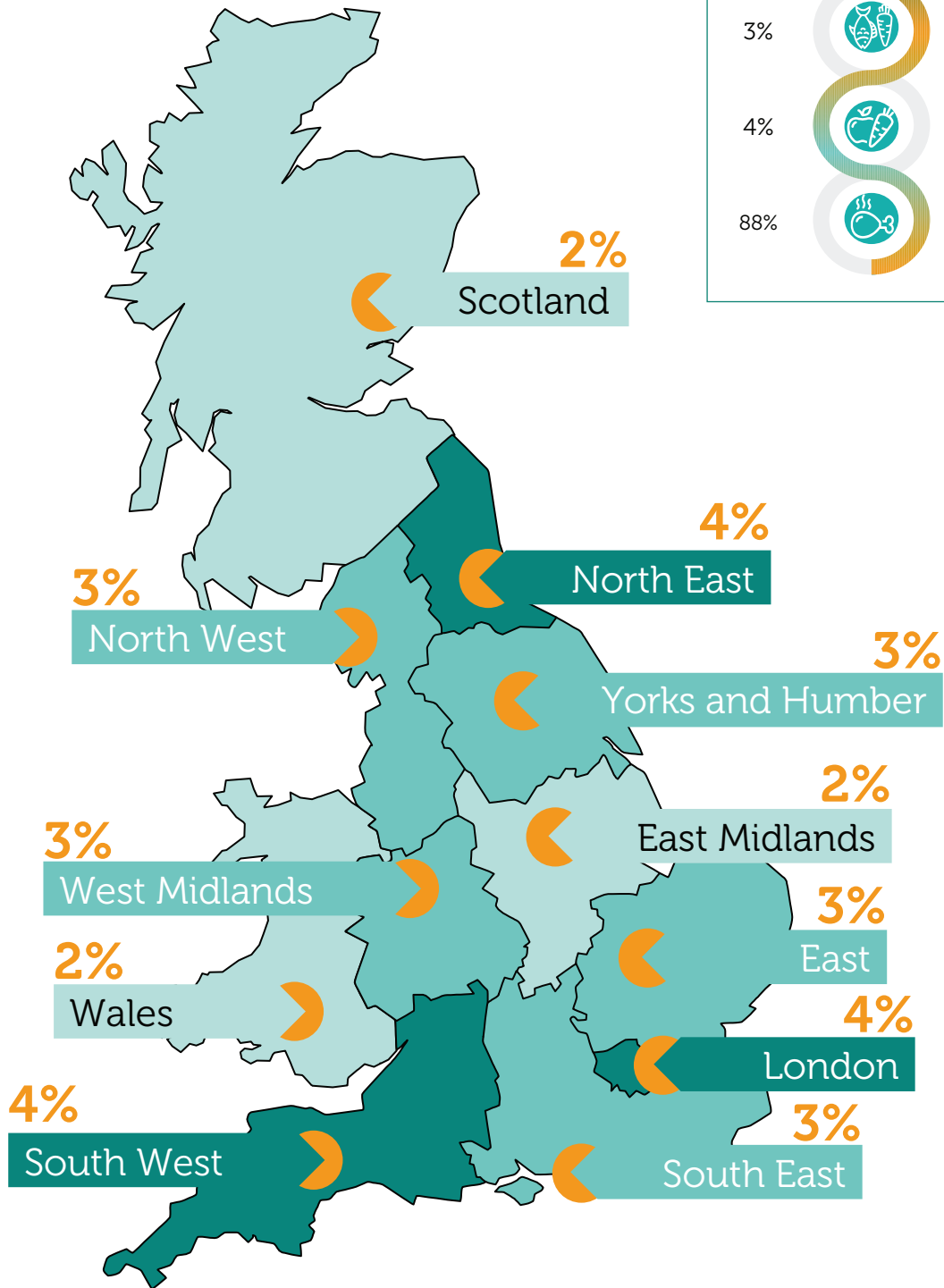
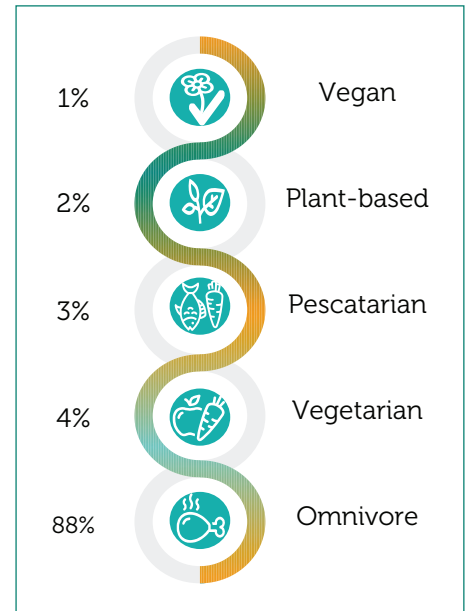


# Vegan, plant-based and other dietary trends in the UK

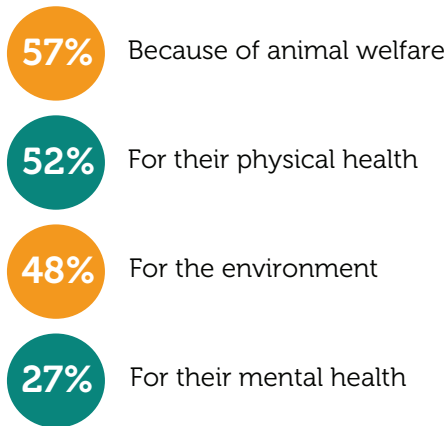
From a survey of 10,000 adults in the UK in 2024



% of vegans or plant-based per region

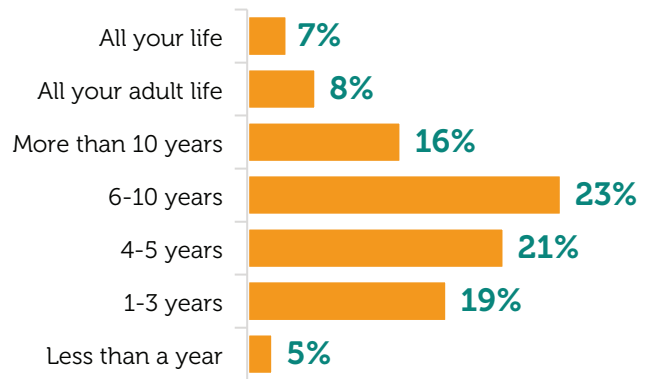


## The top 4 reasons for being vegan or following a plant-based diet\*:



\*From those surveyed who identified as either vegan or plant-based.

## How long have you been vegan or had a plant-based diet?



## 10% of people

in Great Britain now follow diets that reduce or eliminate animal products in some way, whether vegetarian, pescetarian, or plant-based, reflecting a broad, collective movement toward more mindful and sustainable eating habits



For the purposes of this survey, the categories of 'vegan' and 'plant-based' were defined as follows: Vegan: I don't eat animal products at all (e.g. meat, fish, eggs, dairy, etc.) as far as this is possible and practicable Plant-based diet: My diet is based primarily on plant foods, and I only occasionally eat animal products.

## More than 9 in 10 (96%) of vegans surveyed do more than just restricting their diet:



Only 4% of those surveyed do not avoid any of the above

Significantly more **women** (3.60%) than men (1.98%) say they are vegan or have a plant-based diet



It is **younger age groups** who are leading the shift to more compassionate diets. Adults aged 16-64 are twice as likely to be vegan as those aged 65+, while there are no significant age-based differences when it comes to people following a plant-based diet. This could suggest a trend towards more compassionate outlooks in younger groups.



The research also found that **graduates** were significantly more likely than non-graduates to be vegan or plant-based. There were no significant differences for those following vegan or plant-based diets based on social grade, working status, presence of children, religion or ethnicity, suggesting that those following these diets come from a broad range of backgrounds.

