

# IN NUMBERS 2020 AND THE STRENGTH OF THE VEGAN FOOD INDUSTRY

## SPRING

In April, our research found:

**21%** of Brits **cut down** meat **consumption**

**15%** of Brits **reduced** egg/dairy **intake**

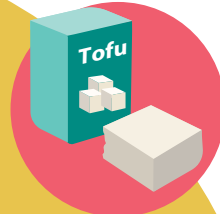
**43%** of these reducers did so **out of concern for environment, animal rights or personal health**. This is an encouraging sign, as they remain the three key reasons for people to embrace a vegan lifestyle.



## SUMMER

In the 12 weeks leading to June, tofu sales increased

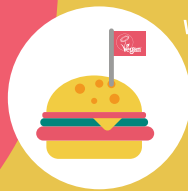
**81.7%**



vegan mince sales increased **50.1%**

vegan burger sales increased **37%**

and vegan sausage sales increased **21.3%**



In July Waitrose revealed online searches for 'oat milk' were up

**210%**



and compared to 2019 sales of oat milk were up **113%**



## VEGAN AISLE



Meat/fish meals were up 24% in August compared to the previous year, but **plant-based meals were up 52%** meaning vegan food was selling at a rate over double that of their non-vegan counterparts.

## AUTUMN

In September, Asda hit headlines by announcing they will become the first UK supermarket to **launch** an ambient vegan aisle.

In the same month, Applewood vegan cheese became the second **most searched** for vegan product in the UK, accounting for **20%** of Applewood's UK sales

Also in September, Tesco went public with their ambitious goals to **boost sales of meat alternatives** by **300%**

In October, **Veganuary sign-ups** hit the milestone achievement of

**one million**



## WINTER

In November, Unilever announced that they want to **increase annual sales of vegan meat and dairy alternatives five-fold** within seven years – reaching **£1bn (£900m)** by 2027.

In December, research by Applewood found **20%** of respondents would be cooking a completely vegan Christmas dinner in 2020 and **74%**

would be 'looking at plant-based alternatives to cheese' for their festive spread.

