

Methodology for LVFL Family Basket

The following approach was used to create the Live Vegan for Less family basket:

1. We used nutritional recommendations from [The Vegan EatWell Guide](#) and [The Lancet Planetary Health Diet](#) to inform the quantities of different foods and nutritional balance of the basket.
2. To ensure that the basket was also realistic, we surveyed the shopping habits of 223 vegan families. This survey, completed in July 2026, collected data on families' usual weekly spend and purchasing patterns, and this was also used to inform the contents of the weekly basket.
3. The basket aims for nutritional completeness and includes fortified foods, but guidance on supplementation should still be followed with respect to Vitamin B12, Vitamin D, iodine and selenium.
4. We used price data taken from the online website, or in-store research, for six UK major supermarkets (Asda, Aldi, Tesco, Morrisons, Sainsburys and Lidl) as of August 2026.
5. The cheapest prices for each basket item were collated and an average of these prices used to calculate the cost of the weekly basket.
6. The calculated cost was compared to weekly spends reported by vegan families in our family shopping survey (see point 2), and was found to be aligned with this data.
7. Costs for the comparator 'omnivorous' weekly basket were taken from [data published by the UK Office of National Statistics \(ONS\)](#) on weekly spend for food and non-alcoholic beverages by a family with children in 2024. This figure was then [adjusted for annual inflation](#) for food and non-alcoholic beverages to give a projected and accurate comparison cost as of July 2026.
8. The percentage difference in calculated cost between these two baskets was compared to recent research exploring the cost of omnivorous and vegan dietary patterns, and found to be in alignment with reported savings in a research setting.