

VEGAN BABY AND INFANT PROVISIONS

WHAT DO PARENTS AND GUARDIANS WANT?

The process of raising children comes with a unique set of challenges, relating to personal situations, geographical location, ethical beliefs and more. As the vegan movement continues in a positive trajectory, The Vegan Society is committed to ensuring that vegan families, children and babies are well catered for to ensure this journey through life is as smooth as possible.

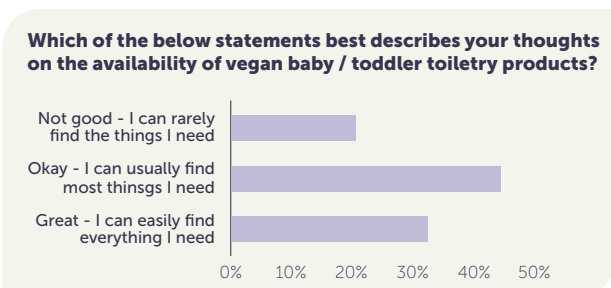
In July 2021 The Vegan Society asked a panel of 500 people* who are raising their babies and toddlers vegan (included those who are pregnant or expecting) questions relating to current provisions for their children.

We asked the panelists which product categories they would like to see more vegan products for their children. Food scored very highly (71.4%), followed by toothpaste (53.6%), shampoo and bath products (51%) and formula (51%). Nappy cream (45%) and nappies (44.6%) also scored highly, followed by clothing (40.2%), toys (37.2%), accessories (34.5%) and talcum powder (33.2%).



Food

Then, the panelists were asked what they thought of the current availability of vegan baby/toddler food. 44.5% of the panel said it was "okay" – signalling room for improvement. Worryingly, 22.8% of the panel said it was "not good" and that they "can rarely find the things they need". Caring for a young child can be a stressful time in a person's life. Clearly, this is a product category that needs developing to improve the market and the lives of parents and guardians.



The Vegan Trademark

There is currently no legal definition to the word "vegan". This is one of the reasons we created the Vegan Trademark – the original, largest, most recognised and trusted vegan certification scheme in the UK. Since 1990, the Vegan Trademark has been helping users identify which products are completely free from animal products and testing. Our final question asked the panel how often they seek out third-party vegan certification schemes on some essential baby and toddler products.

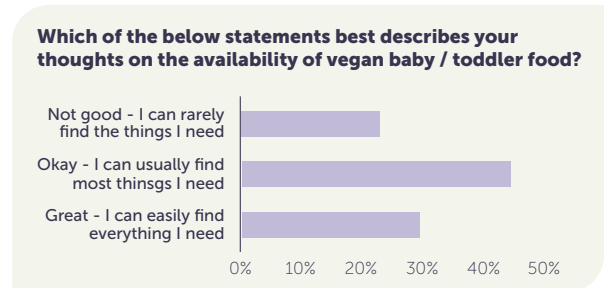
The answers show that these certification schemes help parents purchase the vegan products they are looking for.

*UK-based female (56.4%) and male (43.6%) identifying panelists aged 18-50.

WHY SHOULD YOU REGISTER WITH US?

- We can register products from any category as vegan – from baby food to muslin, clothing to shampoo
- 93% of our clients recommend us
- The number of Vegan Trademark registrations in the baby and infant category nearly doubled between January 2019 and July 2021

CONTACT TMSales@vegansociety.com to get started with your registration!



Toiletries

We then asked the panelists what they thought of the current availability of vegan baby/toddler toiletry products. Results followed a similar pattern as before – 44.8% said they thought it was "okay", indicating room for improvement. Unfortunately, 20.7% responded it was "not good" and that they "can rarely find the things they need". As the vegan movement propels, brands should consider this as a seriously untapped market.

