

# GROWTH GUIDE

by The Vegan Trademark



## MARKET GROWTH

If anyone still thinks the vegan market is a passing trend, the numbers tell a very different story. Consumer appetite for plant-based is not only alive and well, it's accelerating. In 2026, [Finder revealed that](#) 6.3% of UK consumers planned to go vegan, with another 9.5% gearing up to go vegetarian and the biggest driver being flexitarians, who now make up [42% of global consumers](#). That's a huge wave of people consciously looking to make vegan choices.

Globally, the momentum is even more striking. The vegan food market is on track to [hit a value of \\$65.4 billion by 2030](#), proving that plant-based eating has firmly entered the mainstream. Even in a tough retail climate, UK supermarkets have seen chilled plant-based food sales begin to rise, with growth speeding up to [1.7% in the final 12 weeks of 2025](#).

The opportunities are exploding far beyond food and drink. Beauty shoppers are driving the vegan cosmetics market from a value of \$20.48 billion in 2025 to a [projected \\$37.43 billion by 2034](#). Pet owners are joining the movement too, with the [vegan dog food market set to double in value by 2035](#).

Fashion and lifestyle brands are feeling the shift as well. Nearly half of British shoppers want more vegan fashion options, with a remarkable [74% willing to pay more for](#)

[plant based leathers](#). Even the automotive world is being reshaped, with [one in three people interested in buying a fully vegan car](#).

Across food, beauty, fashion, pets and even transport, the message is loud and clear: vegan values are shaping purchasing decisions in every corner of consumers' lives. For brands, this is a golden opportunity.

Vegan is no longer just a trend, it's a required expectation.



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**Vegan is no longer just a trend, it's the standard.**

# LOOKING FOR OPPORTUNITIES

The plant-based landscape is evolving at speed and the brands that thrive are the ones that know exactly where the space is. Whether it's unmet consumer needs, underserved categories or outdated product lines waiting for a refresh, the opportunities are everywhere.

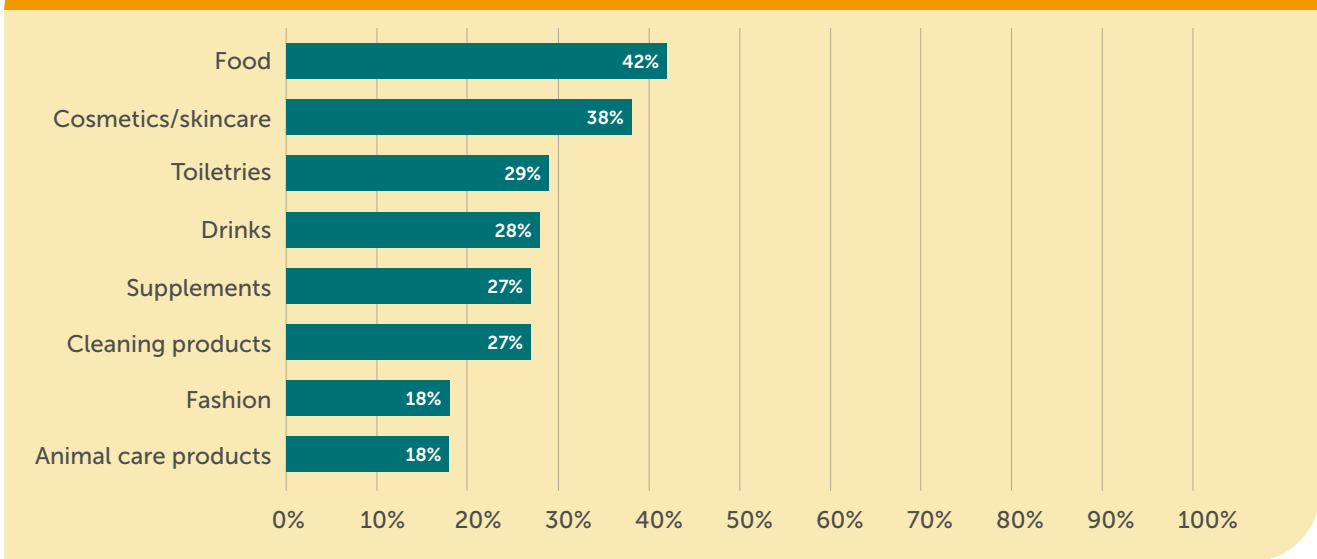
While seeing new products hit the shelves everyday may suggest the market is oversaturated, there is still plenty of space left for quality new products. In a recent survey run by The Vegan Society with the product intelligence platform Vypr, consumers were asked what product categories they would like to see more vegan certified products in.

83% chose at least one category – proving that the **majority of shoppers still demand to see more vegan certified products on the shelves.**

When we drill down into the sectors, we can see there is plenty of growth within all industries for vegan product development as shown below.

With consumers actively seeking options that align with their values, the market is wide open for brands ready to innovate with purpose.

## Categories in which consumers would like to see more vegan certified products



**83%**  
of shoppers  
want to see more  
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products.



# SO HOW DO YOU SUCCESSFULLY DEVELOP AND LAUNCH A VEGAN RANGE?

We asked BeautyPro to share the secrets to their success.

## How has BeautyPro transitioned from challenger brand to retail shelves?

Ingredients, trust, established brand, Korean skin care, awareness, hard work, visibility in the industry through events and awards.

A combination of factors came together over time. It started with having genuinely strong ingredients and formulas that could stand up to scrutiny and deliver real results. From there, it was about building trust. Retailers and consumers alike need to believe in the brand behind the product, and that trust doesn't happen overnight. It's earned through consistency, transparency and showing up at industry events. Through award recognition and through the kind of visibility that tells the market you're serious.

Korean skincare also played a role in shaping our approach. That culture of innovation and skin-first thinking influenced how we develop and communicate our products, which resonated strongly as consumer interest in advanced skincare grew. Ultimately, the transition to retail shelves was the result of years of hard work and a clear sense of who we are as a brand.

**“** Retailers want proof, not just promises. Anyone can put the word “vegan” on a label, but what gives buyers real confidence is third-party certification. For us, being certified by The Vegan Society is a powerful differentiator. It means our claims are independently verified and hold up to scrutiny. That kind of credibility removes doubt at the buyer stage and makes the conversation much easier. Retailers are ultimately accountable to their customers, so they need to know that what they're stocking is the real thing. – BeautyPro

## How have ethical values helped build consumer trust as you've grown within retail?

Consumers are often surprised by the breadth of what we do and that surprise quickly becomes loyalty. Our ethical commitment goes well beyond the product itself. We use 100% biodegradable packaging for our sheet masks, paper tape and eco-friendly infill, water free formulas that reduce environmental impact and we hold both Vegan Society and PETA certification. We also invest in initiatives like supporting bees and trees and our operations are powered by solar energy.

What this means for the consumer is simplicity. When 100% of your products are vegan and every aspect of the brand reflects the same values, customers don't have to do any of the investigative work themselves. They know exactly what they're buying into. That clarity builds a deeper kind of trust, one that goes beyond the product and connects people to a brand they feel genuinely good about supporting.



## How do you balance innovation with keeping your product range clear and accessible for consumers?

It starts with having a plan. Innovation that is not effectively communicated can muddy a range and confuse customers, so we always anchor new development back to ingredients: what does this formula do and why does it matter? From there, education becomes a core part of our marketing strategy. If consumers understand what's in a product and why it works, the range feels purposeful rather than overwhelming. You just have to be intentional about how you communicate, balancing innovation with clarity.

## What advice would you give to vegan brands hoping to secure and succeed in retail today?

Don't give up, the path to retail is rarely a straight line and persistence matters more than most people realise. Find the things that make you genuinely different and lead with those. Whether it's your certifications, your sustainability credentials, your ingredient story or your values, make sure they come through clearly and consistently at every touchpoint.

And always be asking how you can be better. The brands that succeed in retail long term are the ones that never stop evolving, not by chasing trends, but by staying deeply committed to doing things the right way and continuing to raise the bar for themselves.

# COLLABORATION IS KEY

Collaboration has become one of the most powerful accelerators. When brands join forces, they unlock new audiences, share credibility and create cultural moments that spark excitement. Whether it's co-developing products, aligning on sustainability missions or tapping into each other's strengths, partnerships can drive growth far faster than going it alone.

We spoke to Rebecca Kinnard of Suma about the success of the values-based brand and the benefits they have seen from working collaboratively on their Vegan Trademark-certified range with @BambuBrush.

## What do you think differentiates vegan brands that successfully grow from those that struggle to scale?

At Suma, we were founded on strong ethics and a co-operative business model from day one, way back in the 1970s. Being a co-operative of ordinary people, all working to the same goal and getting paid equally, allowed us to adapt and change naturally, as the markets did.

Ultimately, a lot of success comes down to brand awareness and brand availability. You need to be seen and be available in the places your customers shop. Think about who your target customer is and where they spend their money. What are they reading, which websites do they look to for advice? Successful brands are those that listen to feedback too and take this on board. So, while having a strong and clear mission statement is the foundation, be open to speaking directly to your customers and make them feel heard, like they are part of something.

## What made your collaboration with @BambuBrush feel like a natural fit?

Suma and @bambubrush both share a commitment to sustainability, so this partnership just felt like a natural

alignment from day one. We're both working hard to reduce plastic waste and inspire meaningful change, so to be able to collaborate means that, from a business point of view, we can reach a wider audience and have a bigger impact. At Suma, we don't do many collaborations, so when we do, we're really selective. As a worker's co-op, we were instantly drawn to the fact that @bambubrush is a small, independent business working to make change, not a huge global corporation. With our own unique backgrounds and experiences, we felt that by collaborating we could combine forces to bring consumers high-quality, sustainable products that make a tangible difference.

## What have you learned about growing alongside other brands?

Working in collaboration is truly special, as it feels like a true partnership, rather than the traditional transactional relationship you usually get when buying and selling products in business. We catch up all the time, feedback is free-flowing and two-way - we're completely transparent and open with each other. I think as this is a collaboration, we both have the same goals, so all the highs and lows, successes and failures, are shared equally.

## What advice would you give to vegan brands looking to grow through collaboration or co-development?

Spend time researching what other businesses are doing to find the ones that most align with your own missions and values. Getting out and about to trade shows, events and keeping your eye on latest news and innovations is also really useful. Think about what you can offer to another brand, what makes you different and what can you share to build something new. Then, reach out - what have you got to lose? Even the busiest of people often love hearing from other brands working hard to make positive change.

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*Vegan brands that can show the Vegan Trademark on their products will stand out from those that don't. The trademark is such a well-recognised and trusted symbol for vegan shoppers, as soon as you see it you know you don't have to spend ages checking ingredients...the homework has been done for you. Make it as easy as possible for customers to look at your product and think, great a vegan product, I'll get it! - Suma*



## OTHER COLLABORATIONS

While public collaborations can work well to tap into each other's loyal customer base to create unique products and boost awareness through cross-promotion, it's not the only collaboration available. Another opportunity comes within the form of white labelling. White labelling is a business practice where one company makes a product or service and another company rebrands it as its own and sells it to customers.

For brands working within the vegan industry it offers a dual opportunity for growth, both for those looking to launch new products and for manufacturers seeking to scale. For businesses looking to expand their product line by buying white label products, it offers a fast, low-risk route to market, allowing them to introduce new products under their own brand without investing in production, instead focusing on marketing, community building and differentiation.

For manufacturers, supplying white label products creates a pathway to grow efficiently by producing at scale and partnering with multiple brands, generating consistent revenue without the need to invest in building a direct-to-consumer presence.

### Did you know that Vegan Trademark holders can join the Verified Vendors list?

Our list connects you with other Vegan Trademark certified companies for trustworthy networking and to make it easier to find partnership opportunities. If you are already a Vegan Trademark holder and wish to take advantage or join, contact your assigned Certification Officer or Account Manager.

## GETTING INTO RETAIL

Securing retail placement has never been more competitive. The retail landscape has been reshaped by fast-moving challenger brands that are winning customers not just on price, but on experience. Research from MTM, conducted in partnership with Google, shows that over half of U.K. shoppers have purchased from these challengers [in the first 6 months of 2025](#), with particularly strong uptake among young families and higher-income households.

Retail buyers are no longer evaluating products on price and margin alone, they're assessing whether a product can compete in an environment where consumers expect engagement, novelty and emotional payoff.

Buyers are increasingly looking for evidence of demand, whether that's sales data, customer engagement or proof of repeat purchase.

One Planet Pizza describes:



*We worked hard for years to build a case study impossible to ignore, by creating demand and growing our brand through independents and wholesalers and then taking this to the retailers so you've got a compelling story backed by actual sales and data.*

*A great tip is to speak in the buyers' language: nail the fundamentals before your first conversation. Clearly show them how you will add incremental sales that will add more value to that space on the shelf than competitors. Repeat purchase rates are also really valuable – showing your customers will keep coming back to buy your products.*

It's not enough to be new and exciting, brands need to show they will last.



Low prices may open the door, but it's the perceived value and experience that drive repeat purchases. This is critical because retailers ultimately prioritise products that don't just sell once but continue to perform. In other words, your pitch needs to demonstrate not only demand, but momentum and staying power.

That makes differentiation non-negotiable. Brands must clearly articulate why their product is different and better than anything already on the shelf. This means going beyond surface-level branding and proving your unique selling points with evidence. Retailers want products that feel new to their category and bring incremental value, not just another version of what they already stock.

At the same time, brands need to think like long-term partners, not one-off sellers. Challenger brands succeed by optimising for repeat engagement and retailers increasingly expect the same mindset from their suppliers. That means showing a clear understanding of lifetime value, retention drivers and how you will continue to drive demand after launch.

### Top tips for getting into retailers

- 1 Show what makes your product unique
- 2 Prove your brand has customer loyalty
- 3 Back it all up with data

## MARKETING YOUR VEGAN PRODUCTS

Storytelling is one of the most powerful tools in a marketers' toolkit and it is a particularly powerful way to connect with values-driven consumers. So it is more important than ever to know what your story is and how to make it resonate with consumers.



## BRAND AMBASSADORS

Using well-known figures as brand ambassadors can significantly amplify a brand's visibility and credibility at scale. Celebrities and high-profile personalities bring built-in audiences and can open up a whole new segment, particularly through social media, which we know is not just for connection but now a well proven place to convert. **Seven in 10 shoppers say** they may primarily shop on social media within the next five years.

Vegan Trademark holders Hourglass and Wild have both shown how powerful this can be with their own utilisation of brand ambassadors. Olivia Dean's announcement as the new face of Hourglass made headlines across the globe,

even supporting the brand's [relaunch into the Australian market](#). Wild's collaboration with British Tennis star Emma Raducanu enabled the brand to utilise an increase in press coverage by announcing their [collaboration](#) during the US Open Tennis Championship.

Beyond reach, famous ambassadors can shape brand storytelling; aligning your product with their image, values and lifestyle in a way that resonates emotionally with consumers. When there is a strong and authentic fit, these partnerships can drive both short-term sales spikes and long-term brand equity, as audiences begin to associate the brand with the ambassador's influence, status and identity.



# DON'T BE AFRAID TO SAY VEGAN

To successfully promote your products, clarity and credibility in your messaging are key. In a crowded market filled with overlapping terms like “plant-based” and “cruelty-free,” using precise language can be the difference between winning trust and losing a sale.

While “plant-based” may sound accessible, it is often vague, sometimes even including small amounts of animal-derived ingredients. “Cruelty-free” only refers to animal testing and does not guarantee a product is free from animal ingredients

or by-products. In contrast to these vague terms, a product or ingredient certified by the Vegan Trademark does not contain any animal-derived ingredients and has not been tested on animals by the company or on its behalf.

This clarity matters because consumers are actively looking for it: on social media, #Vegan outperforms #PlantBased, with more followers and searches on Instagram and TikTok. For brands, this presents a strategic opportunity.



## VEGAN CERTIFICATION

For over 35 years, the Vegan Trademark, established by The Vegan Society, has been the gold standard in vegan certification. Today, it remains the most recognised vegan logo in the UK — trusted by shoppers, brands and retailers alike.

## THERE'S TRUST IN THE VEGAN TRADEMARK

Start your application today at:  
[vegansociety.com/vegan-trademark](https://vegansociety.com/vegan-trademark)



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