



HOW CONSUMER TRUST CAN BE BUILT OR BROKEN.

*Exploring the influence of third-party
certification on purchasing decisions.*





INTRODUCTION

In today's competitive marketplace, the question of what consumers truly want extends beyond price or product features - it is rooted in deeper values such as authenticity, transparency and reliability. While brands strive to meet evolving expectations, the foundation of consumer loyalty often rests on trust. A single positive interaction can strengthen confidence and long-term commitment, yet one misstep, whether through misleading messaging, poor service or perceived dishonesty, can quickly erode credibility.

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.

In an era where consumers demand transparency and values-driven choices, vegan certification is no longer just for vegans.

WHAT IS SELF-CERTIFICATION?

A **self-declared vegan product** is one where the brand makes the claim without independent verification.

Our audits have brought to light many cases of brands mis-identifying their products as vegan. Real life examples include:

- Mattress springs being manufactured with animal-derived lubricants.
- Argan oil that used goats for harvesting.
- Orange zest containing animal derived preservatives.
- Coconut powder containing casein (milk protein).

These errors came from brand owners not fully understanding their supply chain or vegan standards. By working with our expert auditing team, we helped these brands get full transparency on their products to create vegan certified alternatives.

Without expert auditing of ingredients, manufacturing processes and supply chains, even a single mistake can **shatter consumer trust**.

- **60%** of consumers say they'd never buy from a brand again if a product was mislabelled as vegan.*
- **71%** of shoppers respond negatively to brands mislabelling vegan claims.*

As one shopper put it:

- *"If I can't trust the vegan claim, I won't buy from them at all." **

THE ROLE OF TRUSTED LOGOS

Confusion around vegan labelling is already widespread:

- **42% of shoppers** admit they are not confident identifying animal-derived ingredients.*
- **42%** know animal testing still happens but aren't sure which products are involved.*

Independent certification bridges this trust gap:

- **53% of shoppers** react negatively to brands using their own vegan logos instead of the Vegan Trademark.*
- **68% of Brits** say they trust the Vegan Trademark more than self-declared vegan logos.*

As shoppers say:

- "I'm not vegan but I'd prefer to see a certified logo over a made-up one."
- "Brands that use their own vegan logo should not be trusted."
- "If it's genuine, then why not get it properly certified?" *

VEGAN CERTIFICATION MATTERS TO FLEXITARIANS

While veganism is growing, it's the **flexitarian consumer** driving much of the industry's expansion. With **46% of consumers globally identifying as flexitarian****, this group plays a critical role in mainstreaming plant-based products.

- **67% of meat reducers** believe it's important for brands to have independent vegan certification.***

- Certification ensures credibility and widens appeal beyond vegans to a much larger audience of conscious shoppers.

THE LOGO SHOPPERS TRUST

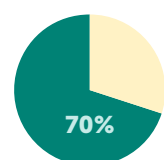
The Vegan Trademark isn't just well known—it's **trusted by consumers, which is the most important thing for growing your brand and market presence.**

- It is the most **recognised vegan logo by British shoppers.*****
- Among **Gen Z and millennials**—key demographics driving plant-based purchasing—it is the **most trusted vegan logo.*****
- **71% of vegans** are willing to pay more for products certified with the Vegan Trademark.***

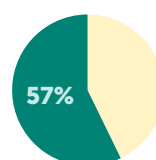
PACKAGING THAT CONVERTS

Product packaging is a battleground for consumer attention. Despite misconceptions shoppers want to see 'vegan' on the front of pack.

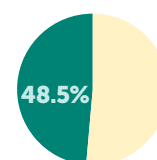
- **59% of British shoppers**—including **68% of women**—prefer to see vegan certification clearly displayed on the front of packaging.***
- **35% of all consumers** actively look for vegan certification on food products, with numbers rising to:



of vegetarians



of vegans



of meat reducers***



RETAIL ADVANTAGE: STANDING OUT IN SUPERMARKETS

For brands aiming to break into major retailers, certification is a powerful differentiator.

- **Supermarket shoppers trust the Vegan Trademark** more than self-declared vegan claims.***
- Shoppers consistently choose products displaying the **Vegan Trademark over those with brand-created vegan logos**.*

INDEPENDENT CERTIFICATION IS ESSENTIAL

- It builds **trust and credibility**.
- It appeals not just to vegans, but to the far larger base of **flexitarians and conscious shoppers**.
- It provides a **competitive edge in retail**.
- It **protects your brand** from the risks of self-certification.

With over 35 years of expertise, The Vegan Trademark remains the most trusted and most recognised vegan certification available.

TAKE THE NEXT STEP

Getting certified is quick and straightforward. The Vegan Trademark team is here to guide you through every stage of the process.

THERE'S TRUST IN THE VEGAN TRADEMARK

Start your application today at:
vegansociety.com/vegan-trademark

*Source: Survey conducted by Vypr for The Vegan Society, June 2025

**Source: https://www.adm.com/globalassets/news/adm-stories/2025/adm_2025-alt-protein-outlook-report.pdf

*** Source: Survey conducted by Vypr for The Vegan Society, August 2025

