

# The Grocer: Vegan

Research on behalf of The Grocer

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# Key Take Outs...

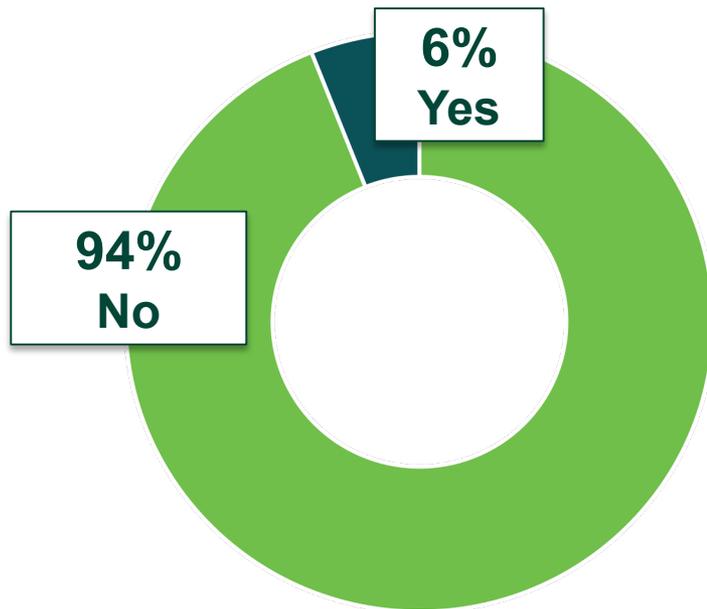
- Veganism may be on the rise; however, most consumers are not actually vegan, and just under half claim to know someone who follows a vegan lifestyle. This lifestyle choice is most common amongst the younger generation (25-34s).
- However, half of consumers overall have bought a plant-based or vegan product from the supermarket over the past year. Most of these consumers are making a conscious effort to increase their intake of plant-based or vegan products, particularly the younger generation (18-34 year olds).
- Most believe that both vegan and non-vegan brands/ food businesses should provide vegan products / options on their menus. 45-54s are the most likely age group to want vegan options in supermarkets provided by both vegan and non-vegan brands.
- However, there are mixed opinions between vegans and general consumers on buying vegan/plant-based products from non-vegan brands in the supermarkets – vegans are less open to this.
- The majority believe that fast food chicken chains should sell vegan burgers, and there is scope to increase advertising as awareness of KFC's new vegan burger is low.

## Detailed findings



Most Brits are not currently vegan, and half don't know anyone who follows a vegan lifestyle. The younger generation are more likely to know a vegan.

Are you vegan?



**55+s** are significantly more likely to not be vegan (**99%**) and **25-34s** are the most likely to be vegan (**12%**).

And do you know anyone ... who is a vegan?



YES

48%



NO

51%



**18-24s** (64%) and **25-34s** (62%) are the age groups most likely to know a vegan.

*(2% aren't sure)*

# Half claim to have bought a plant-based or vegan product from the supermarket over the past year and this is higher amongst the younger consumer

Have you bought a plant-based or vegan product from the supermarket over the past year?



18-44s are significantly more likely to have bought a plant based or vegan product from the supermarket (60-63%)

**50%**

Have bought a plant-based or vegan product from the supermarket over the past year



**45%**

Have not bought a plant-based or vegan product from the supermarket over the past year

**5%**

Don't know

*Those who have bought Plant-Based Products buy them...*

Very often

**21%**

Often

**28%**

Sometimes

**36%**

Rarely

**15%**

**49%**

Often

**51%**

Less Often

NQ3. Have you bought a plant-based or vegan product from the supermarket over the past year?

Weighted Base: All n=2114

NQ4. How often do you buy plant-based or vegan products from the supermarket?

Weighted Base: All who have bought a plant-based product n=1058

Although most are not following a vegan diet, amongst those who have purchased a plant-based product in the last year, over 6 in 10 claim that the amount they buy has increased

### Purchasing of plant-based or vegan products amongst buyers of plant-based



**61%**

The amount of plant-based or vegan products I buy has increased



**32%**

The amount I buy has stayed the same



**7%**

The amount of plant-based or vegan products I buy has decreased

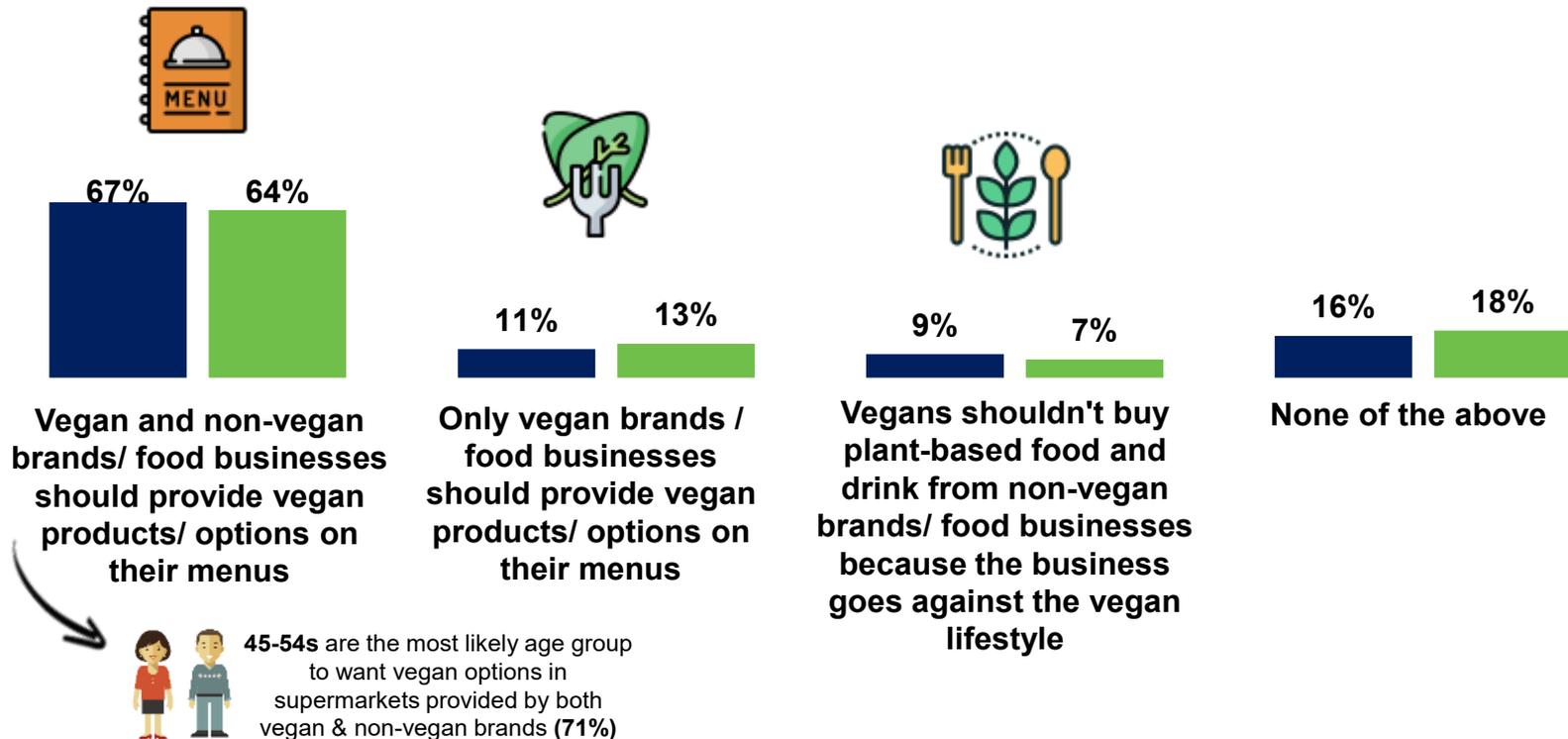


**18-24s** (68%) and **25-34s** (67%) are the most likely to be buying more plant-based or vegan products.

The majority believe that vegan and non-vegan brands and food businesses should provide vegan products and options on their menus, as opposed to just vegan brands

## Feelings towards vegan food...

■ Vegan food out of home
 ■ Vegan food supermarket



The majority of consumers overall wouldn't be bothered about buying a vegan product from a non-vegan brand, however, interestingly, this would bother over 6 in 10 vegans

Buying a vegan or plant-based product from a non-vegan food or drink brand in the supermarket

Would you be bothered about buying a vegan/ plant-based product from a non-vegan food or drink brand in the supermarket?

All consumers



Vegans



Yes  
No  
Don't know

17%

73%

10%

62%

35%

4%



# Overall, awareness is low for KFC's new vegan burger, however, the majority believe that fast food chicken chains should sell vegan burgers

## Awareness and opinions on KFC's vegan burger...



**68%**

Think a fast food chicken chain such as KFC should sell vegan burgers

55+ are significantly less likely than all other age groups to think fast food chicken chain such as KFC should sell vegan burgers (63%)

**67%**

Have **not** heard about KFC's new vegan burger



45-54s (73%) and 55+ (72%) are significantly more likely to NOT have heard about KFC's new vegan burger

# Appendix

## Approach & Demographics



# Approach and Panel

- We conducted an *online survey* with **2114 adults** aged **18+** across *England, Northern Ireland, Scotland, and Wales* between **2<sup>nd</sup> September– 6<sup>th</sup> September 2019**.
- The survey took place using our sister-company *toluna.com online panel* which consists of members of the *general public* who have opted in and voluntarily agreed to participate in online research studies.
  - Through careful recruitment and management, *we are able to rapidly survey large numbers of the general population* and accurately *represent the views of the nation*.

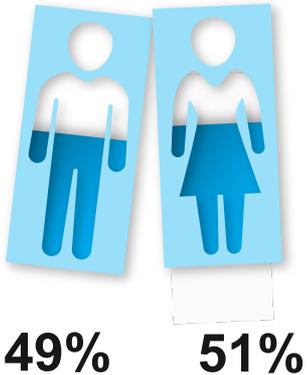


# Demographics

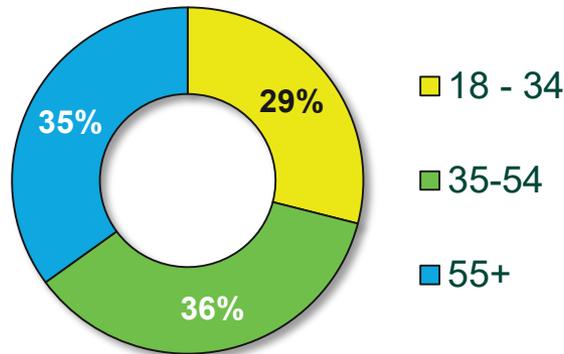
## A Representative Sample

- The results of the study were weighted to best reflect the size and shape of the population of the UK
- This means that the results in this report reflect an audience that is as true as possible of the GB population with the same age, gender and regional profile. The audience profile is detailed below.

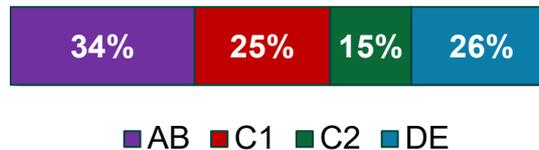
### Gender



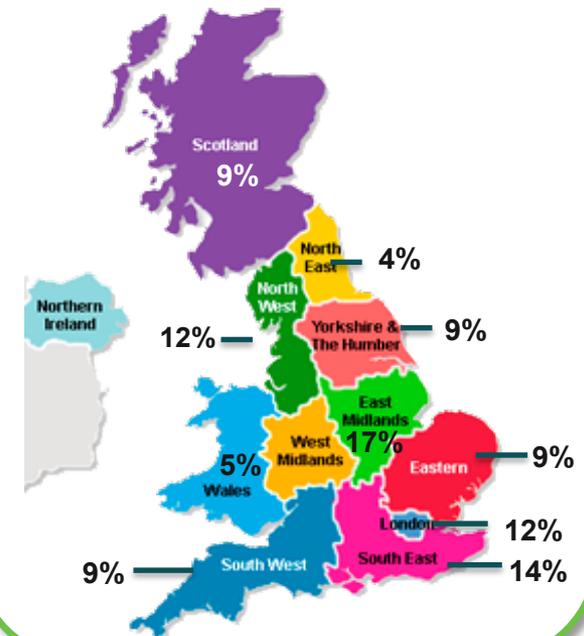
### Age



### Social Grade



### Region



**For further information about this study,  
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