

# The Rise of Vegan and Vegetarian Food

November 2020

Table of Contents

## INTRODUCTION

Scope

Key findings

## DEFINING THE VEGAN AND VEGETARIAN CONSUMER

Vegan and vegetarian consumers remain a small group

Animal rights key for vegans while health main motivator for vegetarians

Ethical vs health reasoning varies by country

Younger generations shape demand for plant-based foods

Financial cost is a key barrier for adoption

Patterns diverge in emerging versus developed economies

Closing the price gap will be more important than ever

## CLAIMS AND POSITIONING

Plant-based diets gain momentum on the back of the pandemic

Plant-based claims can appeal to a wider consumer base

Dairy-free vs Vegan: positioning milk alternatives

Almond Breeze's position succeeds in the US

Vegan and vegetarian claims stand out in meat substitutes

Quorn's positioning taps into both ethical and health credentials

Vegetarian claims used as a marketing tool

Vegan claims stand out in snacks bars

## FUTURE OUTLOOK

Transition towards more plant-based claims is underway

Making vegan positioning more attractive: learning from success

Diversification in cream, cheese and sour milk products is next

Non-dairy cheese: Bel to bring a niche to the masses

Nestlé taps into vegan seafood

Vegan confectionery remains in a niche but Finland leads the way

Vegan baked goods: an area for further exploration

Confectionery and baked goods players get up to speed

Future outlook: key takeaways

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/the-rise-of-vegan-and-vegetarian-food/report](http://www.euromonitor.com/the-rise-of-vegan-and-vegetarian-food/report).