



**Vegan**

**NUTRITION REPORT  
FIGURES 2021**



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# INTRODUCTION

As part of our nutrition study, we examined the nutrition, in particular the type of nutrition, as well as the eating and shopping behaviour of people from six European countries. Thanks to the representative nature of the study with its 5,311 respondents from Germany, the UK, France, Italy, Austria, and Spain, we were able to draw some astounding conclusions. We are not only seeing a rise in the consumption of plant-based foods, but also a growing willingness to make changes towards a flexitarian or even vegan/vegetarian diet. The main driver is climate change which unfortunately no longer stops at one's own front door, thus making it an increasing force to be reckoned with by the population. The situation appears to be more serious than ever before as people are directly affected by environmental disasters such as the recent severe flooding in Germany. Events like this have created a call to action, as seen recently in France, where several organisations have filed a climate lawsuit with the government. We seem to be witnessing a new era when it comes to climate consciousness and climate-friendly actions.

Following the two previous studies in 2019 and 2020, we are now publishing our third nutrition study. Since this study is designed differently from our 2020 study, comparison to the previous year's results were only possible in certain sections. While in 2019 we focused on finding out people's attitudes towards topics like environmental protection, health, cooking habits, and the importance of labels, 2020 focused on the future of veganism.

In this study, we've taken a closer look at the latest topics: Have there been significant changes in eating habits compared to last year? Has the greater number of climate

crises led to changes in the way people consume? Are food innovations like test tube meat, laboratory-grown cheese, and insects even attractive to Europeans? The following report answers these and many other questions.

In addition to vegans, the study also dealt extensively with other dietary groups such as flexitarians and pescetarians. We also took a close look at what the future may hold for alternatives to cheese, meat and the like that will end up on European plates. We were able to gather some interesting findings: No matter people's current dietary preference, 33.5% of European respondents can imagine consuming lab-grown meat. And nearly 37% of Europeans are open to the idea of eating lab-grown cheese. At 28.7%, insects aren't as popular when compared to the other innovative dietary options.

These results allow us to find out more about consumers and to better understand their needs. From this we can draw helpful conclusions that will support us in achieving our vision: to motivate people all over the world to adopt a plant-based diet and to practice environmental responsibility. In doing so, we want to create a sustainable future for all living beings on the planet. As a full-range provider of vegan foods, we are already working every day to offer a diverse selection of tasty plant-based products and innovations. At the same time, it is important to us to be transparent in our actions and behavior and to be respectful towards all living beings and nature.

Enjoy reading!  
Your Veganz team





# EUROPEAN REPORT

## KEY FACTS

### GENERAL INFORMATION ON THE SURVEY

We are pleased to report that a total of 5,311 people from six different European countries responded to our online survey. It was very interesting to see which diets the Europeans currently prefer and how that varied by country.

Before we get into the current dietary trends and their backgrounds, we would like to quickly explain the difference between a vegan, vegetarian, pescetarian, flexitarian, and omnivorous diet.

**Vegan:** This is an entirely plant-based diet that excludes meat and fish as well as any products of animal origin like milk, eggs, or honey.

**Vegetarian:** This diet excludes meat and fish, but still includes products of animal origin like milk, eggs, and honey.

**Pescetarian:** This diet excludes meat, but includes fish and other seafood.

**Flexitarian:** Flexitarians generally consume meat, but they reduce their consumption and try to eat meat more consciously.

(Source: German Association for Nutrition e.V. 5/10/2021)

At the time of our study, the respondents indicated that they were currently

2.3% vegan,  
4.1% vegetarian,  
2.9% pescetarian,  
18.3% flexitarian,  
72.3% omnivorous.







### WHERE DO THE MOST VEGANS ACTUALLY LIVE?

The United Kingdom is the clear winner when you compare the countries by the number of vegans. Our study shows that 3.2% of the people who live there live on entirely plant-based diets. The UK also has the highest number of vegetarians: 5.6% of people in the UK between the ages of 16 and 64 are vegetarian. That's 1.5% more than the European average.







At 2.3%, Italy ranks second for the number of vegans, closely followed by Germany with 2.2%. As a comparison, France has the smallest number of vegans at just 2.0%.

### HOW EUROPE EATS – A COMPARISON







#### Vegetarian

	5,6 %
	4,6 %
	4,3 %
	4,1 %
	4,1 %
	2,1 %







#### Flexitarian

	27,3 %
	25,8 %
	18,8 %
	13,1 %
	12,9 %
	12,1 %

#### Pescetarian

	4,6 %
	4,5 %
	3,4 %
	2,3 %
	2,1 %
	0,7 %

### THIS IS WHERE MOST VEGANS LIVE

					
3,2 %	2,3 %	2,2 %	2,2 %	2,1 %	2,0 %



THE DIET OF THE FUTURE

Researchers have been working for years on developing lab-grown meat, i.e. test tube meat, and lab-grown cheese. The aim is to create a product that is identical to the original, just with a different production process. According to our study, a total of 33.5% of European respondents can imagine eating lab-grown meat.

Lab-grown cheese was even more popular across Europe with 36.9%. In Germany, the percentage of people willing to eat artificial cheese is even as high as 42.8% - more than the European average. Here, it's particularly telling that the greatest approval comes from vegans and vegetarians: At 57.8%, more than half of European vegans can imagine eating lab-grown cheese, despite the fact that they wouldn't normally eat cheese. Among vegetarians, a whopping 72.2% would eat the cheese of the future. Among pescetarians, more than half (54.3%) would not be put off by the idea.

We've been hearing about insects as food regularly over the past months. You can actually already get some types of insects in the form of burgers or bars, but shops are certainly not rushing to give them shelf space. That is because even though they are available, acceptance for creepy crawlies on our plates is still fairly low at 28.7%: 71.3%, i.e. the majority of Europeans surveyed, oppose the idea of insects in the kitchen. When compared to the acceptance of lab-grown cheese, edible insects are really not a viable option for European vegans: A mere 7% of vegans in Europe would be willing to integrate insects into their diet.



PERCENTAGE OF RESPONDENTS WHO CAN SEE THEMSELVES EATING INSECTS

Vegan	93,1%
Vegetarian	84,8%
Pescetarian	71,7%
Flexitarian	68,6%
Omnivore	70,6%

PERCENTAGE OF RESPONDENTS WHO CAN SEE THEMSELVES EATING IN-VITRO MEAT



Vegan	33,0%
Vegetarian	39,0%
Omnivore	32,9%

PERCENTAGE OF RESPONDENTS WHO CAN SEE THEMSELVES EATING LAB-GROWN CHEESE



Vegan	57,8%
Vegetarian	72,2%
Omnivore	34,2%



FLEXITARIANS

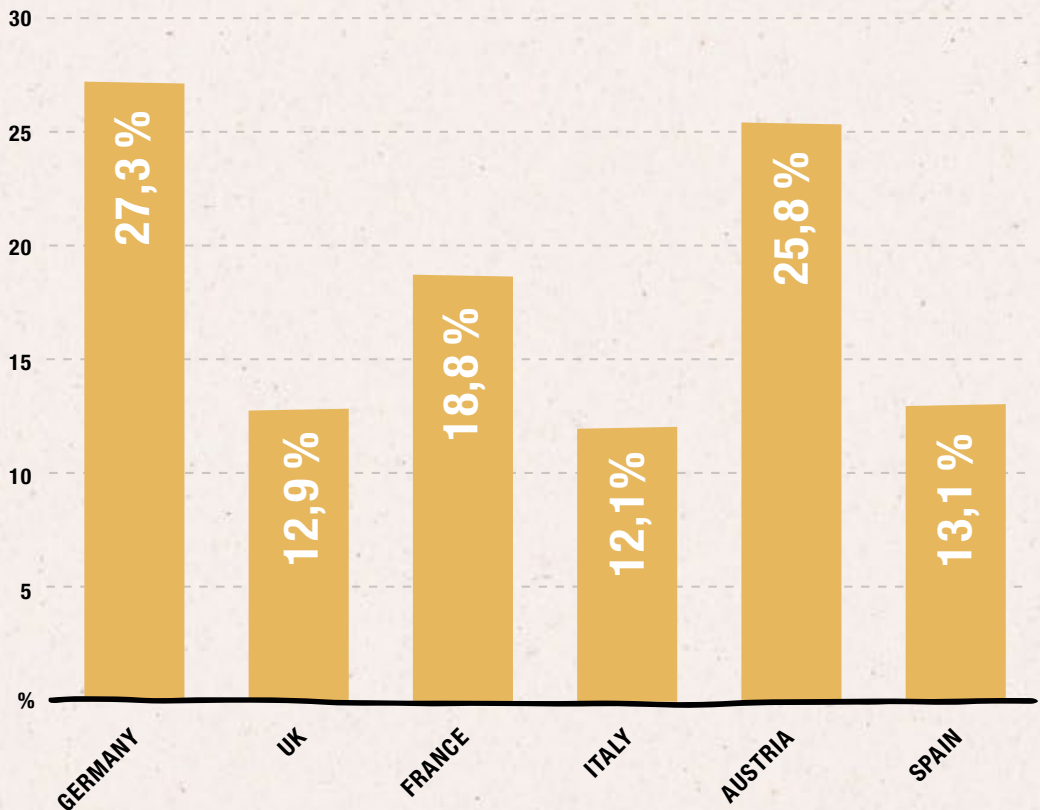
Even if the number of vegans and vegetarians has risen, most of the population is still consuming meat and other products of animal origin: 18.3% of Europeans consider themselves flexitarians. According to the German Society for Nutrition, you can also call 'flexitarians' 'flexible vegetarians'. Even though they consume meat and fish, they do it less frequently than traditional omnivores.

We already started seeing a noticeable trend towards lower and more conscious meat consumption last year. Since flexitarians are the largest dietary group after omnivores, they play a significant role when it comes to effectively reducing the consumption of meat and other animal-derived products and thus in fighting climate change.

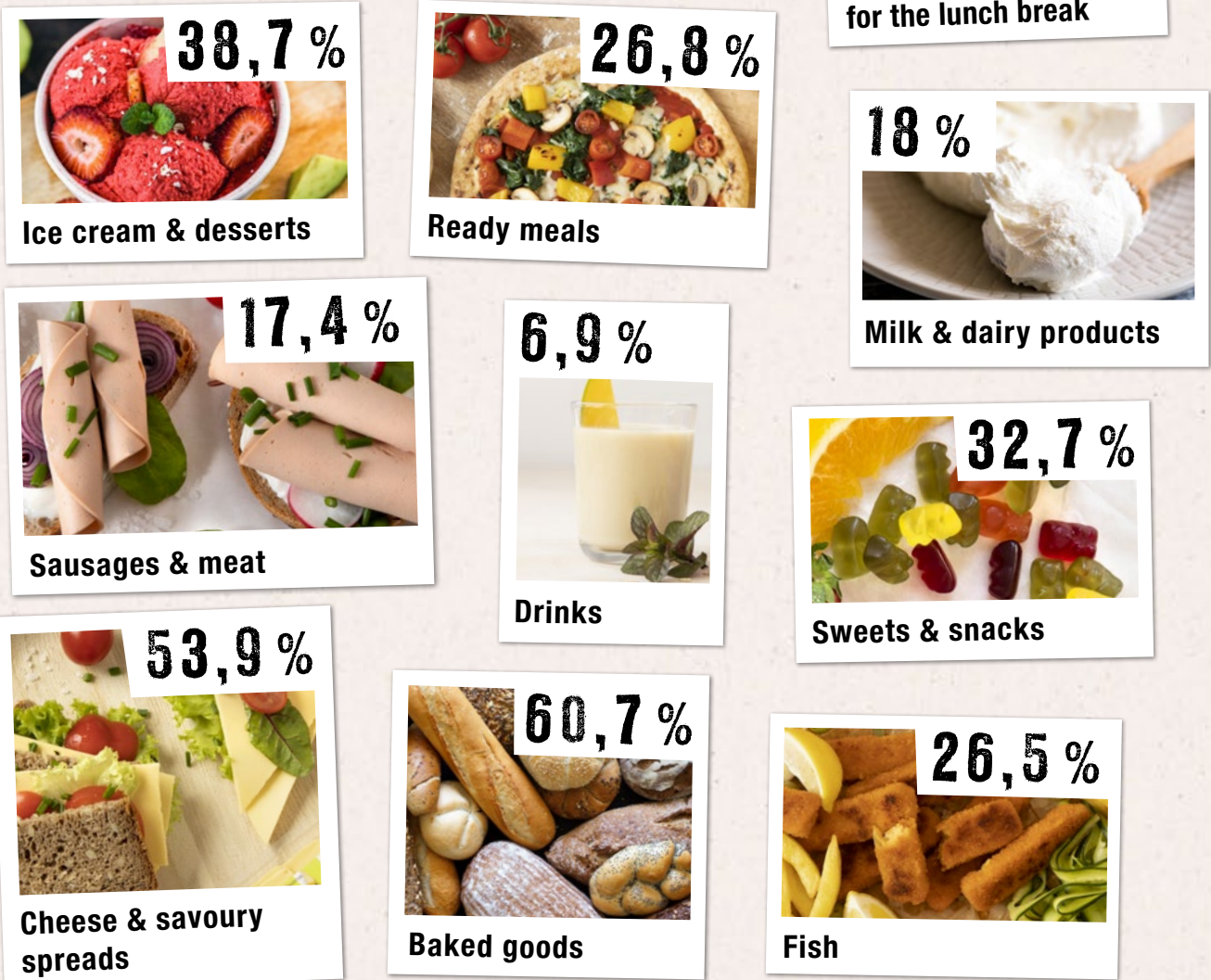
And let's be honest, it's easy to see how effective changes in consumption can help preserve the climate! Manufacturing vegan food uses significantly less agricultural land than that of animal-derived foods. The more land we use for rearing animals, the less land remains for nature. After all, plants, and especially trees, are essential: They store CO2 present in the air, which reduces its concentration. On the other hand, more and more forests are being cleared to make space for livestock farming. Burning the forests releases even more greenhouse gases into the air, which leads to climate warming. As such, being vegan is much more climate friendly than being an omnivore. But flexitarians can improve CO2 emissions, too: simply reducing the quantity of animal products you consume has a positive impact on the environment. Each and every step towards plant-based eating is valuable and incredibly

important in achieving the goal of keeping global warming as close to 1.5 degrees as possible by the year 2100. But that's not all. Flexitarian consumers are generating an interesting trend in the retail sector, by helping to bring vegan products out from their niche position and make them mainstream.

FLEXITARIANS IN EUROPE



EUROPEANS WANT THESE VEGAN ALTERNATIVES



# COUNTRY REPORTS



2.2% of respondents in Germany between the ages of 16 and 64 reported following a **vegan** diet. That works out at around 1.18 million people living in Germany between the ages of 16 and 64 who are on an entirely plant-based diet.

11% of the vegans switched to their new diet just in the last twelve months. Reasons for cutting out animal-derived products are various, though animal welfare is certainly the main motivator: a whopping 96% of vegans want their lifestyle to benefit animals. Other main reasons are the environment and sustainability (83.3%), and personal health (58.2%). For the majority of vegans, veganism isn't just limited to their diet as 84.6% of German vegans consider animal derived products in their clothing or cosmetics to be an absolute no-go.

4.6% of respondents in Germany indicated that they were **vegetarian**, which corresponds to a target group of about 2.47 million people. In total, 6.8% of the German population between the ages of 16 and 64 are either vegan or vegetarian, or 3.65 million people. 10% of vegetarian study participants have chosen their vegetarian lifestyle in the last year alone. The vegetarians' reasons for giving up meat are as diverse as is the case among vegans. Animal welfare (88.8%), environment and sustainability (80.3%), and health reasons (46.4%) are the most frequently mentioned.

It is interesting to note that there is a trend towards veganism among vegetarians: With 67.3%, well over half of vegans reported initially being vegetarian. In addition, 83% of vegetarians can imagine only buying plant-based products. As such, we can expect a proportion of vegetarian study participants to not only give meat and fish a miss in the future, but also all animal-derived products.

27.3% of respondents are currently **flexitarian**. Consequently, an estimated nearly 15 million people in Germany between the ages of 16 and 64 have reduced the amount of meat they

consume. In contrast to vegans and vegetarians, flexitarians attribute their main reasons for reduced meat consumption to the environment and sustainability (72.1%). Nonetheless, animal welfare (71.3%) and health reasons (53.2%) are still motivating factors in the dietary choices among flexible vegetarians.

3.4% of participants reported that they were **pescetarian** and 62.6% that they were **omnivores**. 90.6% of pescetarians strive to buy sustainably sourced fish (products), while half of them have already tried a fish substitute product.

Among flexitarians and omnivores, it was particularly interesting to find out whether they would be willing to switch to an entirely vegetarian or vegan diet in the future. 4.2% of omnivores are not opposed to the idea of going vegan, while at 25.6%, a quarter of omnivores can see themselves going vegetarian. Flexitarians are significantly more willing: 15.3% of flexitarians can imagine going vegan, while 54.8% would switch to a vegetarian diet.

In July 2021, as a result of climate change, some areas of Germany suffered catastrophic flooding causing immense damage that is still affecting people today. Therefore, the study participants were asked whether a rise in climate crises caused changes in their habits as consumers.

In fact, 22.3% of respondents in Germany indicated that they had reduced their consumption of animal-derived foods due to the increasing number of climate disasters, while another 17.2% intend to at least reduce it in the future. A further 19.8% indicated that they had already been going without or reducing their consumption of animal-derived products for some time. 12.3% reduced their consumption for other reasons. 28.4% of respondents have not made any changes to their eating habits despite the climate crisis.

At 54.1%, more than half of non-vegans plan to eat fewer animal-derived products in the future. 93% of flexitarians and 70% of omnivores have already tried vegetarian or vegan alternatives. Consequently, alternatives to animal products have long since ceased to be a niche market and have become mainstream for many Germans. 60.9% of vegetarians, vegans, pescetarians, and also flexitarians are willing to spend more on vegetarian or vegan alternatives, meaning that they are also willing to spend more money on plant-based foods. It is also pleasing to note that at 55.2% more than half of respondents aim to source their foods locally. Even more (66.8%) try to buy seasonal fruit and vegetables. Where possible, 41.8% buy organic products.

## EDUCATION AND EMPLOYMENT

Additionally it was of interest to investigate whether there is a link between diet, education and employment.

At 28.5%, the majority of vegans finished high school, which is significantly higher than the figure among non-vegans (23.5%). The second most common qualification among vegans is a bachelor's degree (20.8%), followed by a master's degree (18%). This again places the vegans ahead of the other dietary groups: among them, only 15.1% have a bachelor's degree and 15.8% a master's degree. Among those holding a doctorate, however, the figures were equal at about 1.3%. From this it can be concluded that vegans have achieved higher education levels than the rest of the population.

When it comes to professions among vegans, another clear picture emerges: there are significantly more students (15.7%) than for the other dietary groups (7.3%). There are also significantly fewer retirees and unemployed people (2.4% and 9.7%, respectively) among vegans when compared to the other dietary groups (5.4% and 14.6%, respectively). The difference can be explained, on the one hand, by the vegans'

higher education levels (see above) and, on the other hand, by their lower age: Vegans are on average 36 years old, while non-vegans average 40 years old.

## THE DIET OF THE FUTURE

And what do we expect to see on German plates in the future? In total, 39.5% are open to the idea of **lab-grown meat** and can see themselves consuming it. This reflects a significant increase in willingness compared to last year, when only a quarter of respondents indicated that they would be willing to eat lab-grown meat.

When you look at the figures from 2020, you notice that Germans have not only become more open-minded when it comes to lab-grown meat: Last year, 72% were still strongly opposed to introducing insects to their diets. Within a year, however, the willingness to eat **insects** has risen slightly from 28% to 32,1%. In 2021, nearly a third of Germans were open to the idea of consuming insects. There are surely many reasons for the growing acceptance - among them the knowledge that insects are less harmful for the climate since they do not need as much water and space as traditional meat. Also, they produce significantly less CO2 than is the case for meat production.

The clear winner, however, when it comes to new dietary trends is **lab-grown cheese**: 42.8% of Germans can imagine eating lab-grown cheese. It is not only lab-grown meat and insects that have become more popular, lab-grown cheese has also gained in acceptance: Last year, only 27.9% of respondents could imagine eating artificial cheese.

When asked which plant-based alternatives vegans in Germany choose, they indicated that they buy vegan alternatives to milk (98.2%), yoghurt or quark (92.6%), meat (88.4%), cream (78%), or cold cuts (77.9%). Entirely plant-based alternatives



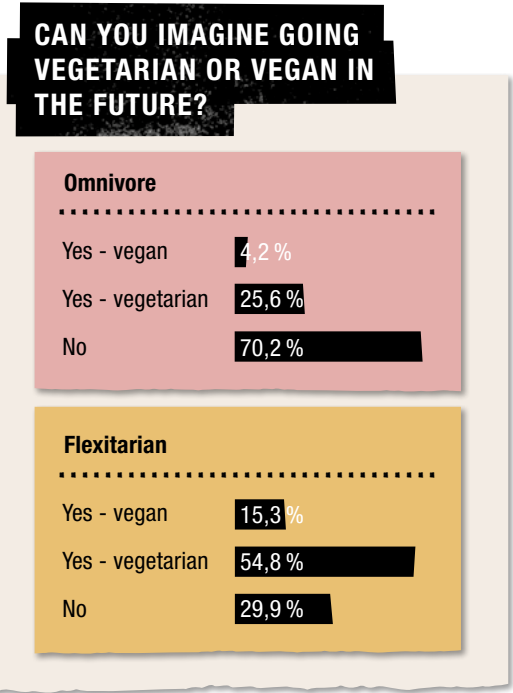
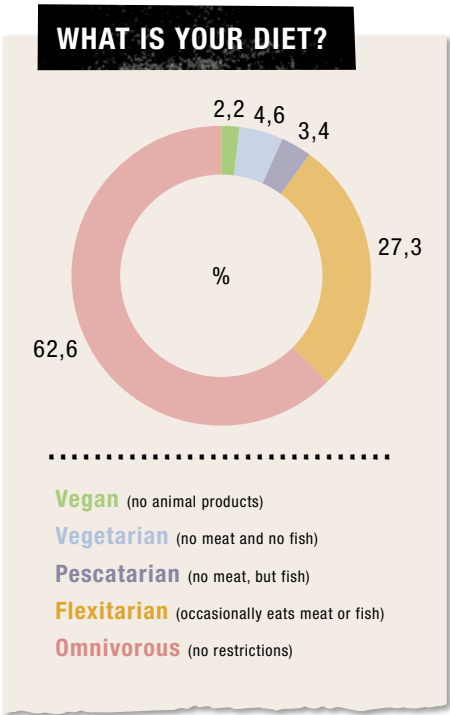


to fish (52.9%), alternatives to non-vegan beverages (42.6%), and vegan honey (40.9%) are also popular. At 31.4%, egg substitutes also form part of their diet.

With a share of 18%, only a relatively small proportion of German vegans would like to see a greater selection of vegan alternatives to milk. 16.2% of vegans would like to see more alternatives to sausage and meat. There is more interest in greater variety in the bakery section (61.8%), in on-the-go meals, and in lunchbreak food (59.5%), and in vegan alternatives to cheese and savoury spreads (54.7%).

Naturally, we wanted to use the feedback to find out what consumers will be paying the most attention to in 2021 when it comes to their food, and whether their priorities have changed – possibly as a result of crises like the COVID-19 pandemic. The examination of different criteria was able to prove the following: 53.8% of respondents focus on sustainability when choosing food! In 2021, a whopping 91.5% of consumers found the flavour of their food important. 60.6% even consider flavour very important, which reflects an increase of 4.8% compared to the previous year. In 2021, the issue of calories (35.8%) was less important than in 2020 (41.1%). In 2020, 74.8% found how satiated their food left them feeling important, compared to 73.1% in 2021. The criteria of freshness and health are more important: 85.6% find freshness important, while 77.2% focus on health, and 73% on variety. At 49.2%, nearly half of respondents pay attention to the price of their food purchases.

It seems, therefore, that fresh, flavourful meals that provide variety and are not too unhealthy are in line with the times and shopping preferences of the German participants.



### WHAT ARE YOUR REASONS FOR ALREADY EATING VEGAN?

	Vegan	Vegetarian	Flexitarian
Health reasons	58,2 %	46,4 %	53,2 %
Sustainability	83,3 %	80,3 %	72,1 %
Animal welfare	96 %	88,8 %	71,3 %
Taste	16,6 %	24,9 %	27,7 %
Interested in the trend	1,8 %	2,5 %	6 %
Religious reasons	1,2 %	1,1 %	-
Other	3,9 %	9,9 %	5,4 %





2.0% of respondents in France between the ages of 16 and 64 indicated that they were **vegan**. This translates to roughly 0.83 million people in France between the ages of 16 and 64 who are on an entirely plant-based diet. More than three quarters (77.78%) of vegans are female, while the others are male or diverse (11.1%).

14% of vegans only chose their plant-based diet within the last 12 months. 582,510 people have been following an entirely plant-based diet for more than five years. The reasons for avoiding animal-derived products are various, although environmental protection and sustainability are the main motivators: 50% of vegan respondents want their lifestyle to help mitigate climate change and mentioned the environment and sustainability in their response. Among the other primary reasons were animal welfare (41%) and health (23.6%). However, for the majority of vegans, veganism is limited to their diet: 75.6% of French vegans are not vegan when it comes to their clothing and cosmetics, for example. Conversely, a quarter (24.4%) completely avoid animal derived products in their clothing and cosmetics.

4.3% of respondents in France indicated that they were **vegetarian**, which equates to 1.79 million people. In total, 6.3% of the French population between the ages of 16 and 64 are either vegetarian or vegan. That's about 2.63 million people. In the last year alone, 7% (172,501 people) of participating vegetarians decided to adopt a vegetarian diet. The vegetarians' reasons for giving up meat are as diverse as is the case among vegans. For them, animal welfare is the top priority (78.1%), followed by the environment and sustainability (55.9%), and health reasons (38.4%).

It is exciting to note that there is a trend towards veganism among vegetarians: 83.3% of them can see themselves buying vegan products exclusively in the near future. From this we can speculate that a proportion of vegetarians will not only be

avoiding meat and fish, but all animal products in the future.

18.8% of study participants follow a **flexitarian** diet. That corresponds to an estimated 7.81 million people in France between the ages of 16 and 64 who have reduced the amount of meat and fish they consume. At 57.2%, animal welfare is the main reason for reducing meat consumption. However, the environment and sustainability are a motivating factor in their choice of food for more than half of respondents (51.7%) among flexible vegetarians. At 7.1%, the interest in the trend is less pronounced.

0.7% of participants reported that they were **pescetarian** and 74.2% that they were **omnivores**. 65.4% of pescetarians strive to buy sustainably sourced fish (products), while nearly a third (29.6%) of them have already tried a fish substitute product.

Among flexitarians and omnivores, it was particularly interesting to find out whether they would be willing to switch to an entirely vegetarian or vegan diet in the future. 12.1% of omnivores are not opposed to a vegan diet, while 28.2% can imagine going vegetarian. Flexitarians are significantly more willing: 13.4% of flexitarians can imagine going vegan, while 62.5% would switch to a vegetarian diet.

In the last few years, excessive greenhouse gas emissions have caused continued and ever greater ecological damage in France. Between 2015 and 2018, the self-imposed ceiling was exceeded by millions of tonnes of greenhouse gasses. That has caused four environmental protection organisations to take the government to court over its inaction. And they won: The Paris administrative court recently found that the French state would have to compensate for the excessive greenhouse gas emissions by the end of 2022.

Therefore, the study participants were asked whether a rise in

climate crises caused changes in their habits as consumers. In fact, 26.3% of respondents in France indicated that they have reduced their consumption of animal-derived foods due to the growing number of climate catastrophes, while another 21.4% at least intend to reduce it in the future. All in all, that is nearly half of respondents (47.7%). Another 13.1% indicated that they had already been going without or reducing their consumption of animal-derived products for some time. 12.3% reduced their consumption for other reasons. 27% of respondents have not made any changes to their eating habits despite the climate crisis.

At 48.2%, nearly half of non-vegans plan to eat fewer animal-derived products in the future. 67.8% of flexitarians and 48.3% of omnivores have already tried vegetarian or vegan alternative products. As such, alternatives to animal-derived products have not only made their way onto supermarket shelves, but also into French households.

In addition, 43% of non-omnivorous participants are willing to spend more on vegetarian or vegan alternatives, meaning that they are also willing to spend more money on plant-based foods than on animal products.

When buying food, the French study participants find the taste (41.1%) and freshness (39.7%) of their food very important. Among French respondents, sustainability and the environment are less important (17.5% very important) than the price (26.8% very important) or the satiating effect of the food (20.2% very important).

## THE DIET OF THE FUTURE

And what do we expect to see on French plates in the future? In total, 20.4% are open to the idea of **lab-grown meat** and can see themselves consuming it. As such, a majority of 79.6% of French respondents are categorically opposed to

cultivated meat. Nevertheless, when compared to last year when 12.1% of people were in favour of lab-grown meat, the number of people willing to eat it has risen significantly.

There has been no significant increase in the number of respondents willing to eat **insects** in the last year. Generally, acceptance among French people is relatively low at 28.7%, although that figure is still higher than the 20.4% who are willing to eat lab-grown meat.

At 27.9%, significantly more French respondents are willing to try **lab-grown cheese** this year than in 2020 (15.5%). Nevertheless, that also means that 72.1% of French people cannot imagine eating cheese grown in a lab.

When it comes to which plant-based alternatives vegans in France choose, they indicated that they buy plant-based alternatives to yoghurt or quark (72.4%), cream (50%), milk (41%), or meat (26.4%). Entirely plant-based alternatives to fish (26.4%), alternatives to cold cuts (25.4%), and non-vegan sweets and snacks (16.6%) are also popular. 9.8% consume entirely plant-based alternatives to honey.

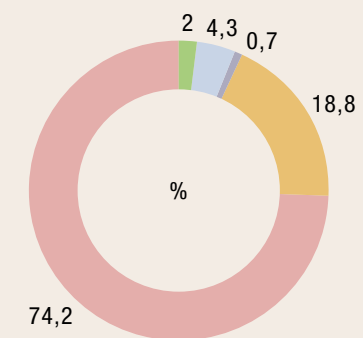
French respondents do not seem to consume vegan alternatives to eggs and non-vegan drinks.

And which vegan alternatives would French respondents like to see on supermarket shelves of the future? Among the top products are ice-cream and desserts (52.8%), bakery goods (52.8%), and plant-based alternatives to cheese and spreads (40.2%). They would also like to see a larger selection of vegan convenience foods. At least that is what 36.2% of vegan respondents asked for. At 14.6%, vegan alternatives to fish, on-the-go meals, and lunchbreak food are (still) less sought after among French respondents.





### WHAT IS YOUR DIET?



**Vegan** (no animal products)  
**Vegetarian** (no meat and no fish)  
**Pescatarian** (no meat, but fish)  
**Flexitarian** (occasionally eats meat or fish)  
**Omnivorous** (no restrictions)

### CAN YOU IMAGINE GOING VEGETARIAN OR VEGAN IN THE FUTURE?

#### Omnivore

Yes - vegan 12,1 %  
Yes - vegetarian 28,2 %  
No 59,8 %

#### Flexitarian

Yes - vegan 13,4 %  
Yes - vegetarian 62,5 %  
No 24,2 %

### WHAT ARE YOUR REASONS FOR ALREADY EATING VEGAN?

	Vegan	Vegetarian	Flexitarian
Health reasons	23,6 %	38,4 %	35,7 %
Sustainability	50 %	55,9 %	51,7 %
Animal welfare	41 %	78,1 %	57,2 %
Taste	21,6 %	28,2 %	28 %
Interested in the trend	-	12,2 %	7,1 %
Religious reasons	-	-	-
Other	2 %	5,2 %	6,7 %

### HAVE YOU REDUCED YOUR CONSUMPTION OF ANIMAL PRODUCTS DUE TO THE INCREASED CLIMATE DISASTERS?

Yes. 26,3 %

No, but I would like to reduce it in the future. 21,4 %

No, I have reduced my consumption for other reasons. 12,3 %

No, I have been reducing or avoiding the consumption of animal products. 13,1 %

No, my consumption has remained the same. 27 %





2.3% of respondents in Italy between the ages of 16 and 64 indicated that they were **vegan**. This translates to roughly 0.88 million people in Italy who are on an entirely plant-based diet.

15% of vegans only chose their plant-based diet within the last 12 months. Their reasons for giving animal products a miss are diverse, though animal welfare is also clearly top of the list among Italian vegans: a whopping 93.9% of vegans want their lifestyle to benefit animals. Other top reasons are their personal health (85%) and the environment and sustainability (71.2%). Italy is not just a country of Chianti, pizza, and pasta, but also one of the most important countries in the world of fashion: numerous successful international fashion brands have their roots in Italy and frequently use animal-derived materials. Despite that, 89.5% of vegans also avoid purchasing clothing and cosmetics with animal-derived materials, a trend that is likely to positively impact the global fashion industry.

4.1% of respondents in Italy indicated that they were **vegetarian**, which corresponds to a target group of about 1.56 million people. In total, 6.4% of the Italian population between the ages of 16 and 64 are either vegan or vegetarian, or approx. 2.44 million people. 69% of the vegetarian study participants have been vegetarian for more than 5 years, while 4% have chosen their vegetarian lifestyle in the last year. The vegetarians' reasons for giving up meat are as diverse as is the case among vegans. All the Italian vegetarians indicated that animal welfare (100%) was the main reason for their dietary choices. Other motivating factors for giving up meat and fish were the environment and sustainability (71.4%) and health reasons (22.3%).

There is also a tendency towards veganism among Italian vegetarians: at 69.9%, well over half of vegans reported already being vegetarian before making the switch. In addition, 77.3% of vegetarians can imagine only buying plant-based products.

As such, we can expect a proportion of the vegetarian study participants in Italy to not only give meat and fish a miss in the future, but also all other animal-derived products.

12.1% of Italian respondents are currently **flexitarian**. Consequently, an estimated nearly 4.6 million people in Italy between the ages of 16 and 64 have reduced the amount of meat and fish they consume. Unlike with vegans and vegetarians, animal welfare is not the top priority for flexitarians. Less than half of them (46.9%) mentioned animal welfare as their reason for changing their eating habits. At 54.4%, the environment and sustainability were among the main motivators for reducing the amount of meat they eat. 40.6% of flexitarians indicated that health reasons were a motivating factor in their dietary changes.

2.3% of respondents described their diet as **pescetarian** and 79.2% as **omnivorous**. 80.1% of pescetarians strive to buy sustainably sourced fish (products), while 26.3% of them have already tried a fish substitute. As such, nearly three quarters of Italian pescetarians have not yet consumed any vegan alternatives to fish.

Among Italian flexitarians and omnivores, it was also interesting to find out whether they would be willing to switch to an entirely vegetarian or vegan diet in the future. 4.9% of omnivores are not opposed to the idea of going vegan, while as many as 22.4% can imagine going vegetarian. Flexitarians are actually a little more willing: 11.3% of flexitarians can imagine going vegan, while 52.6% would switch to a vegetarian diet.

Climate change is also an issue for Italians. 2020 was one of the hottest years in recent history in Italy. **Floods, mud slides, and severe storms led to serious damage in Sicily. Violent tornadoes are a risk factor.** Climate change-induced disasters endanger not only human lives, but also the local agricultural economy. Many of the country's specialities, such

as olive oil and even wine, are very much exposed to climatic fluctuations. Failed harvests are putting many people's livelihoods at risk – something that has certainly not gone unnoticed among Italians. Therefore, the study participants were asked whether a rise in climate crises has caused changes in their habits as consumers.

In fact, 22.6% of respondents in Italy indicated that they had reduced their consumption of animal-derived foods due to the increasing number of climate disasters, while another 23.1% intend to at least reduce it in the future. 12% of Italians have already abstained or reduced their consumption of animal products for quite some time. 12.2% have reduced their consumption for other reasons. 30.1% of respondents have not made any changes to their eating habits despite the climate crisis.

At 56.2%, more than half of non-vegans plan to eat fewer animal-derived products in the future. Roughly half of omnivores (51.1%) have already tried vegetarian or vegan alternative products. Among flexitarians, the figure is even as high as 64.4%. 61.5% of all non-omnivores are willing to spend more on vegetarian or vegan alternatives, meaning that they are also willing to spend more money on plant-based foods. Presumably, they have integrated these alternatives into their cooking, too. More than half (55.9%) of Italian respondents cook every day.

58.4% of them find the taste of their food very important, making it their number one reason for their food choices. When Italians buy their groceries, 56% pay particular attention to how healthy the food is, while 57.5% pay the greatest attention to the freshness of the products. 12.2% of participants strive to buy locally grown products. Organic certification is very important to a mere 8.9% of Italians. Food is purchased primarily in supermarkets (96.5%). Organic and health food shops (20.6%) as well as web shops (14.5%) are a less popular choice in Italy.

## THE DIET OF THE FUTURE

We were also interested to learn which innovative dietary trends are most popular in Italian cuisine. Overall, 25% are open to the idea of **lab-grown meat** and can see themselves consuming it. Conversely, that does mean 75% of Italians are not yet ready to embrace this dietary trend. We cannot draw comparisons to last year since Italy was not included in the 2020 study.

Only 18.1% of Italians were willing to eat **insects**. 81.9% can absolutely not imagine seeing creepy crawlies as food.

**Lab-grown cheese**, on the other hand, is more popular among Italians than lab-grown meat or insects: 30.8% of Italians can see themselves eating lab-grown cheese, although 69.2% would not consider adding this new dietary trend to their cooking repertoire.

When asked which plant-based alternatives vegans in Italy chose, they indicated that they bought vegan alternatives to milk (83.4%), yoghurt or quark (83.4%), meat (78.8%), cold cuts (65.6%), or non-vegan sweets and snacks (59.3%). Entirely plant-based alternatives to cream (53.2%), fish (44.2%), and vegan drinks (35.3%) are also popular. At 19.4%, egg substitutes form part of their diet. None of the Italian respondents indicated that they ate vegan alternatives to honey.

Italian vegans would like to see more products in the areas of ready meals (58.5%), on-the-go meals and food for lunch breaks (45.5%), as well as cheese and savoury spreads (42.9%). Other in-demand products among vegans are plant-based alternatives to sausage and meat (36%), sweets and snacks (31%), fish (29.2%), baked goods (24.1%), ice cream and desserts (17.8%), and milk or dairy products (15%). None of the Italian respondents indicated a desire to see more vegan drinks available on the market.

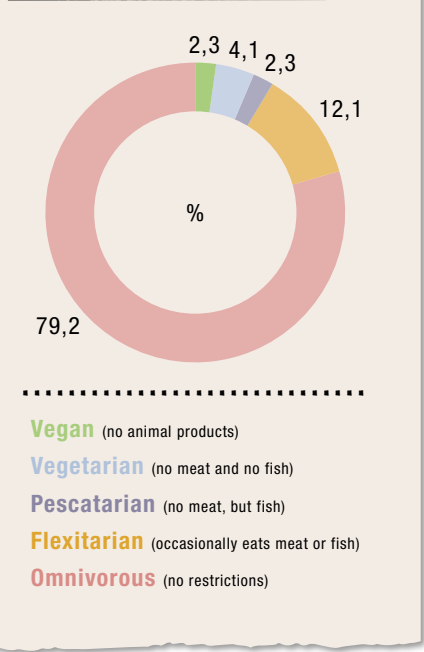




Naturally, we wanted to use the feedback to find out what consumers would be paying the most attention to in 2021 when it comes to their food, and whether their priorities had changed – possibly as a result of crises like the COVID-19 pandemic. After all, Italy was seen as a hot spot for the pandemic when it first broke out in 2020. Images of crowded hospitals, knowing that so many people have died, and a completely overstrained healthcare system are things that no Italian is likely to forget. In that context, our study of a number of criteria showed that 64.5% of respondents consider sustainability and environmental protection to be important or very important in the context of grocery shopping!

53.4% of study participants indicated that how many calories their food contains is important to very important. At 90.6%, Italians find freshness even more important.

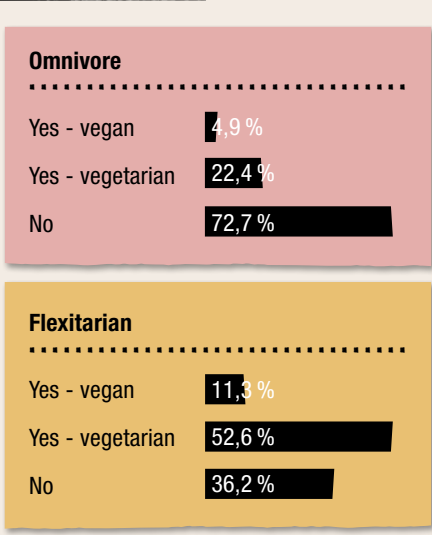
WHAT IS YOUR DIET?



WHAT ARE YOUR REASONS FOR ALREADY EATING VEGAN?

	Vegan	Vegetarian	Flexitarian
Health reasons	85 %	22,3 %	40,6 %
Sustainability	71,2 %	71,4 %	54,4 %
Animal welfare	93,9 %	100 %	46,9 %
Taste	29,2 %	17,4 %	13,4 %
Interested in the trend	8,9 %	9,2 %	5,9 %
Religious reasons	-	13,4 %	-
Other	6,1 %	4,4 %	19,4 %

CAN YOU IMAGINE GOING VEGETARIAN OR VEGAN IN THE FUTURE?



HAVE YOU REDUCED YOUR CONSUMPTION OF ANIMAL PRODUCTS DUE TO THE INCREASED CLIMATE DISASTERS?







3.2% of respondents in the UK between the ages of 16 and 64 indicated that they were **vegan**, adding up to around 1.37 million people who are entirely plant-based. Our European comparison has therefore shown that the UK has the greatest proportion of vegans.

21% of UK vegans have only adopted their diet within the last year, their main motivation being animal welfare. 67.9% of UK vegans would like to take a stand for animal welfare through their dietary choices. Other main motivators are the environment and sustainability (55.6%) and personal health (49.5%). 68.2% of vegans in the UK also refuse to use animal-derived components in their clothing and cosmetics.

5.6% said that they were **vegetarian**. As such, the UK not only has the greatest percentage of vegans, but also the most vegetarians when compared to the other five countries surveyed. That figure translates to about 2.39 million people. In total, 8.8% of the UK population between the ages of 16 and 64 are either vegan or vegetarian, or 3.76 million people. 82% of vegetarians have already been following their diet for more than 5 years. The vegetarians' reasons for giving up meat are as diverse as is the case among vegans. 88.4% of vegetarians indicated that animal welfare had been their main reason for changing their diet. 54.9% gave up meat for environmental and sustainability reasons, while 51.6% of respondents made the change for health reasons.

There is also a tendency towards veganism among UK vegetarians: at 60.4%, well over half of vegans reported initially being vegetarian. In addition, 81% of vegetarians indicated that they could imagine only buying plant-based products. As such, we can expect the already quite significant number of vegans in the UK to grow even more.

12.9% of respondents in the UK reported being **flexitarian**. Consequently, an estimated nearly 5.51 million people in the

UK between the ages of 16 and 64 have reduced the amount of meat and fish they consume. Flexitarians in the UK are most interested in maintaining a healthy diet, with 72.6% saying that it was the reason for reducing their meat consumption. 47.6% reported choosing their diet for environmental and sustainability reasons, while 41.6% did so for animal welfare reasons.

4.6% of respondents described their diet as **pescetarian** and 73.7% as **omnivorous**. At 84.5%, the majority of pescetarians focus on sustainable fishing methods when they buy fish and fish-derived products, 73.9% of pescetarians have never tried a plant-based alternative to fish.

Among UK flexitarians and omnivores, it was also interesting to find out whether they would be willing to switch to an entirely vegetarian or vegan diet in the future. 5.5% of omnivores are not opposed to the idea of going vegan, with as many as 26.2% being able to imagine going vegetarian. Flexitarians are more willing: 19.7% of flexitarians can imagine going vegan, while 60.7% would switch to a vegetarian diet.

23.9% of all respondents in the UK indicated that they had reduced the amount of animal-derived foods they consumed as a result of the growing number of climate catastrophes, while another 22.9% at least intended to reduce their consumption in the future. 12.1% of UK respondents have already abstained or reduced their consumption of animal products for quite some time. 9.7% have reduced their consumption for other reasons. 31.3% of respondents have not made any changes to their eating habits despite the climate crisis.

At 59.1%, well over half of non-vegans plan to eat fewer animal-derived products in the future. The majority (78.4%) of omnivores have already tried vegetarian or vegan alternative products. Among flexitarians, the figure is even as high as 88.6%. 58.6% of vegetarians, vegans, pescetarians, and also flexitarians are willing to spend more on vegetarian or vegan

alternatives, meaning that they are also willing to spend more money on plant-based foods. That is despite the fact that a recent Oxford University study found plant-based diets to work out cheaper than conventional diets.

The UK study also included questions relating to what people focus on during their grocery shop. For 19.9% of British participants, buying dairy products, fish, or eggs from sources that ensure good animal welfare is very important. 13.3% find buying seasonal fruit and vegetables very important. Only 6.9% strongly emphasise buying locally sourced products. They rather focus on the quality of their food with 54.6% finding it very important. Around half of respondents (50.5%) considered the taste to be very important. Consumers in the UK further considered the freshness (43.3%) and the satiating effect (47%) of the products they ate to be very important.

## THE DIET OF THE FUTURE

The UK respondents were also asked whether they would consume food innovations like insects or lab-grown cheese and meat. In total, 36.1% are open to the idea of **in-vitro meat**. Compared to one year earlier, willingness to accept the new products has risen by 14%.

Around a quarter (25.3%) of those surveyed can imagine eating **insects**. There has also been growing willingness to try this new nutritional trend compared to a year earlier: in 2020, 17.7% could imagine adding insects to their diet.

As in other countries that were surveyed, **lab-grown cheese** was most popular in the UK: 41.3% of those in the UK could see themselves eating lab-grown cheese. The nutritional innovation has become more popular over the past year. In 2020, only 23.6% were willing to give artificial cheese a try.

When asked what kinds of vegan alternatives the UK partici-

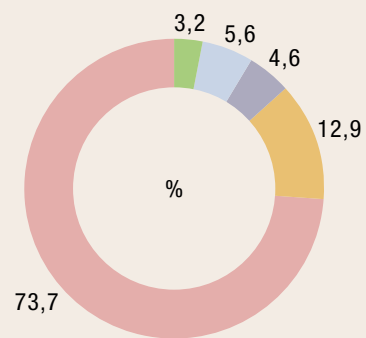
pants relied on, nearly all of them answered plant-based milks. 83% consume vegan alternatives to meat, 76.4% plant-based yoghurt or quark, 69.3% vegan versions of non-vegan sweets and snacks, and 56.3% non-dairy cream. Vegan cold cuts (41.3%), vegan fish (36.5%), vegan alternatives to non-vegan drinks (35.1%), and eggs (27.6%) are also rather popular. UK vegans are less inclined to use alternatives to honey and only 7.5% of respondents reported consuming them.

And what is it that UK vegans would like to have? 65.6% would like to see more vegan alternatives to baked goods. Vegans would also like a greater selection of vegan savoury spreads and cheese (61.8%), ice cream and desserts (54.3%), sweets and snacks (39.2%), ready meals (36.5%), sausages and meat (26.9%), fish (26.6%), on-the-go meals and food for lunch breaks (25.9%), as well as milk and dairy products (20.1%).





## WHAT IS YOUR DIET?



**Vegan** (no animal products)  
**Vegetarian** (no meat and no fish)  
**Pescatarian** (no meat, but fish)  
**Flexitarian** (occasionally eats meat or fish)  
**Omnivorous** (no restrictions)

## CAN YOU IMAGINE GOING VEGETARIAN OR VEGAN IN THE FUTURE?

### Omnivore

Yes - vegan 5,5 %  
Yes - vegetarian 26,2 %  
No 68,3 %

### Flexitarian

Yes - vegan 19,7 %  
Yes - vegetarian 60,7 %  
No 19,6 %

## WHAT ARE YOUR REASONS FOR ALREADY EATING VEGAN?

	Vegan	Vegetarian	Flexitarian
Health reasons	49,5 %	51,6 %	72,7 %
Sustainability	55,6 %	54,9 %	47,6 %
Animal welfare	67,9 %	88,4 %	41,6 %
Taste	-	23,3 %	27 %
Interested in the trend	13 %	6,7 %	6,8 %
Religious reasons	17 %	10,8 %	-
Other	-	6,7 %	12,7 %

## HAVE YOU REDUCED YOUR CONSUMPTION OF ANIMAL PRODUCTS DUE TO THE INCREASED CLIMATE DISASTERS?

Yes. 23,9 %  
No, but I would like to reduce it in the future. 22,9 %  
No, I have reduced my consumption for other reasons. 9,7 %  
No, I have been reducing or avoiding the consumption of animal products. 12,1 %  
No, my consumption has remained the same. 31,3 %





2.1% of respondents in Spain between the ages of 16 and 64 indicated that they were **vegan**. This translates to roughly 0.8 million people in Spain who are on an entirely plant-based diet.

21% of Spanish vegans only chose their plant-based diet within the last 12 months. 21% of Spanish vegans have been following an entirely plant-based diet for more than five years. Their reasons for giving animal-derived products a miss are diverse, though environmental protection and sustainability are worth mentioning as the main motives: 72.1% of all vegan respondents said that they had changed their diet for the environment and sustainability. Among the other primary reasons were animal welfare (70.4%) and health (45.7%). For the majority of vegans, veganism is not just limited to their diet: 77.7% of Spanish vegans also pay attention to vegan manufacturing methods in their clothing and cosmetics.

2.1% of respondents in Spain said that they were **vegetarian**, making up the smallest proportion of vegetarians when compared with the other European countries. The percentage in Germany, the UK, and France is, in fact, more than double as high. In total, 4.1% of the Spanish population between the ages of 16 and 64 are either vegetarian or vegan. In the last year alone, 12% (0.29 million people) of participating vegetarians decided to adopt a vegetarian diet. The vegetarians' reasons for giving up meat are as diverse as is the case among vegans. Animal welfare was top of the list: all the Spanish respondents who identify as vegetarian indicated that they wanted their diet to support animal welfare. 88% named the environment and sustainability as their reason, while more than half (57.6%) gave up eating meat and fish for health reasons.

We can predict a development towards veganism among Spanish vegetarians as well since 61.8% of vegans were previously already vegetarian. 81.6% of vegetarians can see themselves going vegan.

13.1% of respondents are currently **flexitarian**. That corresponds to an estimated 4.08 million people in Spain between the ages of 16 and 64 who have reduced the amount of meat and fish they consume. At 65.8%, health reasons are the main motivator for reducing meat consumption. This is followed by animal welfare among roughly half of flexitarian respondents (50.8%). At 2.6%, the interest in the trend is less pronounced.

2.1% of participants reported their diet as **pescetarian** and 80.5% as **omnivorous**. 42.7% of pescetarians focus on sustainable fishing methods when they buy fish and fish-derived products, although that also means that more than half of pescetarians do not pay attention to how and where the fish they eat is caught. 48.9% of pescetarians have already tried an alternative to fish, while 11% regularly consume vegan alternatives to fish and meat.

Among flexitarians and omnivores, it was particularly interesting to find out whether they would be willing to switch to an entirely vegetarian or vegan diet in the future. 5.7% of omnivores are not opposed to a vegan diet, while 18.2% can imagine going vegetarian. Flexitarians are significantly more willing: 22.7% of flexitarians can imagine going vegan, while 36.2% would switch to a vegetarian diet.

Around five tonnes of dead fish and crabs were removed from the Mar Menor saltwater lagoon in south-eastern Spain in August. The creatures most likely died from a lack of oxygen caused by temperatures being too high and pollution in the water. It is current examples like these that show us what consequences climate change can have.

Therefore, the Spanish study participants were also asked whether a rise in climate crises has caused changes in their habits as consumers. In fact, 20.3% of respondents in Spain indicated that they had reduced their consumption of animal-derived foods due to the growing number of climate catas-

trophes, while another 32.4% at least intended to reduce it in the future. In total, that's more than half of Spanish respondents (52.7%). A further 7.4% indicated that they had already been going without or reducing their consumption of animal-derived products for some time. 8.1% reduced their consumption for other reasons. 31.8% of respondents have not made any changes to their eating habits despite the climate crisis. 56%, i.e. more than half of non-vegans, would like to eat fewer animal-derived products in the future. Among flexitarians, the figure is even as high as 79.2%.

56.5% of vegetarians, vegans, pescetarians, and also flexitarians are willing to spend more on vegetarian or vegan alternatives, meaning that they are also willing to spend more money on plant-based foods than on animal products.

In terms of fruit and vegetables, 31.2% of respondents consider buying seasonal products very important, while 24.9% of Spaniards find transparency very important when it comes to ingredients and manufacturing methods. 15.1% of participants in Spain find certain seals and labels highly relevant. The most important factor among participants is the healthfulness of their food, with 55.8% finding it very important. The freshness (44.3%), taste (43.7%), and quality (41.5%) of food play a very important role for many respondents.

## THE DIET OF THE FUTURE

And what kind of fillings do we expect the Spanish tapas of the future to have? 34.2% of Spaniards can imagine eating **in-vitro meat**, making them the most willing when compared to the European average.

On the other hand, 71.5% of Spanish participants reject **in-sects** in the form of bars, burgers, or other popular products.

At 35.3%, **lab-grown cheese** is the most popular among the

modern nutritional trends. Nevertheless, that also means that 64.7% of Spaniards can still not imagine eating cheese grown in a lab.

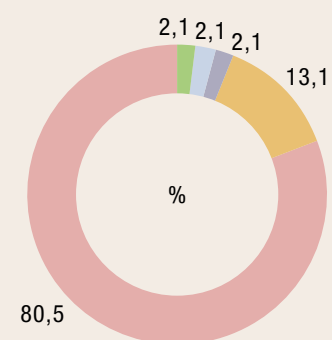
When asked what kinds of vegan alternatives the Spanish relied on, at 97.3% most of them answered plant-based milks. 79.3% incorporate vegan alternatives to meat, 61.8% vegan sweets, and 60.2% vegan yoghurt and quark into their diet. At 51.3%, about half of Spanish vegans eat vegan alternatives to cold cuts. Other popular foods are plant-based alternatives to eggs (47.4%), honey (39.5%), cream (35%), drinks (32.3%), or fish (30.6%).

And which vegan alternatives would Spanish respondents like to see on supermarket shelves of the future? Among the top products are alternatives to cheese and savoury spreads (79.3%), sausages and meat (61.8%), baked goods (47.1%), and fish (45.7%). Other products Spanish vegans would like to see more of are vegan desserts and ice cream (39.5%), on-the-go meals and food for lunch breaks (34.8%), sweets and snacks (33.9%), milk and dairy products (32.3%), ready meals (30.6%), and drinks (25%).





## WHAT IS YOUR DIET?



**Vegan** (no animal products)  
**Vegetarian** (no meat and no fish)  
**Pescatarian** (no meat, but fish)  
**Flexitarian** (occasionally eats meat or fish)  
**Omnivorous** (no restrictions)

## CAN YOU IMAGINE GOING VEGETARIAN OR VEGAN IN THE FUTURE?

### Omnivore

Yes - vegan 5,7 %  
 Yes - vegetarian 18,2 %  
 No 76 %

### Flexitarian

Yes - vegan 22,7 %  
 Yes - vegetarian 36,2 %  
 No 41 %

## WHAT ARE YOUR REASONS FOR ALREADY EATING VEGAN?

	Vegan	Vegetarian	Flexitarian
Health reasons	45,7 %	57,6 %	65,8 %
Sustainability	72,1 %	88 %	47,6 %
Animal welfare	70,4 %	100 %	50,8 %
Taste	8,9 %	21,7 %	17,7 %
Interested in the trend	8,9 %	-	2,6 %
Religious reasons	-	12 %	-
Other	-	21,7 %	6,6 %

## HAVE YOU REDUCED YOUR CONSUMPTION OF ANIMAL PRODUCTS DUE TO THE INCREASED CLIMATE DISASTERS?

Yes. 20,3 %  
 No, but I would like to reduce it in the future. 32,4 %  
 No, I have reduced my consumption for other reasons. 8,1 %  
 No, I have been reducing or avoiding the consumption of animal products. 7,4 %  
 No, my consumption has remained the same. 31,8 %





# AUSTRIA

2.2% of respondents in Austria between the ages of 16 and 64 indicated that they were **vegan**. This translates to roughly 0.13 million people in Austria between the ages of 16 and 64 who are on an entirely plant-based diet.

15% of vegans only chose their plant-based diet within the last 12 months. As in other countries, there are several reasons why vegan Austrians have chosen their entirely plant-based diet. Animal welfare was again top of the list: 94.4% of vegans would like to take a stand for animal welfare through their dietary choices. Other main motivators are the environment and sustainability (84.4%) and personal health (65.1%). 81.6% of vegans in Austria also avoid animal-derived components in their clothing and cosmetics.

4.1% of respondents in Austria are **vegetarian**. That figure translates to about 0.24 million people. In total, 6.3% of the Austrian population between the ages of 16 and 64 are either vegan or vegetarian, or approx. 0.37 million people. 70% have already been vegetarian for more than 5 years and 7% of participating vegetarians have only chosen their new diet within the last year. The vegetarians' reasons for giving up meat are as diverse as is the case among vegans. 98.6% of Austrian vegetarians indicated that animal welfare had been their main reason for making the switch to a meat-free diet. Other reasons for foregoing meat were the environment and sustainability in second place at 82.6% and health in third place at 51.6%.

There is also a tendency towards veganism among Austrian vegetarians: at 63.6%, well over half of vegans reported initially being vegetarian. In addition, 86.9% of vegetarians indicated that they could imagine only buying plant-based products. As such, we can expect the Austrian population to move more and more towards veganism.

At 25.8%, around a quarter of Austrian respondents are

currently **flexitarian**. Consequently, an estimated nearly 1.53 million people in Austria between the ages of 16 and 64 have reduced the amount of meat and fish they consume. As with the vegans and vegetarians, flexitarians considered animal welfare to be the main reason for their dietary choices, although the figure is decidedly lower by comparison: 65.3% of flexitarians mentioned animal welfare as their motivator. At 61.2%, the environment and sustainability were the main motivator among Austrians for reducing the amount of meat they ate. 53.8% of flexitarians indicated that their health was the reason for their dietary choices.

4.5% of respondents described their diet as **pescetarian** and 63.4% as **omnivorous**. 78.3% of pescetarians strive to buy sustainably sourced fish (products), while 40% of them have already tried a fish substitute.

Among Austrian flexitarians and omnivores, it was also interesting to find out whether they would be willing to switch to an entirely vegetarian or vegan diet in the future. 2.3% of omnivores are not opposed to the idea of going vegan, while as many as 27.4% can imagine going vegetarian. Flexitarians are actually a little more willing: 7.7% of flexitarians can imagine going vegan, while 65.5% would switch to a vegetarian diet.

Current examples like the heavy rainfall in Vienna in July 2021 or forest fires around the Rax mountain range in lower Austria in the autumn of 2021 have shown that climate catastrophes will not be stopped by borders and can affect Austria as well. We can already see some Austrians understanding that consumer habits need to be questioned and changed more and more. 21.5% of all respondents in Austria indicated that they had reduced the amount of animal-derived foods they consumed as a result of the growing number of climate catastrophes, while another 24.2% at least intend to reduce their consumption in the future. 14.9% of Austrians have already abstained or reduced their consumption of animal products for

quite some time. 10.1% have reduced their consumption for other reasons. 29.2% of Austrian respondents have not made any changes to their eating habits despite the climate crisis.

At 48.5%, nearly half of non-vegans plan to eat fewer animal-derived products in the future. More than half (58.9%) of omnivores have already tried vegetarian or vegan alternative products. Among flexitarians, the figure is even as high as 86.9%. Around half (49.6%) of vegetarians, vegans, pescetarians, and also flexitarians are willing to spend more on vegetarian or vegan alternatives, meaning that they are also willing to spend more money on plant-based foods.

The study also focused on the reasons or the food choices Austrians made: 63.1% of participating Austrians found the taste very important when it came to choosing their food. The freshness of the products (54.2%) and the health aspect (42.6%) also play a very important role. When compared to last year, it has become less important that the food be produced locally: only 14.7% of respondents consider buying products from the region to be very important. Just a year earlier, the figure was as high as 31.6%. Organic certification is very important to a mere 12% of Austrians. Sustainability in grocery shopping, on the other hand, has become more important for some people. Food is purchased primarily in supermarkets (95.6%). Online shops (18.9%) and the weekly market (28.2%) are not particularly popular places to buy food among Austrians. What is also interesting is that vegan Austrians cook more frequently than those on other diets. 36.81% of vegans cook every day, while the figure for other dietary groups is a mere 28%.

## THE DIET OF THE FUTURE

We also questioned participants from Austria about their acceptance of food innovations such as in-vitro meat, insects, and lab-grown cheese.

In total, 28.3% are open to the idea of lab-grown **in-vitro meat** and can see themselves consuming it. Conversely, that means the majority of Austrians are not willing to incorporate these innovations into their diets.

At 26.4%, Austrians are, in fact, even a little less willing to eat **insects** than lab-grown meat. When compared to last year, their acceptance has risen quite significantly, though: in 2020, only 19.7% could imagine putting creepy crawlies on their plates.

**Lab-grown cheese** is most popular among Austrians and 32.8% of Austrians can see themselves eating it. This puts them below the European average since around 67.3% cannot imagine incorporating this dietary trend into their own lives either.

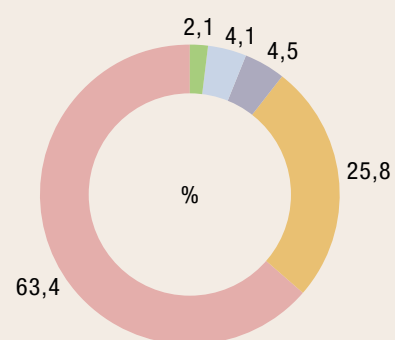
When asked which plant-based alternatives vegans in Austria chose, they indicated that they bought vegan alternatives to milk (97.1%), yoghurt or quark (95.8%), meat (86.9%), non-vegan sweets and snacks (86.9%), or vegan cream (70.1%). Vegan alternatives to cold cuts (59%) and fish (47.5%) are also quite popular. With a share of 46.5%, Austria is the country in our comparison where the most vegans would like to have more vegan alternatives to honey.

Austrian vegans would like to see more products in the areas of on-the-go meals and food for lunch breaks (62.4%), baked goods (54.2%), as well as cheese and savoury spreads (44.5%). Other in-demand products among vegans are alternatives to ice cream and desserts (37.1%), sweets and snacks (34.8%), fish (32.9%), ready meals (26.8%), sausage and meat (24.6%), and milk or dairy products (17.4%). 7.6% of Austrians would like there to be more vegan drink options.





### WHAT IS YOUR DIET?



**Vegan** (no animal products)  
**Vegetarian** (no meat and no fish)  
**Pescatarian** (no meat, but fish)  
**Flexitarian** (occasionally eats meat or fish)  
**Omnivorous** (no restrictions)

### CAN YOU IMAGINE GOING VEGETARIAN OR VEGAN IN THE FUTURE?

#### Omnivore

Yes - vegan 2,3 %  
Yes - vegetarian 27,4 %  
No 70,3 %

#### Flexitarian

Yes - vegan 7,7 %  
Yes - vegetarian 65,5 %  
No 26,8 %

### WHAT ARE YOUR REASONS FOR ALREADY EATING VEGAN?

	Vegan	Vegetarian	Flexitarian
Health reasons	65,1 %	51,6 %	53,8 %
Sustainability	84,4 %	82,6 %	61,2 %
Animal welfare	94,4 %	98,6 %	65,3 %
Taste	18,4 %	26,9 %	39 %
Interested in the trend	5,4 %	-	6,5 %
Religious reasons	-	-	-
Other	3,6 %	4,6 %	6,7 %

### HAVE YOU REDUCED YOUR CONSUMPTION OF ANIMAL PRODUCTS DUE TO THE INCREASED CLIMATE DISASTERS?

Yes. 21,5 %  
No, but I would like to reduce it in the future. 24,2 %  
No, I have reduced my consumption for other reasons. 10,1 %  
No, I have been reducing or avoiding the consumption of animal products. 14,9 %  
No, my consumption has remained the same. 29,2 %





# FACT SHEET

## VEGANZ SURVEY – VEGANISM IN EUROPE 2021

**Concept and survey creation:** Veganz Group AG

**Participation period:** 12.9.2021 - 14.9.2021

**Planned publication date:** 01.11.2021 (Weltvegantag)

**Total number of participants:** 5311

**Margin of error e:** 0,05

**Confidence level:** 95 %

**Standard deviation p:** 0,5

**Z score:** 1,96

**Demography:** according to Eurostat age percentages, 15 - 64-year-olds per country surveyed, Eurostat gender distribution by country surveyed, and dietary distribution according to our representative Facebook sample.

**Countries (total):** Germany, Spain, Italy, France, Austria, UK

**Methodology:** entirely web-based survey

**Distribution:** Some participants were surveyed anonymously online, while others were recruited via direct advertising by Veganz. Using Veganz channels yielded significantly more vegan and vegetarian participants, particularly in Germany and Austria, compared to last year. The larger sample size of these subgroups provided more accurate estimates for the vegans' and vegetarians' responses in these two countries. In order to ensure that the entire sample was nevertheless representative, the individuals were weighted according to the dietary distribution from the representative Facebook sample.

**Evaluation:** Veganz Group AG

**Contact for enquiries:** Moritz Möller / [presse@vegan.de](mailto:presse@vegan.de)

**Which countries and how many participants in total?**

Germany, Spain, Italy, France, Austria, UK

**Total number of participants**

5311

**Per country**

Germany: 3094

Spain: 425

UK: 412

France: 401

Italy: 391

Austria: 588





# IMPRINT

**Veganz Group AG, Warschauer Straße 32, 10243 Berlin**

**CEO:** Jan Bredack

**Board of Directors:** Jan Bredack (Vors.), Alexandra Vázquez Bea,  
Anja Brachmüller, Moritz Möller

**Local court Charlottenburg:** HRB 219813 B

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