

VEGANUARY 2025

CAMPAIGN IN REVIEW



VEGANUARY 

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FOREWORD

Dear supporters and friends,

This year, once again, the Veganuary movement inspired over 25 million people worldwide to embrace a more compassionate way of eating. And while this year also came with economic pressures and challenges, the Veganuary movement itself continued to grow and thrive. **For the first time ever, there are now active campaigns in 20 countries across the globe** — a milestone that reflects the growing demand for plant-based eating and our collective efforts to make vegan foods accessible, exciting, and mainstream.

Through this year's campaign theme **'Food doesn't have to be weird'**, we challenged the everyday norms of society's eating habits and encouraged people to rethink what is truly 'normal' when it comes to food. After all, isn't it a little strange that adult humans drink the milk of another species? That we grow attached to some animals as companions while eating others without a second thought? By flipping the script, we helped people see that plant-based eating is not only delicious and sustainable but also the more sensible choice. And judging by the engagement and conversations sparked around the world, this message clearly resonated deeply.

The 2025 campaign also saw new celebrities lending their voices to our mission, including actor **Woody Harrelson** with his wife Laura, as well as comedian **Preacher Lawson** in the US, and **Bethany Antonia**, star of *House of the Dragon*; *Girls Aloud*'s **Nicola Roberts**; and *Coronation Street* star **Victoria Ekanoye** in the UK. Their influence amplified our message, inspiring millions to give plant-based foods a try.

We collaborate year-round with supermarkets, restaurants, cafeterias, universities, and other institutions that join in and increase their plant-based offerings or encourage their workforce to take part. We aim to make vegan food as omnipresent and mainstream as possible during the month of January and ensure a wide range of delicious options for everyone giving it a go.

Hundreds of companies joined this year in each of our core regions. Highlights included Aldi UK unveiling its biggest vegan range yet for Veganuary, and our UK sponsor THIS! launching in 19 IKEA restaurants across the country. In the US, Ike's Love & Sandwiches launched a brand-new sandwich, 'The Veganuary,' in all its 100+ locations. **In Germany, more than 1,000 businesses participated**, including Burger King, IKEA, and the national railway system. Meanwhile, more than 150 companies joined Veganuary in Latin America and over 100 in Spain, with new launches of vegan

products or menus, and hundreds of special offers on plant-based products. India also saw exciting new menu launches, including one by the popular restaurant chain SOCIAL, while major retailers such as Amazon Fresh, Nature's Basket, and Big Basket promoted their vegan collections through subscriber newsletters during Veganuary.

New data published this January in Germany also reinforced the tangible impact of Veganuary on consumer behavior. **During our last two campaigns, meat sales declined by 12.5% in January 2024 and 14.3% in January 2023** compared to the annual average of respective previous years — evidence that Veganuary is not only raising awareness but actively shifting purchasing habits and driving long-term change.

And while I'm grateful for this incredible progress, this moment is also bittersweet for me personally, as it marks my final Veganuary as part of the organization. **After leading this campaign for six years and helping transform it from a primarily UK-based initiative to a truly global movement active in 20 countries around the world, I've decided to step down** and hand the reins to someone new. I'm absolutely delighted to share that our Board of Trustees has chosen Wendy Matthews as Veganuary's new CEO from March 15 onward. Having worked alongside Wendy in our senior leadership team for over five years, I can leave the organization knowing with absolute confidence that under her guidance, this movement will continue to flourish and inspire even more people around the world.

To our donors, supporters, sponsors, and partners — you are the driving force behind this movement, and none of this would be possible without you. Thank you for believing in our shared mission and for your continued support. Veganuary has always been about collective action, and together, we are building a more just, compassionate, and sustainable world.



With gratitude

Ria Rehberg
CEO, VEGANUARY

THE 2025 CAMPAIGN IN NUMBERS



12,286

MEDIA STORIES

featured Veganuary
around the world



25.8 MILLION PEOPLE

WORLDWIDE

tried vegan during January 2025
(based on participation surveys
we commissioned in our core
countries and population data
for those countries)

228

ORGANIZATIONS

took part in the
Workplace Challenge
around the world



12.8 MILLION

COACHING EMAILS

were sent



1.35 MILLION

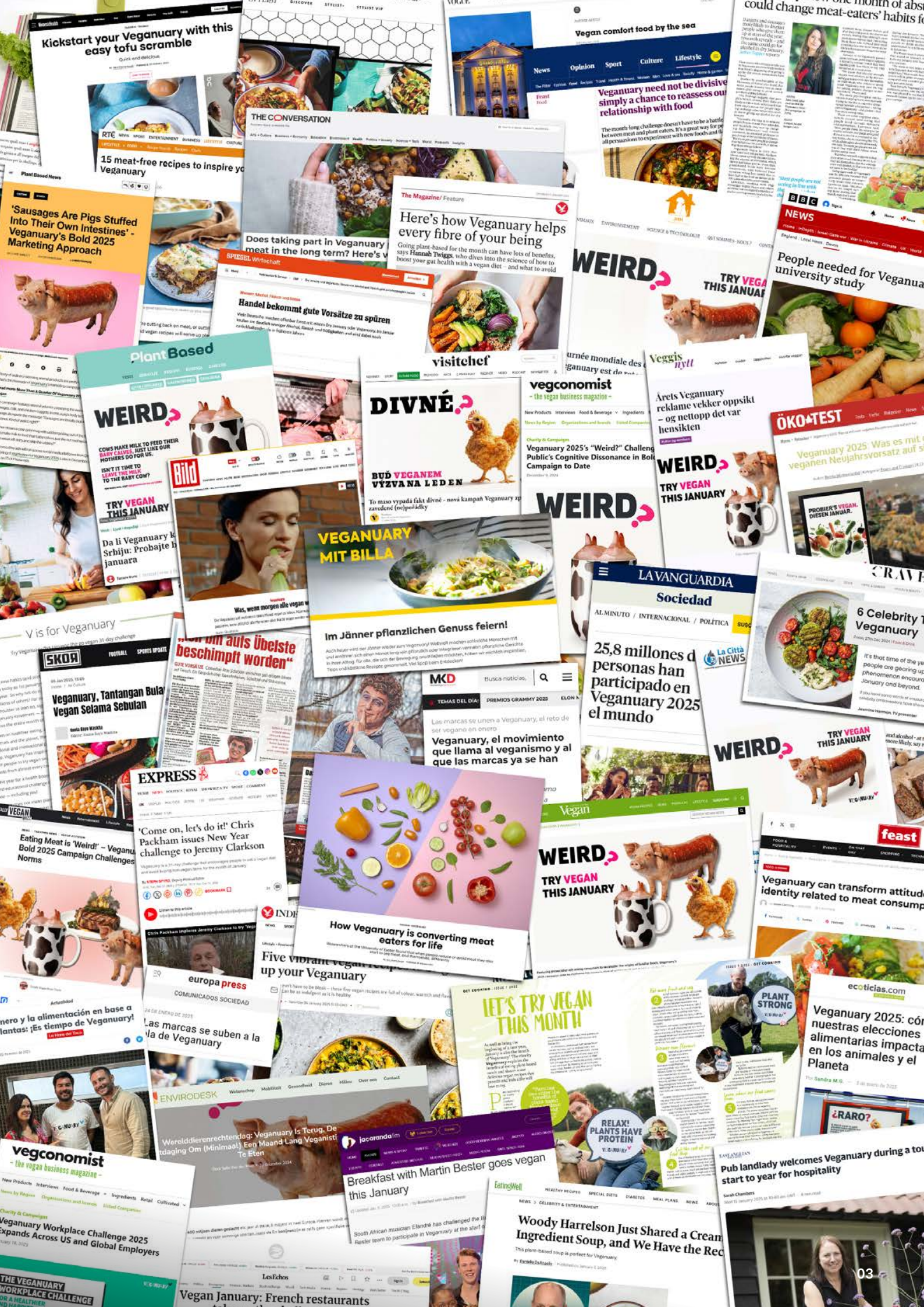
INTERNATIONAL

social media followers



**OVER 1,480 NEW
PRODUCTS AND
MENU ITEMS**

launched for
Veganuary 2025
globally



WHO WE ARE AND HOW WE MAKE A DIFFERENCE

Veganuary is a non-profit organization encouraging people worldwide to try vegan for January and beyond. Through the Veganuary campaign, we are driving a global shift towards plant-based diets and breaking down barriers people face when eating vegan. Since launching in 2014, we have inspired and supported millions of people to try vegan, and we have seen participants from almost every country in the world.

By inspiring people to try vegan and working with thousands of businesses to expand their plant-based options, Veganuary helps make plant-based food more mainstream, appealing, and accessible. With a strong presence in national and international media and a huge following on social media, we amplify the visibility of vegan options each January — something we call the ‘Veganuary effect.’ This growing visibility leads to lasting dietary change, sparing animals’ lives, protecting the planet, and improving human health.

OUR VISION

Our vision is simple; we want a vegan world. A world without animal farms and slaughterhouses. A world where food production does not decimate forests, pollute rivers and oceans, exacerbate climate change, and drive wild animal populations to extinction.

OUR MISSION

Our mission is to inspire and support people to try vegan, drive corporate change, and create a global mass movement championing compassionate food choices with the aim of ending animal farming, protecting the planet, and improving human health.

WHY WE EXIST

Billions of sentient animals suffer immensely in our current system of industrial farming, and animal agriculture is a leading driver of climate change, deforestation, species loss, and pollution. Large-scale animal farming also increases the risk of future pandemics and antibiotic resistance is a significant threat to public health. Research shows that a whole food plant-based diet can reduce our risk of developing heart disease, type 2 diabetes, obesity, and some cancers, while diets high in animal products are linked to a host of health problems.

The way we produce food is unsustainable, inefficient, and cannot sustain a growing population. This is why we advocate a change towards more plant-based alternatives and, ultimately, a vegan world. Through the Veganuary campaign, we will continue to show the world that plant-based is the future. We now have official Veganuary campaigns in 20 countries, and we don’t plan to slow down any time soon!



VEGANUARY IN THE US

A KICK-OFF WITH THE STARS

Veganuary 2025 got off to a glittering start as The City of West Hollywood, CA announced a comprehensive Veganuary municipal program, reaching staff, residents, and businesses. Mayor Byers even released a Veganuary proclamation.

Many new US celebrities and athletes lent Veganuary their support, such as actor Woody Harrelson and his wife Laura, comedian Preacher Lawson, WWE Hall of Fame Wrestler Amy Dumas, and author and host of the 10% Happier Podcast, Dan Harris. Even Pamela Anderson contributed a recipe from her new cookbook to the vast Veganuary recipe library. Our ongoing supporters, Maggie Baird and Richa Moorjani, appeared on the third season of the Veganuary podcast.

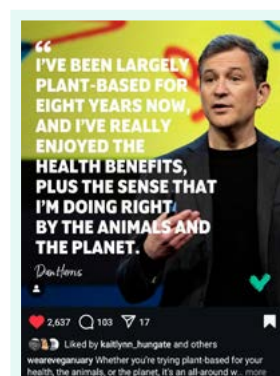


The City of West Hollywood, CA proclaimed Veganuary.

4 NEW US CELEB SUPPORTERS



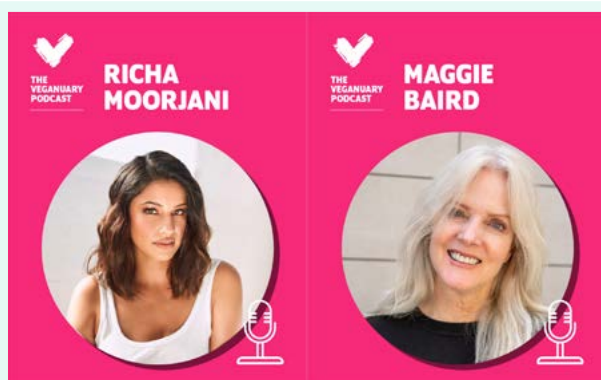
Amy Dumas



Dan Harris



"I didn't think eating animals was weird until I got an animal," said Preacher Lawson.



Richa Moorjani and Maggie Baird were guests on the Veganuary podcast.

VEGANUARY IN THE US

VEGANUARY CELEBRATED NATIONWIDE



US Director, Sandra Hungate, was interviewed on Fox5 in Washington, DC.

Veganuary was celebrated in every corner of the US, with **TV and media coverage from New York and Alabama to California and Hawaii.**

The nationwide takeover was also visible with the surge in events popping up everywhere to celebrate Veganuary at restaurants, sanctuaries, markets, potlucks, and more.

On Instagram, our videos featuring 'weird' animal farming facts were incredibly popular. **The video of a calf being separated from their mother was viewed over 808,000 times.**

Big brands like Amazon Fresh, Ben & Jerry's, Vitacost, Hellmann's, Field Roast, and Lightlife mentioned us on Instagram.

More municipalities and employers in media, education, solar, and manufacturing ran the Veganuary Workplace Challenge for the first time, leading to a new record of 40 participating employers.

Students at UCLA, Cornell, NYU, and UC Berkeley celebrated Veganuary. **The Humane Society of the United States hosted its second Veganuary program, training chefs from 17 schools and institutions to cook plant-based** in collaboration with nine food brands.



Reader's Digest 'The Health' featured a piece on Veganuary.



Durham, NC Mayor Leonardo Williams encouraged residents and schools to do Veganuary.



&pizza gave out Veganuary shirts at its Veganuary party in DC.

1,300+
MEDIA COVERAGE
32+
TV SEGMENTS



These brands donated products for the HSUS/Veganuary school initiative.

SOPHIA DELUZ, DIRECTOR OF AGENCY SUCCESS AT LINKGRAPH

"One of our core values at Linkgraph is kindness, and there's no better way to exemplify that than to take on the yearly Veganuary challenge with our team. [...] We are committed to Veganuary and will be donating \$50 to the cause for every participant at our company this year!"

40
US EMPLOYERS
TOOK PART IN
THE VEGANUARY
WORKPLACE
CHALLENGE

VEGANUARY IN THE US

HUNDREDS OF BUSINESSES HIGHLIGHT VEGAN ITEMS FOR VEGANUARY

Brands, restaurants, and retailers around the US promoted and launched plant-based items for Veganuary 2025.

More US restaurant chains than ever participated this year. A record-breaking 50+ restaurants took part in NYC alone. Many more brands held Veganuary giveaways on social media.

Here are just a few names that really stood out this January.

39%
MORE CHAINS
PARTICIPATED
IN VEGANUARY
2025

**OVER
1,000**
RESTAURANT
LOCATIONS
CELEBRATED
VEGANUARY

50+
RESTAURANTS
TOOK PART
IN NYC ALONE



CLEMENTINE'S CREAMERY

The St. Louis, MO chain made its menu 50% vegan for Veganuary.



IKE'S LOVE & SANDWICHES

The chain launched a new sandwich, 'The Veganuary,' in all of its 100+ locations across the US.



GREGORY'S COFFEE

The nationwide coffee chain launched a vegan chocolate croissant in its 52 locations.

IVAR'S

The Seattle seafood restaurant chain launched a special Veganuary menu, and its success led to a year-round addition in all three full-service locations.



THE KRAFT HEINZ NOT COMPANY

NotCo US held a special Veganuary campaign during NotQuit Day.

VEGANUARY IN THE UK

CELEB FOODIES FLOCK TO VEGANUARY

Veganuary 2025 attracted support from more celebrity foodies than ever before!

Bethany Antonia, star of *House of the Dragon*; *Girls Aloud*'s **Nicola Roberts**; *Coronation Street* star **Victoria Ekanoye**; and chef **Hugh Fearnley-Whittingstall** donated their favorite plant-based recipes to help inspire participants. TV chefs **Ainsley Harriott** and **Kwoklyn Wan**; Michelin-starred chef **Alexis Gauthier**; cookbook author **Giuseppe Federici**; and *Great British Bake Off*'s first vegan contestant **Freya Cox** shared exclusive tips for vegan swaps to turn any recipe into a plant-based masterpiece.

Our campaign continued to make press headlines across the UK, with more than **2,290 media stories** featuring **Veganuary this year**, including dedicated articles in the **Guardian and Observer, BBC News, The Telegraph, Independent, and The Express**. Food trade press covered us widely, with more than 360 features including **several large pieces in the Grocer**, and radio listeners couldn't miss us this January as **Veganuary** was discussed more than 420 times, including **BBC Radio 5 Live, BBC Radio 4's You and Yours**, and hundreds of regional stations.



Olympic rowing champion Imogen Grant urged people to follow in her footsteps and try Veganuary. "Eating vegan or reducing meat and dairy consumption is the single biggest personal impact we can make on our emissions. I had been vegan for 18 months leading up to the Paris Olympics and had PBs on the rowing machine and in the gym. Veganuary is a great way to start – that's how I did!"



Our provocative campaign ad revealing the 'weird' reality of sausages gave ITVX viewers pause for thought this holiday season. The new format 'pause' ads, which appear on-screen when the viewer presses pause, ran across top trending programs from Boxing Day until January 1 with more than 66,000 views.



As part of our 'Weird?' campaign, we produced three videos using children's natural curiosity and honesty to challenge food norms and frame vegan food as a logical, less 'weird' choice. With over 1.65 million views, these humorous and thought-provoking videos invited viewers to rethink what's 'normal' and 'weird.'



Exeter University research showing that taking part in Veganuary can lead to long-term 'meat disgust' received widespread media coverage including *The Observer* (online and print), *BBC News*, the *Daily Record*, *Women's Health* magazine, *The Conversation*, *Wired*, *Yahoo News*, regional news, and radio stations.



In a heartfelt New Year's message, Veganuary Ambassador Chris Packham extended a personal invitation to TV presenter Jeremy Clarkson, who recently suffered a heart attack, to take part in Veganuary for his health. Chris even offered to personally mentor Jeremy!

VEGANUARY IN THE UK

VEGANUARY 2025 SEES HUNDREDS OF NEW VEGAN LAUNCHES ACROSS THE UK

Across the UK, brands, restaurants, and retailers embraced Veganuary 2025 with an impressive wave of plant-based innovation.

More than 300 new products and menu items were introduced, giving consumers more choice for January and beyond. Over 200 Veganuary special offers were rolled out across both small and major brands, as well as restaurants.



Veganuary UK sponsor **THIS™** announced the launch of its award-winning THIS™ Isn't Pork Sausages across 19 IKEA restaurants in the UK.

MARK CUDDIGAN, CEO at THIS™

"We're thrilled to partner with IKEA to bring our sausages to even more people – two purpose-driven brands working together to serve great food..."



Lidl added a whopping 28 new affordable products to its extensive plant-based range in stores nationwide.



Love it or hate it, **Papa John's** and **La Vie** teamed up to launch their first-ever Hawaiian Vegan Pizza.



Beyond Meat® partnered with **Tortilla** this Veganuary for a limited time special — The Beyond Steak® Chimichurri Burrito. It was so popular it completely sold out!



Aldi unveiled its biggest vegan range yet for Veganuary 2025. Julie Ashfield, Managing Director of Buying at Aldi UK, said: "(...) we've loved seeing the enthusiastic shopper response to our Veganuary range and plan to bring more fantastic products to our stores in the future."



Longtime participant **Wetherspoon** once again showed its support with a special offer on its ramen noodle bowl. The popular chain also amplified the message with Veganuary signage across its restaurants nationwide.



Ben & Jerry's new Bohemian Raspberry Non-Dairy flavor landed in freezers across the UK.



GALAXY® expanded its range of vegan chocolate with the Dairy Free Hazelnut Praliné bar, which launched in Sainsbury's and Asda stores nationwide. Kerry Cavanaugh, General Manager at Mars Chocolate, Drinks & Treats, said: "(...) This successful launch highlights the strong consumer demand for more flavour options in the dairy-free chocolate category."

VEGANUARY IN THE UK

BIG NAMES JOIN THE WORKPLACE CHALLENGE FOR THE FIRST TIME!

We saw great participation in the Workplace Challenge once again with many UK businesses and organizations encouraging staff to try vegan this January. A host of leading names joined in — many for the first time ever — including universities, councils, NHS trusts, and well-known companies.



For the fifth year in a row, **Just Eat Takeaway.com** championed Veganuary as part of its strategy to increase availability of healthy, sustainable food choices for staff. With expanded plant-based options and engagement across international offices, the feedback was overwhelmingly positive!



The **Harvey Nichols** team challenged themselves to a Veganuary competition for the first time this year, with a prize offered at the end. Participants were supported to swap meals for plant-based alternatives and got to enjoy tasty vegan treats in the office throughout the month.



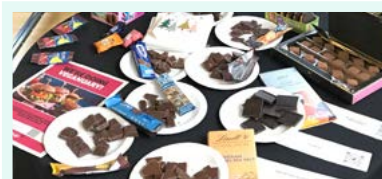
The team at **Sofitel Legend The Grand Amsterdam** designed a weekly e-zine, packed with plant-based tips and inspiration! With four editions, the team sparked great engagement and gained valuable insights to continue educating the staff on plant-based living.



University of Exeter went all in for Veganuary 2025, generating buzz with extensive press coverage and a 'Vegan Voyage' event to promote interest in vegan options. Students were rewarded with special offers and loyalty cards for vegan choices across campuses.



University Hospitals Dorset Trust took action to promote the benefits of plant-based diets for human and planetary health, engaging people at Royal Bournemouth Hospital and Poole General Hospital through two on-site information tables.



Natural History Museum took part for the first time, and the challenge was promoted to staff via the Green Champions Teams channel, featuring a fun chocolate tasting session, a Veganuary Tea & Quiz, and a team lunch at a vegan restaurant. Free plant milk alternatives and an increased range of vegan options were also available at its public cafes.



Staff engagement at well-known soft cheese brand **Philadelphia**.

BANSI MEHTA, JUNIOR BRAND MANAGER AT PHILADELPHIA

"We at Philadelphia and Mondelez International are delighted to join the Veganuary Workplace Challenge for the first time. By encouraging our employees to explore plant-based options, we aim to foster a culture of wellness and sustainability within our organization."

VEGANUARY IN GERMANY

GERMAN CELEBRITIES BACK VEGANUARY'S 'WEIRD?' THEME

Veganuary 2025 kicked off in Germany with a launch video featuring popular German celebrities answering the question: 'What's so weird about our food system?'

The video featured comedians Atze Schröder and Maria Clara Groppler; TV and film stars Hannes Jaenicke, Steve Windolf, Helge Mark Lodder, and Moritz Bäckerling; bestselling author Carina Wohlleben; dancer and fitness professional Stefanie Mejehe; and content creator and poet Kantom Azad.

Pop star Kerstin Ott is also among the new Veganuary supporters this year, as well as German Oxford scientist Dr. Marco Springmann.



GERMAN CELEBRITIES SHARE THEIR WEIRD AND WONDERFUL RECIPES

But that's not all! German celebs shared their weird and wonderful recipes on social media to show that our food choices don't have to be weird. Why not try the red cabbage steak by soccer star and Veganuary supporter Timo Hildebrand, or use savoy cabbage leaves as burger buns? Veganuary supporter Ünsal Arik revealed how to do it and shared why this is less 'weird' than eating animals.

VEGANUARY ON BILLBOARDS ACROSS GERMAN CITIES

Our 'Weird?' theme was featured on large billboards in the streets of major German cities over New Year's Eve and into Veganuary, stopping people in their tracks in Berlin, Cologne, Frankfurt, and Hamburg.



VEGANUARY IN GERMANY

VEGANUARY IS UNMISSABLE IN GERMANY!

Veganuary featured in over 4,300 media stories in Germany this year! Major pieces appeared in print, online and on TV, as well as radio stations across the country.

Veganuary was featured on several podcasts, discussing the 'weirdness' of our food habits and diving deep into the impact of Veganuary's corporate engagement.



Germany's biggest newspaper **BILD** reported on Veganuary several times, and even predicted what would happen if we all ate vegan.



Major TV channel **RTL** interviewed us alongside cooking a four-course vegan menu at The Lobby in Bremen.



Media outlet **Ökotest** labeled Veganuary a good New Year's resolution that benefits animals, the climate, and our health.



TV channel **SWR** reported on Veganuary at Technical University of Kaiserslautern's canteen, also featuring a Veganuary interview.



Veganuary supporter Atze Schröder's vegan journey was featured in news outlets such as **Hamburger Morgenpost** and **Stern**.

12.5% DECREASE IN MEAT SALES MADE HEADLINES ACROSS GERMANY THIS VEGANUARY

This news was everywhere! According to the German Federal Statistical Office (Destatis), **meat sales in January 2024 were 12.5% lower** compared to the 2023 annual average. This is based on scanner data from German food retailers, and the federal office has linked these effects to the impact of Veganuary.



News outlet **SPIEGEL** ran a piece with the headline 'Retailers are feeling the effects of good resolutions,' referring to the decrease in meat sales for Veganuary as recognized by the German Federal Statistical Office.

VEGANUARY IN GERMANY

GERMAN BUSINESSES EMBRACE VEGANUARY LIKE NEVER BEFORE

Once again, over 1,000 businesses supported Veganuary this year in Germany. More than 370 new products were launched, while more than 370 new menu options were available at chain restaurants, independent restaurants, workplaces, and university canteens. Veganuary sponsor The Vegetarian Butcher veganized its entire retail range in time for Veganuary 2025, while major catering business Dussmann pledged to offer 40% vegan dishes by 2030.

All major retail chains celebrated Veganuary 2025 by extending their vegan ranges or offering discounts throughout January.

Ferrero offered vegan alternatives of two iconic products this Veganuary in Germany: **Plant-Based Nutella** and vegan **Hanuta**.

Burger King replicated the McDonald's iconic McRib as a vegan option. The **King Rib** was available throughout January as a plant-based option only, underlining Burger King's efforts to embrace the Veganuary movement.

Deutsche Bahn, Germany's railway service, launched a Veganuary offering in its onboard restaurants once again. A bagel featuring bacon made from turnip was the definitive centerpiece of this year's menu.

IKEA Germany continued to grow vegan offerings in its restaurants and launched a plant-based fish filet for Veganuary 2025.



Food services, caterers, and German student unions embraced Veganuary. **Aramark, Dussmann, SV Group, Klüh Catering, Kruschina, L&D, and Wisag**, and more than **20 universities' Studierendenschaften** launched new menu options in their thousands of restaurants at workplaces, healthcare institutions, university canteens, and schools — reaching millions every day.



At least 97 businesses ran the Workplace Challenge, encouraging their teams to join Veganuary this year in Germany. Amongst them were **ProSiebenSat.1, 1. FC Kaiserslautern, mkk, Naturstrom, Commerzbank, Targobank, Continental, Deloitte, Canyon Bicycles, Peter Kölln, Denkwerk, Ritter Sport, Coca-Cola, BASF, Ergo, Puma, Iglo, Dr. Oetker, Metro, and Globus**, as well as cities **Reutlingen and Munich**.

VEGANUARY IN LATIN AMERICA

VEGANUARY IS A HOT TOPIC IN LATIN AMERICA!

Veganuary grew its presence in Latin America with a new campaign in Peru run by our partner organization ARBA, expanding our work to even more parts of the continent.

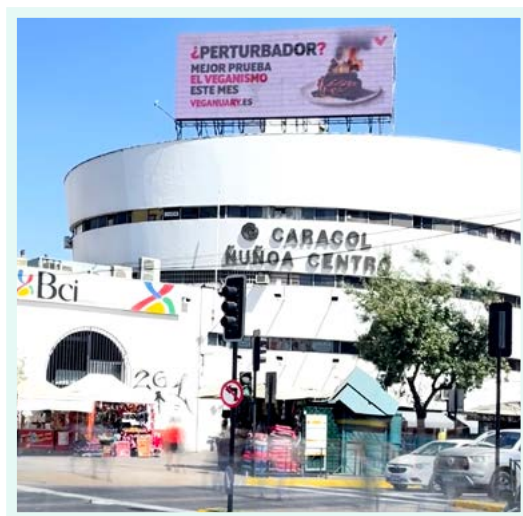
'¿Perturbador?' was the slogan used in Latin America to show that the foods we take for granted in an omnivorous diet are actually quite weird. During December and January, this message was seen by thousands of people on the streets of Chile, thanks to billboards placed in hundreds of locations across the capital.

Thanks to our Peru partner ARBA, these ads were also installed in Lima. In Chile, our partner Animal

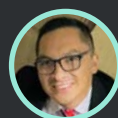
Libre placed the ad in one of the biggest Chilean newspapers, Las Últimas Noticias.

This year's big launch event consisted of a vegan cooking class for non-vegan influencers, taught by plant-based chef Alejandra Toloza, who delighted dozens of Instagram stars with delicious plant-based food and drinks. Five of the influencers decided to participate in Veganuary and one of them, radio announcer Xava Sierra, appeared in a popular Chilean newspaper to talk about her participation in the challenge.

Chilean congressman Sebastián Videla also joined the initiative, as did Cote Foncela, drummer of renowned Chilean band Lucybell.



SEBASTIÁN VIDELA, CHILEAN DEPUTY



"With all my love for animals, I am joining the vegan January challenge. My commitment to their well-being is ongoing, so, throughout this month, I will eat a diet free of animal products. Where they are loved and protected."

XAVIERA SIERRA, RADIO ANNOUNCER



"I am very willing to try this challenge for the month of January, to which I also invite you to try plant-based feeding, to inform yourself, to give it a spin, to give a chance to the fact of leaving animal cruelty aside."

VEGANUARY IN LATIN AMERICA

MAJOR MEDIA OUTLETS ACROSS LATIN AMERICA FEATURE VEGANUARY

Almost 800 media stories featuring Veganuary were published this year in different parts of Latin America.

In Chile, we launched **a new study conducted by Criteria showing that 11% of the population does not eat meat.** This generated a lot of media interest, resulting in live interviews on radio stations such as T13, Universo, and ADN.

We also conducted a study with HappyCow, the vegan food finding app, which revealed the number of vegan

restaurants and those offering plant-based options in Latin America. It received widespread press coverage in Mexico, Peru, Colombia, Argentina, and Chile. TVN, a television network in Chile, covered the story on its central news program and addressed the growth of vegan restaurants in the country.

Newspapers such as El Mercurio and Las Últimas Noticias in Chile; El Nuevo Siglo in Colombia; and hundreds of digital media outlets talked about the campaign on their platforms, including CNN, Forbes, La Tercera and El Comercio, among many others.



VEGANUARY IN LATIN AMERICA

HUNDREDS OF OFFERS ON VEGAN PRODUCTS THIS JANUARY!

More than 150 companies joined Veganuary this year in Latin America, with 21 new launches of vegan products or menus, and hundreds of special offers and discounts on plant-based products in different countries in the region, such as Chile, Mexico, Peru, Colombia, and Argentina.

Among them, Melt Pizzas, a Chilean pizzeria franchise with 44 branches throughout Chile, offered a 20% discount on its vegan alternative; PedidosYa in Chile offered more than 50 plant-based products on its platforms with up to 20% off for Veganuary; the coffee chain Juan Valdez also joined in and offered a 30% discount on plant-based beverages for Veganuary in its 18 coffee shops throughout Chile; and Liverpool, the Mexican department store chain, launched four new plant-based dishes in its 97 units nationwide.

Many companies in Latin America also joined the Workplace Challenge. In Mexico, Nestlé, through its NATURE'S HEART and Nestlé Professional brands, offered plant-based options in its dining rooms, promoting more sustainable eating habits among employees. It also promoted the challenge through two educational webinars, providing practical tools to employees.

VANESSA MATURANO, BRAND MANAGER AT NESTLÉ PROFESSIONAL CULINARY



"This initiative aligns with our business vision towards a more sustainable future, as it drives us to continue to innovate and develop food solutions that are beneficial for both people and the planet. We are committed to offering healthier and more sustainable options without compromising the taste and quality that our customers and consumers expect from us."

LUCY GARRIDO, ASSISTANT MARKETING MANAGER AT MELT PIZZAS



"The demand for vegan options has grown significantly in Chile, which motivated us to create this alliance with NotCo. With this promotion, we seek to encourage a more conscious and healthy consumption, supporting at the same time the Veganuary campaign."



VEGANUARY IN SPAIN

VEGANUARY SPAIN GAINS MOMENTUM IN ITS SECOND YEAR

In its second year in Spain, Veganuary has firmly established itself as a Spanish movement with increasing support from the public, businesses, and the media. The '¿Raro?' billboards, displayed in key metro stations in Madrid and Barcelona, captured the attention of thousands of commuters and sparked conversations on social media.

Veganuary's participation in a special episode of *Saldremos Mejores*, one of Spain's most popular podcasts, further extended its reach, bringing the campaign to tens of thousands of listeners through audio platforms and social networks. This exposure led many influencers, journalists, actors, and public figures to join in and share their experiences with their audiences, and hundreds of media outlets reported on the campaign and its impact on the country.



This year also marked a major milestone in digital engagement, as Veganuary Spain launched its own social media channels to solidify its regional presence. Dozens of traditional Spanish recipes were adapted to plant-based versions, original content was created specifically for the local audience, and collaborations with influential accounts helped amplify the message. As a result, the Veganuary Spain account grew by over 300% during the campaign, surpassing 14,000 followers in just a few months.



VEGANUARY IN SPAIN

SPANISH CELEBRITIES SUPPORT VEGANUARY

This year, more well-known figures in Spain embraced Veganuary.

Actors Leticia Dolera, Carmen Navarro, and Teresa Riott joined Veganuary, inviting their millions of followers to try vegan in January. They were accompanied by other Ambassadors, such as Clara Lago, Dani Rovira, Núria Gago, and Elisabeth Larena.

Beyond the entertainment sector, other public figures lent their voices to the movement. Artistic swimming world silver medalist Emma García; linguist and educator Elena Herraiz (Linguriosa); travel influencer Cristina Verdú; and content creator Azahara Luque all encouraged their audiences to take part. Additionally, Dani Rovira, Núria Gago, and Emma García contributed their favorite recipes to Veganuary's Celebrity Cookbook.

“

TENEMOS EL PODER DE TRANSFORMAR EL MUNDO, Y MODIFICAR TU ALIMENTACIÓN PROVOCA INFINIDAD DE MEJORAS EN LA VIDA DE LOS ANIMALES. NOSOTROS PODEMOS DECIDIR, ELLOS NO.

Teresa Riott

“

DEJÉ DE COMER ANIMALES PORQUE NO PODÍA SOPORTAR EL SUFRIMIENTO QUE CONLLEVA. LO POCO QUE VI EN UN DOCUMENTAL SE ME CLAVÓ EN EL CORAZÓN, POR ESO QUIERO QUE MI HUELLA SEA LA DEL RESPETO, EL AMOR Y LA EMPATÍA HACIA LOS ANIMALES, ¿TE UNES?

Carmen Navarro

“

ANIMAL VIENE DEL LATÍN ANIMA, QUE ES LA MISMA PALABRA QUE NOS HA DADO ALMA. EL ANIMA ERA LA CAPACIDAD DE RESPIRAR, EL SOPLO DE LA VIDA. CON UNA VISIÓN PRINCIPALMENTE POÉTICA, PARA MÍ, LOS ANIMALES COMPARTEN CON LOS HUMANOS TENER ALMA, ASÍ QUE ELIJO RESPETAR SU SOPLO DE VIDA Y NO COMERLOS.

Elena Herraiz

“

PROBAR UNA ALIMENTACIÓN VEGETAL EN ENERO ES UN PRIMER PASO PARA REDUCIR EL IMPACTO ECOLÓGICO NOCIVO Y LA TORTURA ANIMAL QUE DETERMINADAS INDUSTRIAS GENERAN A DIARIO. REDUCIR EL CONSUMO DE ANIMALES ES NECESARIO Y URGENTE.

Leticia Dolera

VEGANUARY IN SPAIN

SPANISH BUSINESSES CELEBRATE VEGANUARY

Businesses of all sizes took part in Veganuary 2025, using the opportunity to highlight their products and make them more accessible.

More than 100 companies participated in this year's campaign through special offers, new product launches, and engagement activities such as giveaways. Additionally, special offers for Veganuary were available at major supermarket chains like Consum and Alcampo, helping to bring plant-based options to a wider audience.

New product launches were another highlight of Veganuary 2025 in Spain. Solo de Croquetas introduced a currywurst croquette, and Perritos Galipán unveiled the Impostor hot dog, both featuring plant-based protein from Better Balance, the plant-based division of one of Spain's top three brands, Campofrío.

With increased engagement, notable endorsements and enthusiastic business participation, Veganuary continues to expand in Spain. Its impact is reaching more people every day, making plant-based eating more visible and accessible across the country.



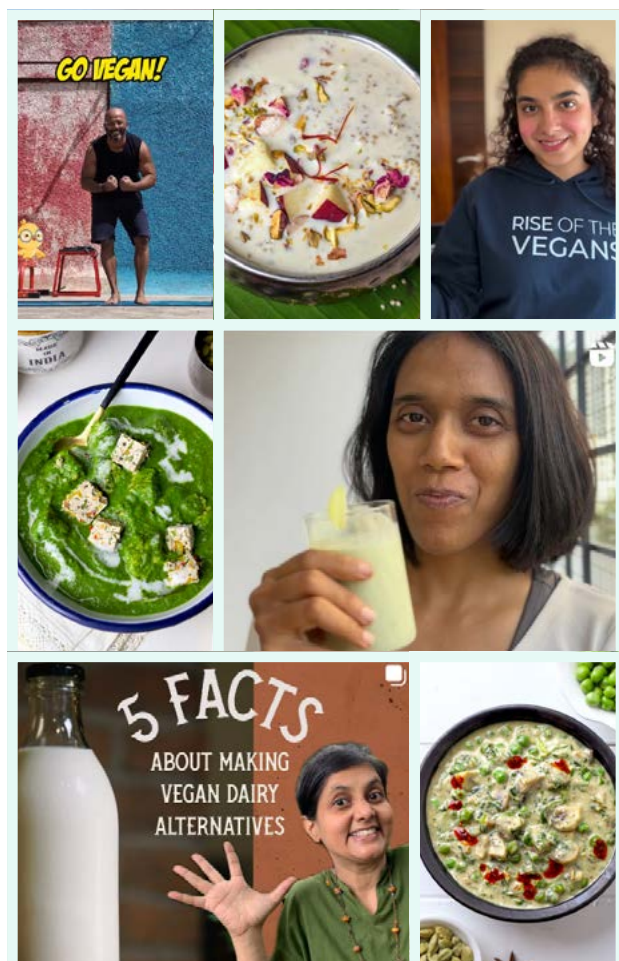
VEGANUARY IN INDIA

MAINSTREAM INDIAN MEDIA TAKES TO VEGANUARY

With more than 2,000 articles and 104 featured stories, Veganuary's popularity continued to rise in mainstream Indian media.

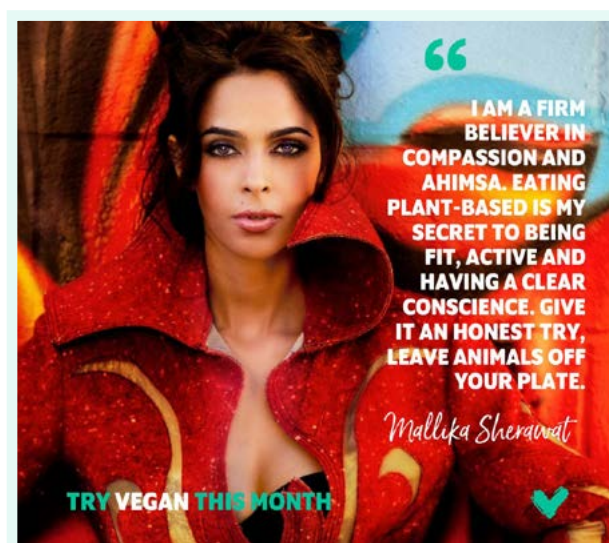
41 experts including chefs, doctors, and nutritionists contributed to articles in support of Veganuary. They covered a variety of topics such as nutrition, recipes, fitness, seasonal foods, festival recipes, and more. Leading publications like **Hindustan Times**, **Navbharat Times**, and **Times of India** ran articles about Veganuary.

Leading influencers supported Veganuary throughout the year, from focus weeks (Choose Chicken-Free, Plant Milk Week and Vegan Navratri) to the main campaign. **172 social media influencers rallied behind Veganuary** and encouraged their followers with helpful tips, shopping advice, and tasty vegan recipes.



AMBASSADOR AND INFLUENCER ENGAGEMENT

Popular Indian actor **Mallika Sherawat** joined Veganuary as a new Ambassador on World Vegan Day.



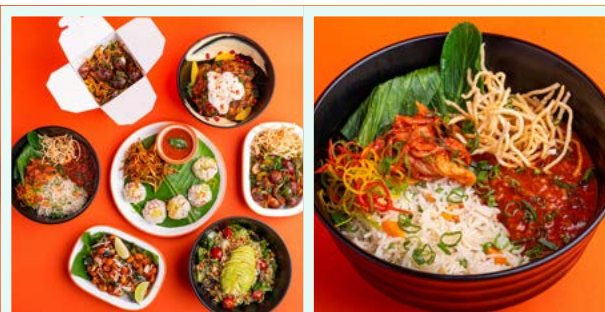
Veganuary Ambassador **Kuntal Joisher** recorded a podcast that was broadcast on our English social media channels.

VEGANUARY IN INDIA

LEADING INDIAN COMPANIES PARTICIPATE IN THE CAMPAIGN

174 Indian companies joined Veganuary, with 116 new products and menu items, 39 special offers, and Workplace Challenge participation.

Restaurants Olive Bar and Kitchen, Hatti Kaapi, and Chinita introduced new menu items, with an option to veganize many of their regular dishes. **Big retailers like Amazon Fresh, Nature's Basket, and Big Basket promoted their vegan collections** through subscriber newsletters.



The highly popular restaurant chain **SOCIAL** introduced a new vegan menu with eight dishes in almost 50 locations across the country.

AD SINGH, MD-OLIVE AT OLIVE BAR AND KITCHEN

"We're excited to join the Veganuary movement and offer our guests a delicious, curated Vegan menu. January is the month where many people are focused on improving their health and make this part of their resolution for the new year. With its immense health benefits and planet-friendly practices, our plant-based menu is a step in this direction, helping our guests make healthier choices."

CHEF SHAMSUL WAHID, GROUP EXECUTIVE CHEF AT IMPRESARIO ENTERTAINMENT & HOSPITALITY PVT. LTD

"Crafting this vegan menu has been an exciting journey for us at SOCIAL. We wanted to prove that plant-based food can be just as bold, flavorful, and satisfying as any other dish. By using fresh, high-quality ingredients and innovative techniques, we've created a lineup that not only caters to vegans but also excites food lovers who are open to trying something new. Our work with Veganuary brings a fresh perspective to plant-based dining, making it an exciting and delicious experience at SOCIAL."

PUNIT MEHTA, PARTNER & CEO AT D. NAVINCHANDRA JEWELS & CO

"At D Navinchandra Jewels, we believe that true innovation lies in making choices that benefit both people and the planet. By adopting plant-based practices within our factory, we're not only prioritizing sustainability but also embracing compassion and responsibility. As part of our commitment, we serve wholesome vegan lunches to our members, ensuring that every meal reflects our values. We also organised a plant-based cooking competition which was a hit among our staff."

SACHIN AGARWAL, COO AT NATURE'S BASKET

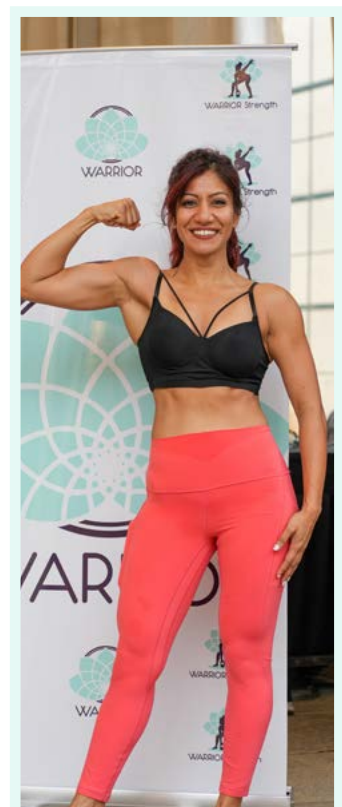
"We are incredibly proud to be associated with Veganuary and thrilled to support a cause that not only protects the planet but also promotes better human health. At Nature's Basket, we offer an extensive range of vegan products in our stores, and through this impactful platform, we aim to inspire more people to embrace veganism. This marks our third year participating in Veganuary, and we remain committed to supporting this movement every year, fostering a healthier and more sustainable future for all."

VEGANUARY IN INDIA

THE VEGANUARY FESTIVAL

India's largest vegan market was rebranded as the Veganuary Festival for its January edition. The Namu Recommends Veganuary Festival had 124 participating brands, including 70 food and beverage stalls.

The event created quite a buzz in local media with 11 published articles. Around 1,800 visitors attended the festival over two days, participating in yoga workshops, cooking demos, panel discussions, and more. Content about the event reached more than 250,000 people on social media.

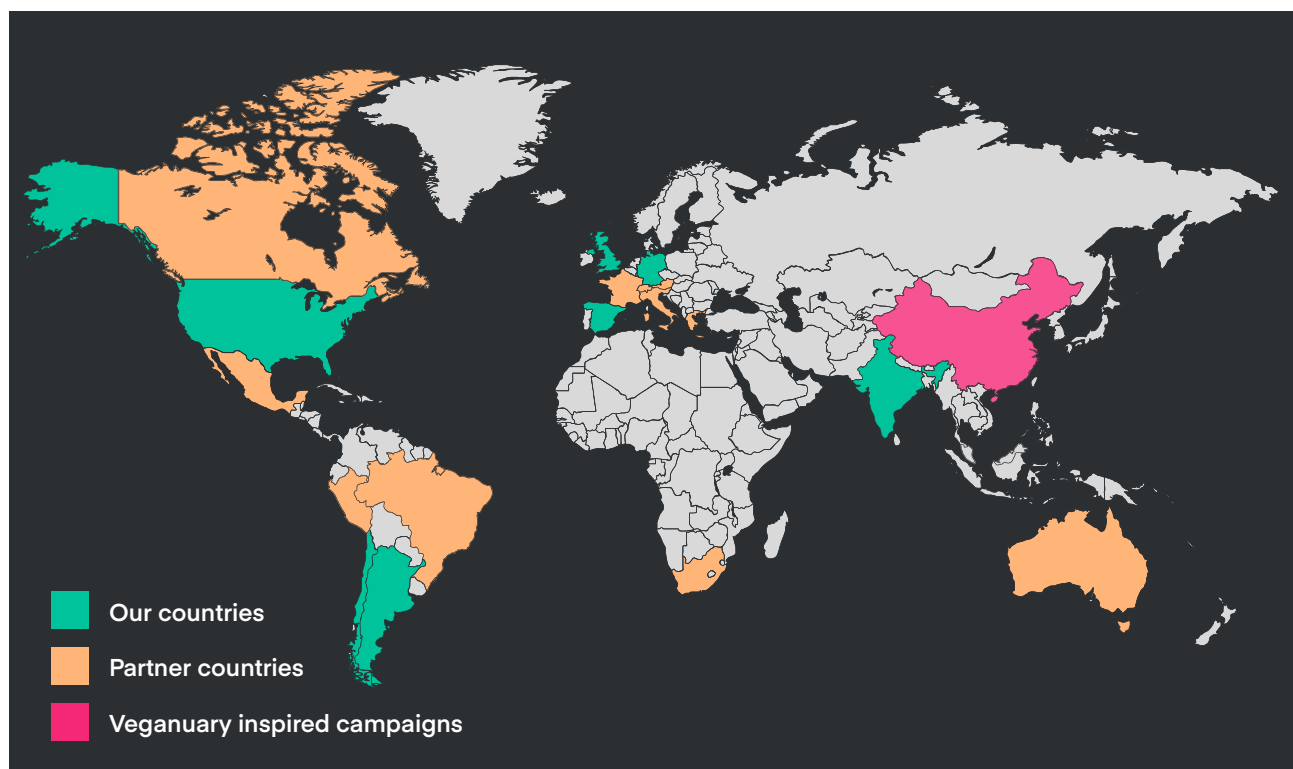


VEGANUARY AROUND THE WORLD

DRIVING GLOBAL GROWTH

As of January 2025, Veganuary now has an official presence in 20 countries around the world. Our partner organizations are trusted allies in our mission, taking ownership of localized campaigns and ensuring cultural relevance and authenticity.

This year we welcomed three new partner countries: Peru led by ARBA, Malaysia led by Malaysian Vegetarian Society and ProVeg Malaysia, and Canada led by the Veganuary Canada Coalition. We're also supporting a new Veganuary-inspired sister campaign in China, V-March, which will be launched by China Vegan Society this Spring.



VEGANUARY AROUND THE WORLD

EVOLVING FOR EXPANSION

As Veganuary grows globally, we recognize that a one-size-fits-all approach doesn't always meet the needs of every region. By collaborating with local organizations and adapting to cultural contexts, we ensure the Veganuary vision resonates with diverse audiences around the world.



Our Greek partner Vegan Life hosted a two-day Veganuary event in Athens.

THE VISION OF VEGANUARY COMING TO CHINA

We're beyond thrilled to announce that for the very first time, the vision of Veganuary is coming to China — but with a fresh and exciting twist! Introducing Vegan Spring March, a new sister campaign inspired by Veganuary and spearheaded by China Vegan Society.

Mangchun Sanyue (迎春三月), roughly translated to Vegan Spring March or V-March for short, will run for 31 days beginning March 1, 2025. Participants will be supported to try vegan via daily content in a mini app developed by China Vegan Society on WeChat, China's most popular social app.

In China, the timing of the Lunar New Year — falling between late January and early February — makes January a challenging season for lifestyle changes.

The team at China Vegan Society conceptualized V-March as a fresh take on Veganuary which is more tailored to the Chinese calendar.

We are so proud to see the Veganuary message evolve and grow into something tailored for a new audience and can't wait to see the impact of Vegan Spring March in China.

JIAN YI, FOUNDER & CEO AT CHINA VEGAN SOCIETY



"Inspired by the amazing transformative power Veganuary has shown in changing people's lifestyle for the better, we hope V-March will open up opportunities for not only people in China but others of Asian descent around the globe who observe the lunar New Year."

SPOTLIGHT ON CANADA

Veganuary officially landed in Canada this year! Adapting the campaign for a Canadian audience posed a fascinating challenge. While we typically collaborate with one partner per country, the highly regionalized nature of advocacy organizations in Canada required us to rethink this strategy. The solution? Creating the Veganuary Canada Coalition! This veritable super group of regional organizations partnered together to bring

Veganuary to Canada for both English and French-speaking participants.

The Veganuary Canada Coalition saw great reach in year one, including major media coverage on CTV Morning Live, one of the largest broadcast networks in Canada, and feature articles in The Toronto Star and Canadian Grocer. They also drew corporate participation from Hellmann's and popular pharmacy London Drugs in over 80 locations.



FVMTI
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plant-based
canada

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VANCOUVER HUMANE SOCIETY
HELPING PEOPLE HELP ANIMALS
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Veg

VEGANUARY AROUND THE WORLD

PARTNER CAMPAIGN HIGHLIGHTS

Our partners made waves around the world this January with their innovative regionalized marketing, corporate engagement, and community-building campaigns. Here are just a few of their top highlights!

AUSTRALIA ANIMALS AUSTRALIA

More than 40 businesses took part in Australia this year, offering special Veganuary discounts to participants across the continent. Helping to make extra noise about the campaign was Victoria State MP Georgie Purcell, who promoted Veganuary on social media.

AUSTRIA VEGANE GESELLSCHAFT ÖSTERREICH

Top Austrian supermarket chain Billa featured a dedicated Veganuary webpage all month-long showcasing plant-based products and recipes to customers. The Vienna Vegan Ball was also held at the Vienna Hilton to raise awareness for Veganuary and even the Mayor of Vienna Michael Ludwig was in attendance.



BRAZIL SOCIEDADE VEGETARIANA BRASILEIRA (SVB)

Veganuary participants in Brazil were spoiled for choice this year as Brazil ranked #1 in Happy Cow's most vegan-friendly countries in Latin America. SVB

helped drive availability and visibility of vegan options in the country, inspiring around 100 businesses to take part in Veganuary. This included popular pizza chain Didio Pizza, which added new vegan options to its menu for January.



ITALY ESSERE ANIMALI

Billboards were seen across Rome and Milan encouraging Italians to try KioEne plant-based burgers for Veganuary. This was just one of 89 Italian brands that advertised vegan options for Veganuary, including Aldi Italy. The campaign was also featured in more than 220 media stories across Italy, including coverage in Vogue and Vanity Fair.



VEGANUARY AROUND THE WORLD

FRANCE L214

Corporate participation skyrocketed in France in 2025, with over 150 brands taking part! These included supermarket giant Intermarche and chain restaurant Pokawa, a fast-casual poke restaurant with more than 100 locations across France. Several municipalities promoted the campaign to their residents, including Rouen, Venissieux, and Grenoble. Ultra-endurance athlete Guillaume de Lustrac ran four marathons in four days in Grenoble during Veganuary to prove that plants can fuel anything and gained media coverage in top French media outlet L'Equipe.



GREECE VEGAN LIFE

Veganuary was unmissable in the Greek public eye this year. The popular morning show *Πρωίαν σε Είδον* showcased only vegan recipes for the entire month, and the Greek version of the hit gameshow *Who Wants to be a Millionaire* featured a question about Veganuary. Businesses celebrated Veganuary too, from Lidl to Pizza Fan, a chain restaurant with over 80 locations. In Athens, Vegan Life celebrated the end of Veganuary with a two-day event with cooking workshops, food tastings, and more.

MALAYSIA MALAYSIAN VEGETARIAN SOCIETY AND PROVEG MALAYSIA

The first official Veganuary campaign in Malaysia kicked off with an event at Grand Hyatt Hotel Kuala Lumpur featuring a special plant-based Veganuary menu. One of the largest pub chains in Malaysia, Brew House, also launched two vegan menu items for Veganuary in 40+ locations.



MEXICO ELIGEVEG

A big win in Mexico: The popular department store Liverpool, with over 120 locations across the country, launched a special Veganuary menu which featured four new vegan dishes including vegan ceviche and plant-based enchiladas. Our partner also co-organized an event with beauty giant LUSH which featured influencers talking about Veganuary.

VEGANUARY AROUND THE WORLD

PERU ARBA

Four powerful billboards were placed in high-traffic areas in the city of Lima featuring the 'Weird?' campaign graphics. Our partner reports that this was one of the first instances of vegan-focused billboards in Peru, and the ads reached almost 20 million views in total. 24 companies joined the campaign with great offers in three of the most important cities of the coast (Lima), highlands (Arequipa), and jungle (Iquitos) of Peru.



SWITZERLAND VEGANE GESELLSCHAFT SCHWEIZ

Our partners in Switzerland reached almost half a million people on Facebook and Instagram with their wildly creative campaign graphics. They also ran a TikTok campaign that had 4.7 million impressions. In a country of 8.9 million people, that's a whole lot of visibility for plant-based food!



SINGAPORE CENTRE FOR A RESPONSIBLE FUTURE

Local events remain a key tactic for uniting and inspiring Veganuary participants in Singapore, and this year our partner organized film screenings, a Chinese New Year food tour, and restaurant collaborations. They also worked with local brands to bring new plant-based products to market, including the launch of a new vegan egg replacer.

SOUTH AFRICA PROVEG SOUTH AFRICA

On one of South Africa's most popular morning radio shows, Breakfast with Martin Bester, South African musician Elandré challenged the host and team to participate in Veganuary. They accepted, generating lots of positive PR for the campaign in the region!

A huge thank you to our incredible partner organizations for transforming Veganuary into a global movement and creating powerful progress for animals worldwide! We couldn't do it without you.



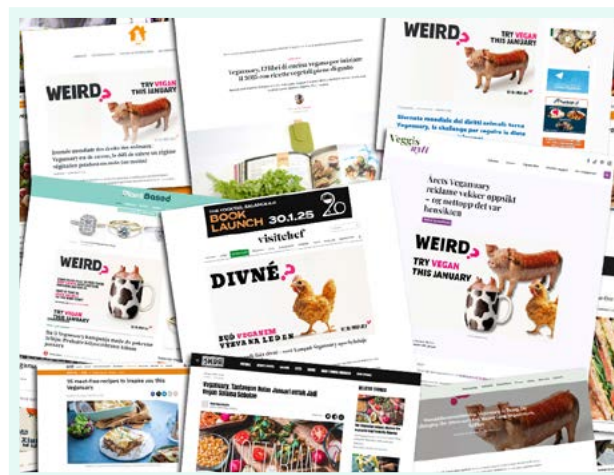
VEGANUARY AROUND THE WORLD

THE RIPPLE EFFECT

Veganuary's influence stretches far beyond the borders of countries where we have an official presence. In fact, we've now had participation from nearly every country on Earth.

We can't tell the full story of Veganuary's impact without capturing the viral activity happening around the world. Here are just a few standout moments that captured our attention this year.

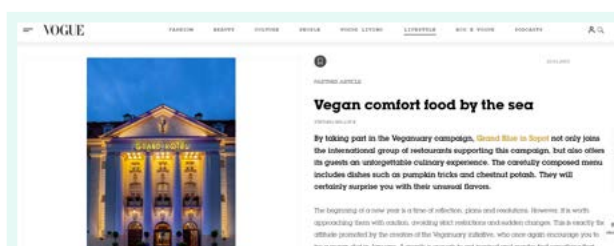
- Veganuary signage was spotted at **Abu Dhabi** airport advertising vegan options to travelers in the UAE.
- The Sofitel Hotel chain produced an exclusive Veganuary fine dining menu that was available at 10 luxury hotels across Europe, including **Sopot** (Poland), **Warsaw, Frankfurt, Munich, London, Luxembourg, Brussels, Amsterdam, Barcelona, and Paris**. The story was covered by Polish Vogue.
- Exeter University's Veganuary study (see page eight) captured the attention of the media in **Ireland, Romania, Sweden, and Japan**.
- The official **Dubai** tourism site touted top restaurants to find vegan food in the city for Veganuary 2025.
- Aldi stores advertised vegan options to customers with in-store Veganuary leaflets in **Ireland**.
- LUSH advertised vegan products to a local audience in **Thailand**.



Lush - Thailand



Aldi - Ireland



Vogue - Poland



Abu Dhabi Airport - UAE

NICOLAS GRONIER, VP GLOBAL MARKETING AT SOFITEL AND SOFITEL LEGEND

"At Sofitel, we are committed to redefining modern luxury by embracing sustainability, innovation, and cultural diversity. We are proud to support the mission of Veganuary and inspire our guests to taste, explore, and fall in love with the endless possibilities of vegan dining, proving that plant-based cuisine is not a compromise, but a celebration of flavor, texture, and creativity."

Dear reader,

Thank you so much for supporting Veganuary.
Without you, all this progress would not be possible.
If you would like to donate to Veganuary, please visit
www.veganuary.com/donate

We're blown away by the support Veganuary continues to
receive around the world, and the future looks even brighter!
To learn more about our plans for continued expansion in
2026 and beyond, please see our [5-Year Strategy](#).

TOGETHER, WE ARE CREATING A KINDER WORLD FOR HUMANS AND ANIMALS ALIKE. THANK YOU!



Veganuary is a charity registered
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VEGANUARY 