

VEGANUARY 

2025

SIX MONTH SURVEY



WHO TOOK PART IN VEGANUARY?

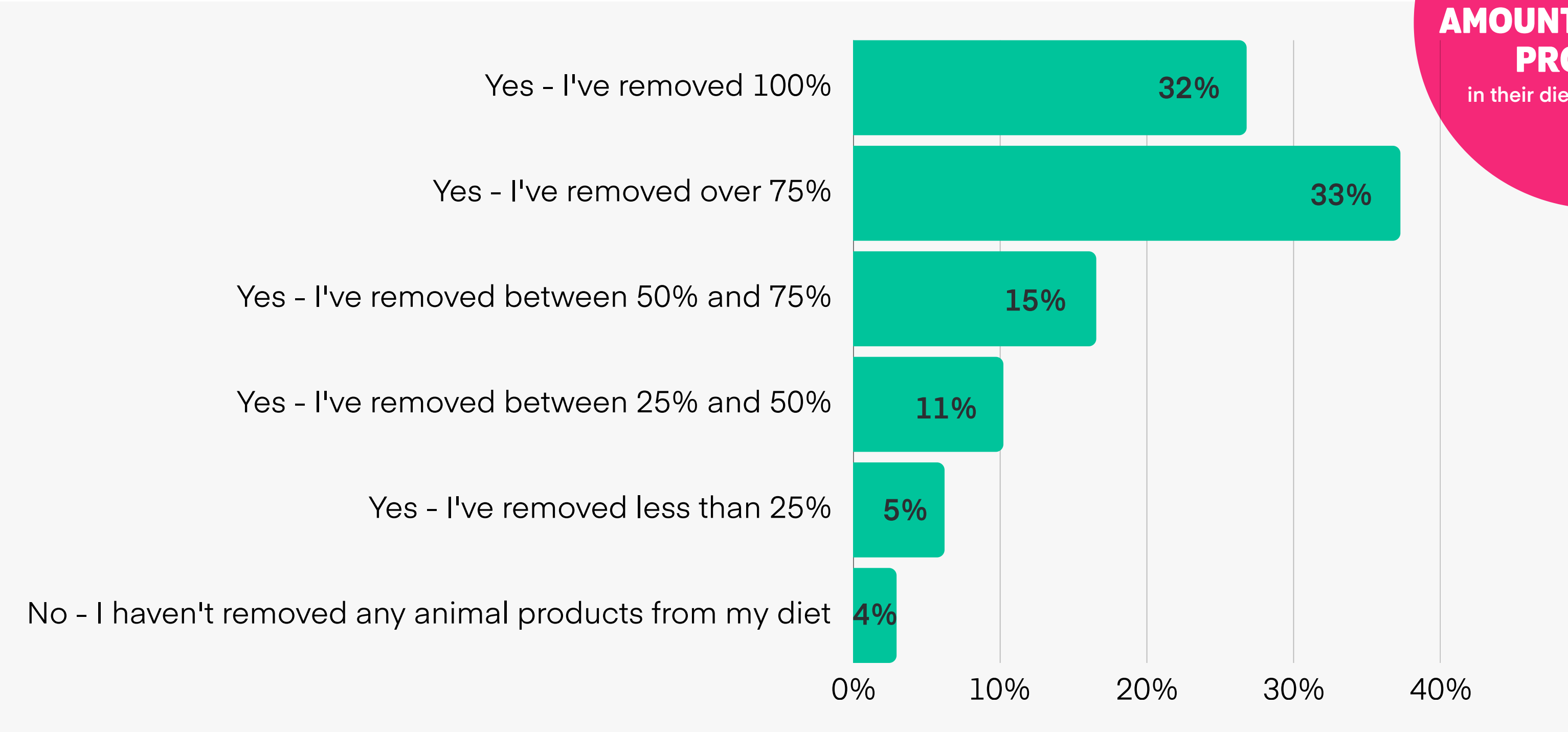
25.8 million people worldwide gave up animal products during January 2025*.

Six months after they participated, this survey was sent to 237,346 participants who took part by receiving 31 days of support emails. We invited them to tell us about their experiences in the intervening period. 2,115 people responded.
Here's what they told us...

**Based on surveys in Veganuary's core campaign countries and population estimates for those countries.*



OVER THE LAST SIX MONTHS, HAS THEIR CONSUMPTION OF ANIMAL PRODUCTS CHANGED?

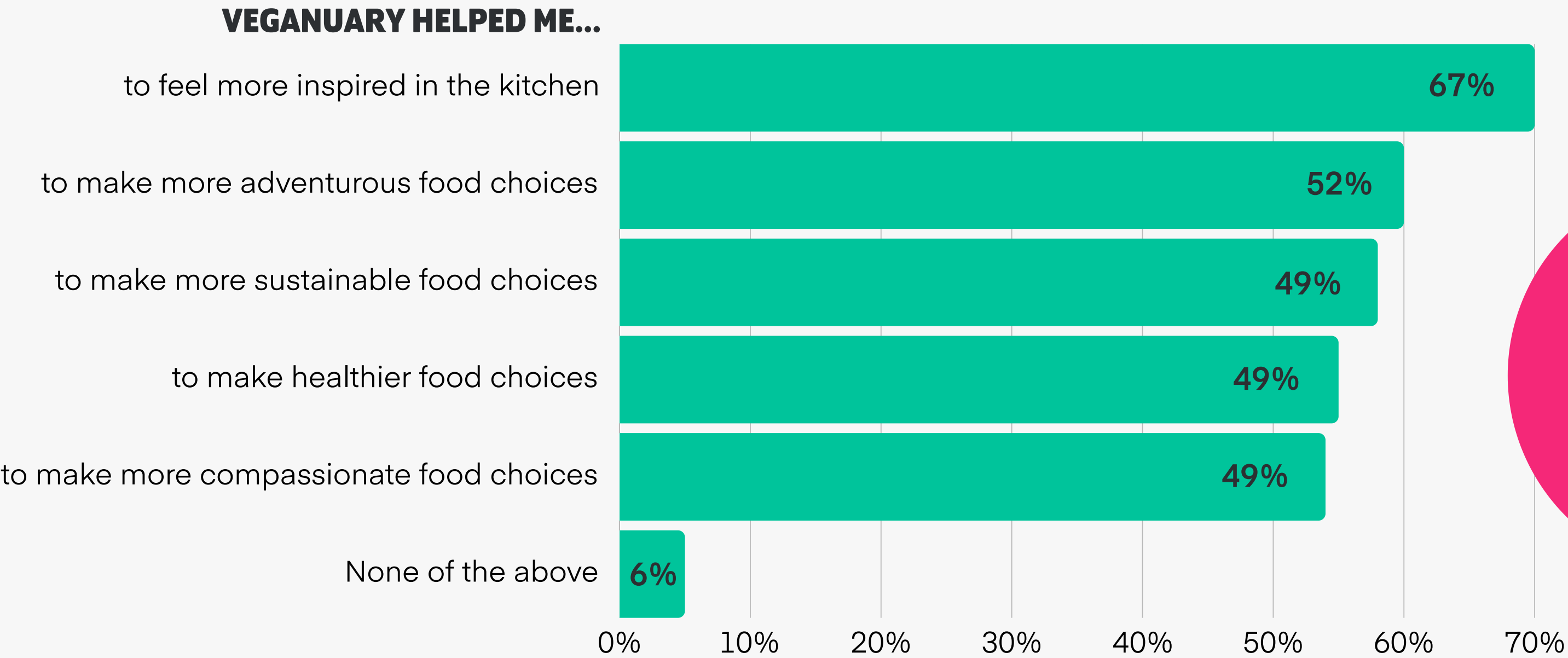


80% say they have **REDUCED THE AMOUNT OF ANIMAL PRODUCTS** in their diets by at least half.

Only participants who told us they were NOT vegan before Veganuary were asked this question.

HOW DID VEGANUARY **HELP** THEM?

WHICH OF THESE STATEMENTS DO YOU AGREE WITH? TICK ALL THAT APPLY.



67% say they feel
**MORE INSPIRED
IN THE KITCHEN**
since Veganuary.

WERE THERE ANY **PERSONAL EXPERIENCES** OR SPECIAL CIRCUMSTANCES THAT INSPIRED THEM TO TRY VEGAN AND/OR STAY VEGAN?

“ Having a dog, and realising how similar he is to cows, pigs and other farmed animals.

“ I was looking to improve my diet generally and improve the quality of the few meat-free days per week that I'd been doing for a while. I had no intention of becoming vegan but came across so much compelling research about how much better a whole food plant-based diet is for you that I was converted.

“ I had a gut problem and decided to try a plant-based diet. My overall health improved a lot since then.

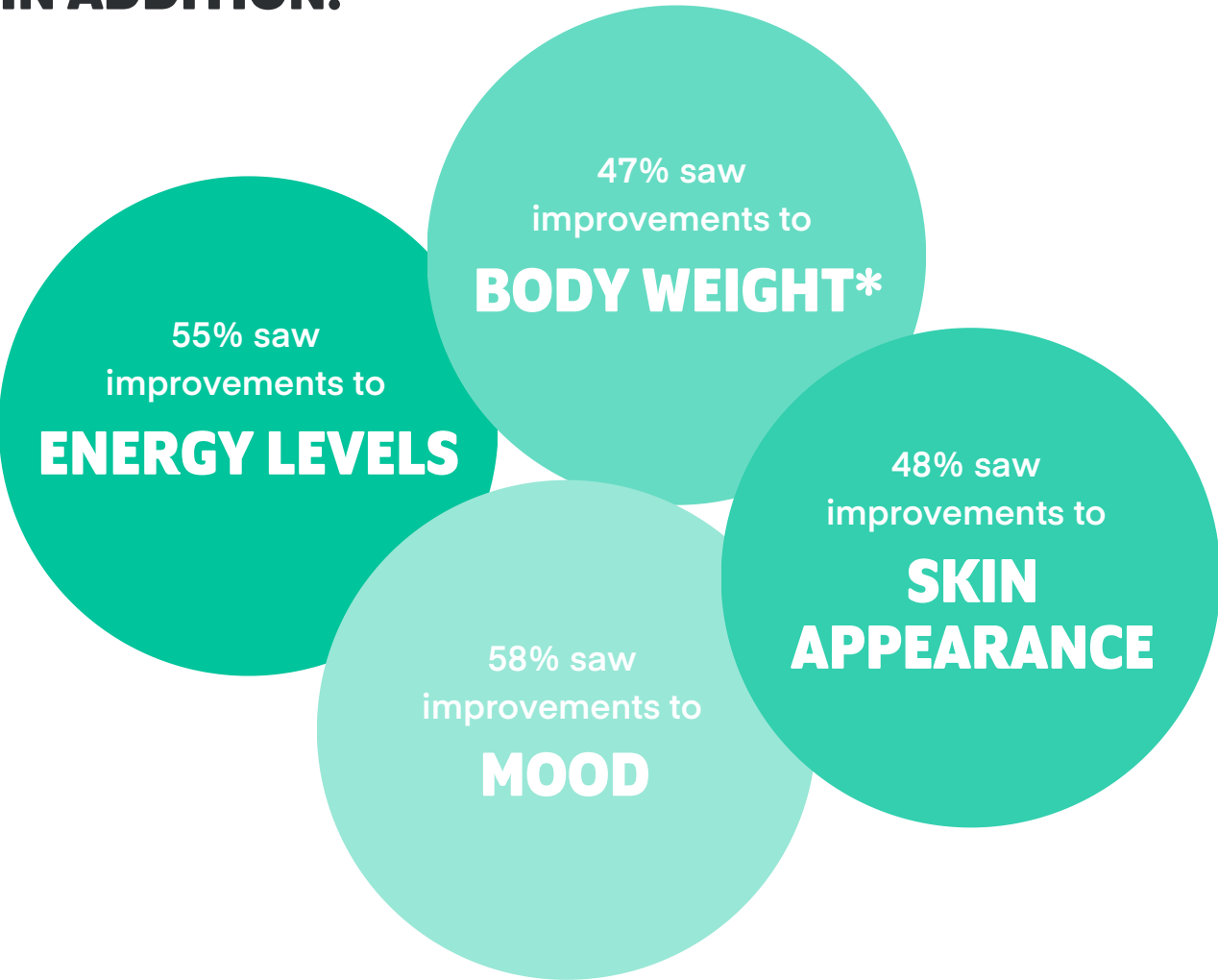


**PARTICIPANTS
WHO HAVE
STAYED VEGAN...**

HAVE THEY EXPERIENCED ANY HEALTH CHANGES?

59% OF RESPONDENTS SAW IMPROVEMENTS TO THEIR OVERALL HEALTH.

IN ADDITION:

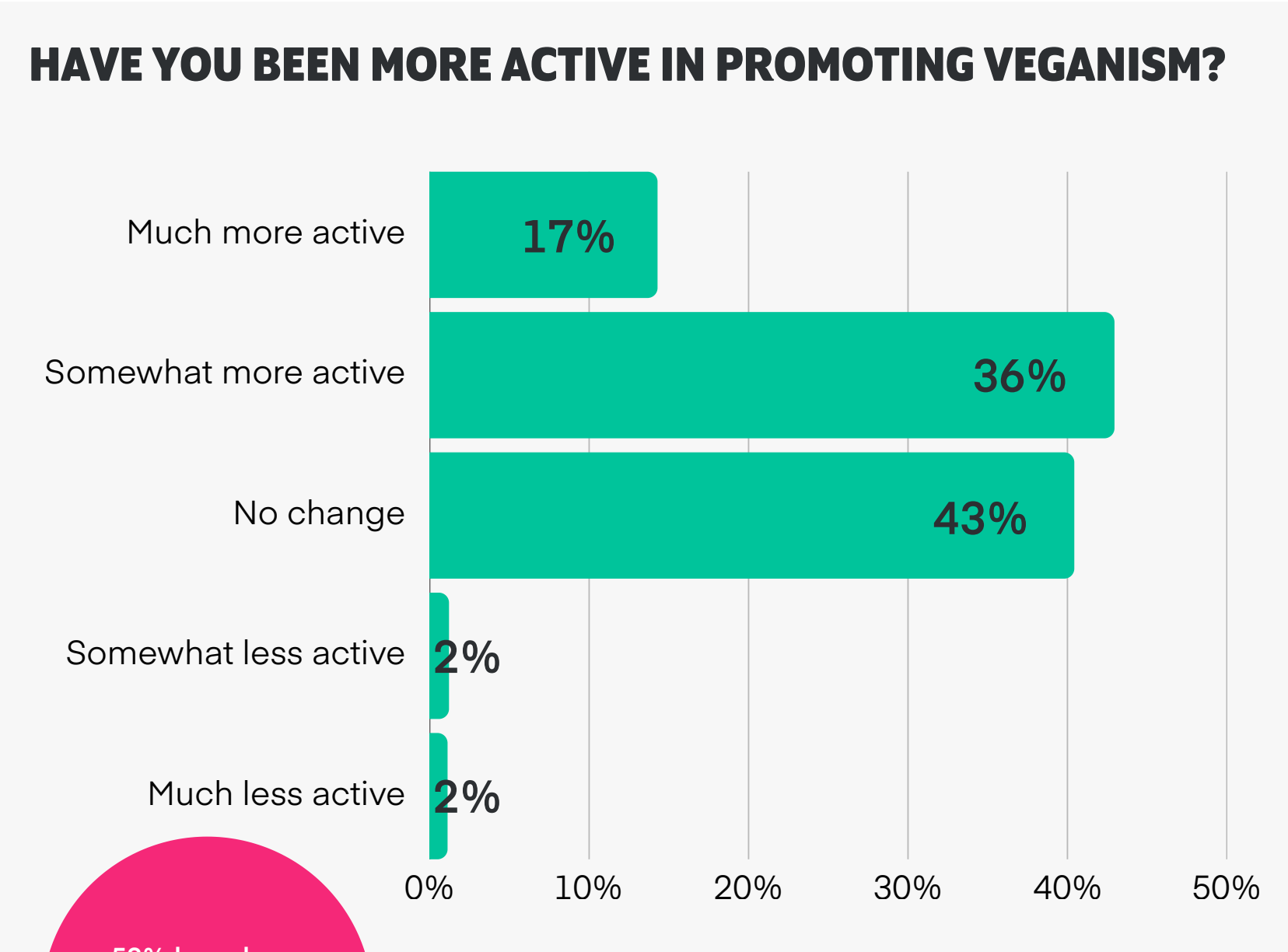


	OVERALL HEALTH	ENERGY LEVELS	BODY WEIGHT*	MOOD	SKIN APPEARANCE
Improved significantly	33 %	26 %	23 %	29 %	22 %
Improved a little	26 %	29 %	24 %	29 %	26 %
No change	28 %	33 %	40 %	34 %	43 %
Worsened a little	3 %	6 %	9 %	3 %	3 %
Worsened significantly	4 %	1 %	2 %	1 %	2 %
Not sure	6 %	5 %	2 %	4 %	4 %

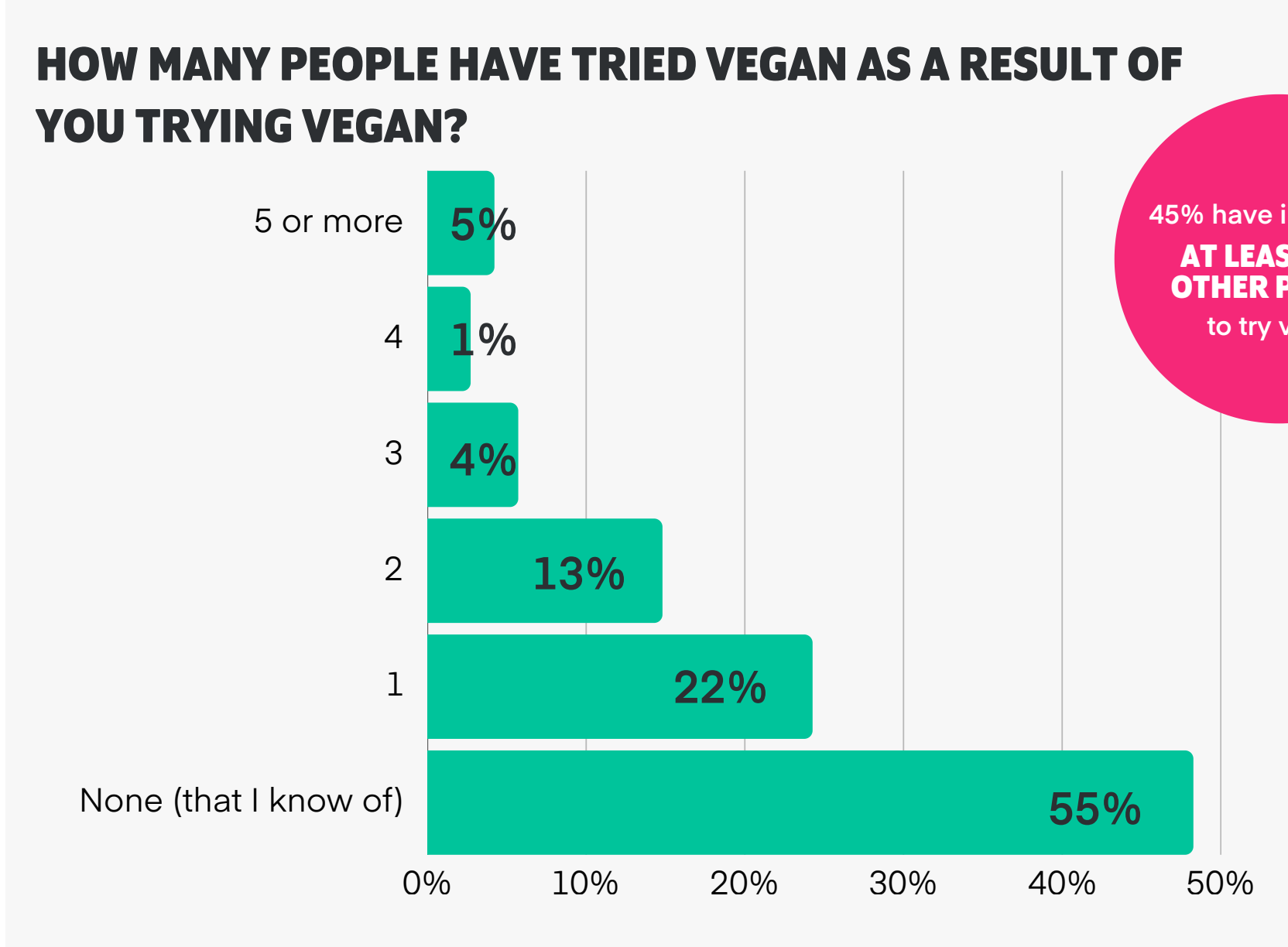
*We asked respondents to report any desirable changes in weight (e.g. loss in weight for those seeking to lose weight, or increase in weight for those seeking to gain weight) as an improvement.

Only participants who told us they were NOT vegan before Veganuary were asked this question.

HAVE THEY BEEN MORE ACTIVE IN PROMOTING VEGANISM?



53% have been **MORE ACTIVE** in promoting veganism.

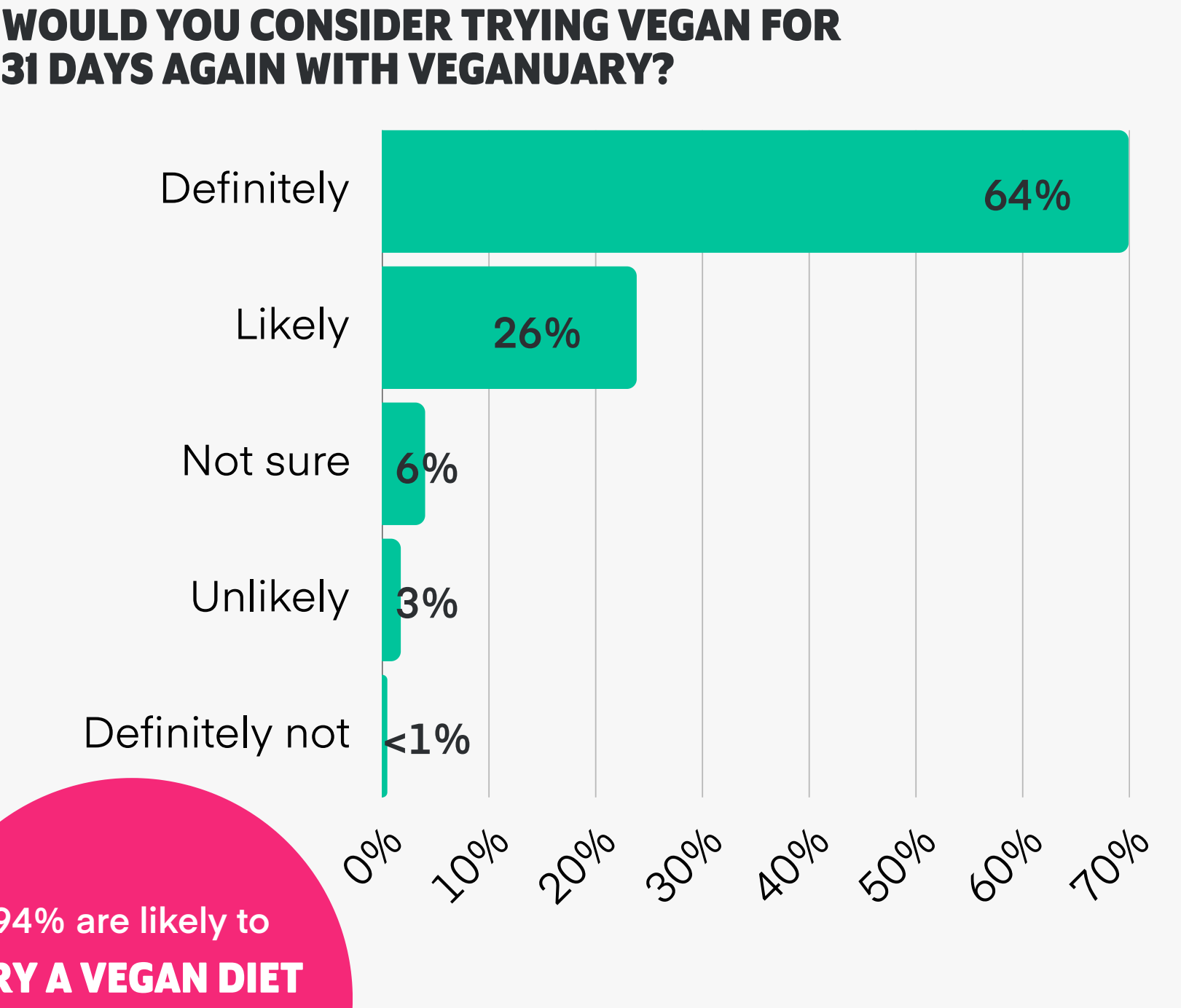
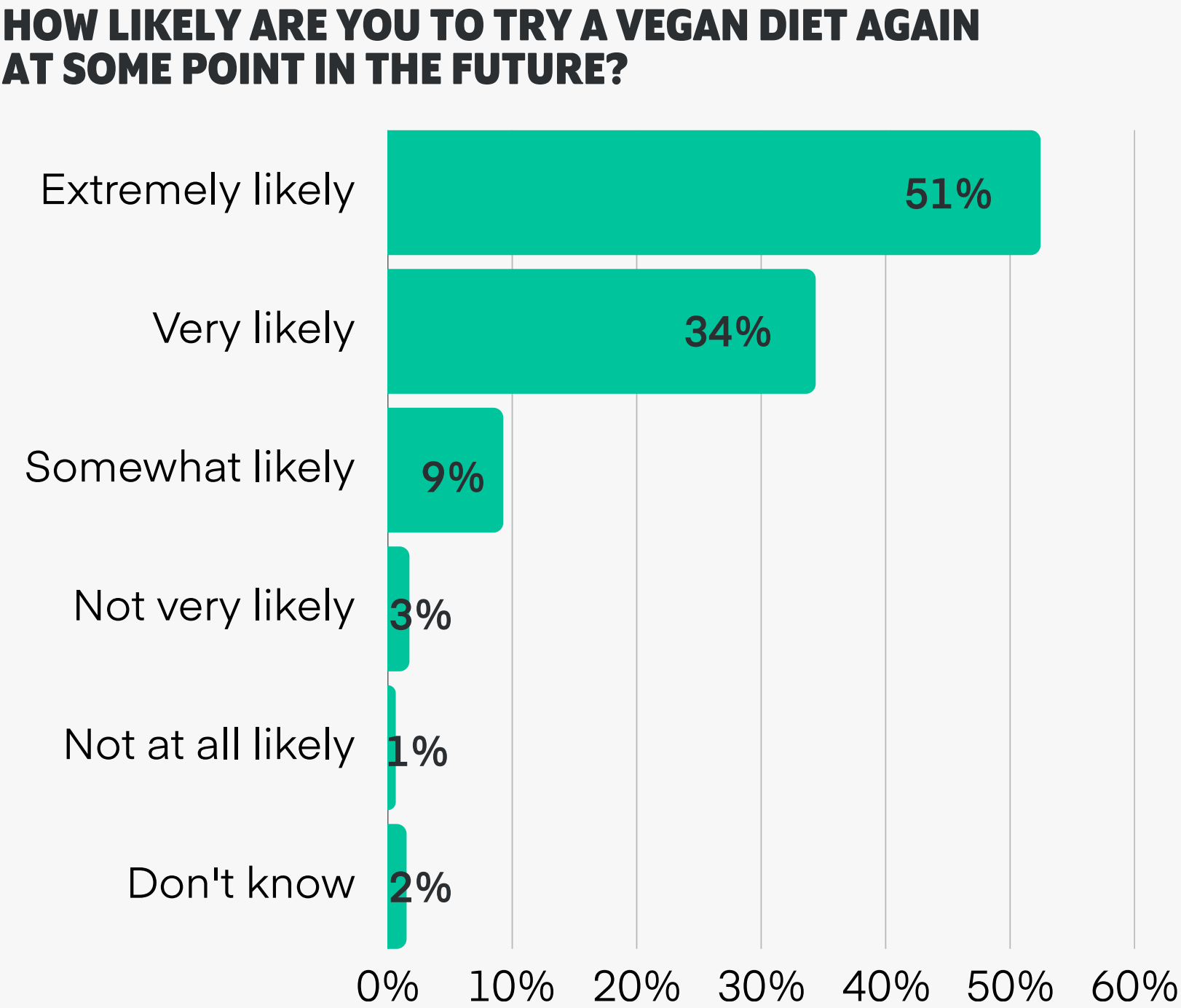


45% have influenced **AT LEAST ONE OTHER PERSON** to try vegan.

Only participants who told us they were NOT vegan before Veganuary were asked this question.

PARTICIPANTS
WHO HAVEN'T
STAYED VEGAN...

WILL THEY TRY VEGAN AGAIN?



94% are likely to
**TRY A VEGAN DIET
AGAIN IN
THE FUTURE**

Only participants who told us they were NOT vegan before Veganuary were asked this question.

BESIDES CHANGING TO A VEGAN DIET, HAVE YOU EXPERIENCED **ANY OTHER SIGNIFICANT LIFE CHANGES** AS A RESULT OF TRYING VEGAN?

“ *I feel like my lifestyle now aligns better with my morals and this makes me happy.*

“ *I have become so interested and inspired by trying vegan that I now want to share it with other people. I love being able to live everyday knowing that I am making a difference in animals' lives.*

“ *I have more energy than before, I concentrate more at work and my sleep quality improved a lot.*

“ *I cook with more passion and try out many new recipes.*

Feedback from Veganuary 2025 six month survey respondents.

