

# Veganism: food for thought

GWI.



12%

are interested in  
vegan food, rising  
to 15% for veggie

23%

buy milk substitutes  
like oat and almond

14%

rise in vegan New  
Year resolutions  
since last year

22%

made “eat less  
meat” their New  
Year resolution

2%

are vegan, but 26%  
are meat eaters  
interested in cutting  
their consumption

18%

of fast food fans  
want more meat-  
free options at  
their fave chain

Want to find out more?

[gwi.com](https://gwi.com)