Understanding Vegan Values

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Why study the vegan shopper?
Mainstream appeal

White Castle’s Veggie Slider

Chipotle’s Tofu Sofrito Burrito
There is a broad consumer shift towards healthier and values-based lifestyles, fueled by a number of trends.

- Shifts in consumer demand for trusted brands
- Growing consumer awakening and shifting ‘value equation’
- Human stories, mission-based businesses and values-based food tribes adding emotion back to otherwise habitual buying
- Continued mainstreaming of natural and increasing competition
- Efforts to make healthy options more accessible
- Entry of a silicon valley approach to ‘food tech’
- Innovation fueled by passionate entrepreneurs with new funding options
Vegan market primed for growth

Which of the following do you associate with a Vegan diet or Vegan products?

- Health Food: 35%
- Animal Welfare: 23%
- Cleaner Ingredients: 13%
- Weight Loss: 12%
- Environmental Responsibility: 11%
- Social Responsibility: 8%
- None of the Above: 41%

Values Oriented Consumers: Animal, Social, Environmental, or Health Motivated

Source: *Nutrition Business N'200 interviews roughly representing the US Population of consumers utilizing google surveys
An opportunity; larger than it looks

39%*

- Flexitarian / Lessitarian: Reduced meat consumption w/in past 12 months: 26%
- Vegetarian: 7%
- Vegan: 6%

36% of US consumers:
- Prefer milk alternatives over milk*
- Say that they use meat alternatives**

Source: *Nutrition Business Journal Food Tribes Report Q1/15, N’200 general market consumers utilizing google surveys
**Mintel Meat Alternatives Report, June 2013
Vegan growth potential

~2x
Vegetarian & Vegan Market Growth by 2018*

22.9%
Vegetarian & Vegan Sales Growth *

5x
The Growth Rate Of Total Food and Beverage Sales*

Source: *NBJ modeling 2013 and 2015
Why study the vegan shopper?

Because anyone who has ever purchased a carrot is a potential consumer of vegan products.
Does “Vegan” Belong On Packaging?
In a nutshell, no.
Smart brands blur the lines between food tribes to appeal to a wider audience.
Late July *Clasico* Bacon Habanero
Mikey’s Paleo Muffins
Hampton Creek Just Mayo
Beyond Meat Beast Burger
Earth Balance Avocado Oil Spread
Neat – A Healthy Replacement For Meat

“Meat eaters are now eating vegan and vegetarian products. It’s no longer just staunch vegans that are driving sales.” –Gavin Mutter, VP of sales & distribution
Vega All-In-One Nutritional Shake

“As more consumers look to incorporate clean plant-ingredients, supplements, and meals into their diets, brands must continue to provide a variety of products and solutions to meet this growing need.” –Brandon Brazier, founder
Vegan Convenience
Laughing Giraffe Snakarola

“Paleo-friendly”
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GLUTEN FREE • DAIRY FREE • VEGAN

Source of essential fatty acids
Navitas Naturals Superfoods + Almonds
Munk Pack Oatmeal Fruit Squeeze
Nasoya Tofu Baked
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A long-time Vegan’s concurring point-of-view.

Growth in the “vegan” market need not — and probably won’t — come from *only* self-identified vegans.
A popular vegetarian magazine says that vegetarians comprise 3.2% of the U.S. population. Compare this to...

Percentage of the U.S. population that is Jewish ........???
Jewish = 2.1%

Percentage of the U.S. population that is... Muslim.................................... ???
Jewish ................................................................. 2.1%

Muslim = 2.1%

Gay or Bisexual ......................................................... ???
Jewish ........................................ 2.1%
Muslim ....................................... 2.1%

Gay or Bisexual = 2.2%

Lesbian or Bisexual ......................... ??
Jewish ............................. 2.1%
Muslim ............................. 2.1%
Gay or Bisexual ..................... 2.2%

Lesbian or Bisexual = 2.4%

Asian ................................. ???
Jewish ................................................................. 2.1%
Muslim ................................................................. 2.1%
Gay or Bisexual ....................................................... 2.2%
Lesbian or Bisexual ................................................... 2.4%

Asian = 4.8%

Californian .............................................................. ???
I started being a vegan for health reasons, then it was a moral choice, and now it's just to annoy people.
Percentage of the U.S. population that is...
Jewish ................................................................. 2.1%
Muslim ............................................................... 2.1%
Gay or Bisexual ..................................................... 2.2%
Lesbian or Bisexual ............................................... 2.4%
Asian ................................................................. 4.8%
Californian .......................................................... 12.1%

Veg-inclined ................................................... ???
According to the Vegetarian Resource Group:

~ 10% of Americans are “veg-inclined”
~ 14% eat veg meals more than half the time
~ a whopping 47% eat veg meals some of the time
Furthermore, in 2014 the Humane Research Council published data showing that there are 5x more former vegetarians and vegans than current ones.
Conclusion

Vegan diets, vegan products, and people who eat vegan foods are not the latest "fad." Unlike oat bran, low-carb, Paleo, etc., the vegan market will show steady, long-term growth due to myriad and varied potential consumers.