

## Market research findings summary:

### Inspiration:

*“If slaughterhouses had glass walls, the whole world would be vegetarian.”*

— Linda McCartney, *Linda's Kitchen: Simple and Inspiring Recipes for Meals without Meat*

### Growing interest for vegan/vegetarian/plant-based diet on the health:

#### Based on our market research , we have found following trends:

- Number of global vegetarian food and drink product launches doubles between 2009 and 2013. The new research from Mintel has found that 12% of global food and drink products launched in 2013 carried a vegetarian claim, up from 6% in 2009.
- Flexitarian” - the rise of the ‘flexitarian’, there seems to be a trend for consumers to embrace more vegetable-based meat dishes. ( Source : Mintel )
- Vegetarianism is a growing Trend among the young. A poll conducted by a non-profit organization revealed that 0.5% of all U.S. children aged 6-17 are vegan.

#### Vegetarianism in America

“**Vegetarianism in America**” study, published by Vegetarian Times (vegetariantimes.com), shows that 3.2 percent of U.S. adults, or 7.3 million people, follow a vegetarian-based diet. Vegetarians Survey revealed the fact that among the vegetarian population: 59 percent are female; 41 percent are male.

#### Vegetarianism trend in Australia

Vegetarianism trend in Australia shares the fact that 2% of Australians report being vegetarian and 18% of Australians say they prefer vegetarian meals. Almost four in ten Australians (38%) would like to know more about interesting ways of cooking vegetarian meals. According to Roy Morgan Research data, as of December 2006, 1,538,000 people in Australia aged 14 and over agree that "the food I eat is all, or almost all, vegetarian".

## Vegan - Eating sustainably:

The most sustainable way to eat is to be vegan and choose organic, local and seasonal produce. In a 2012 study, examining the impact of a typical week's eating showed that plant-based diets are better for the environment than those based on meat. A vegan diet had the smallest environmental impact, but the single most damaging foodstuff was fresh meat.

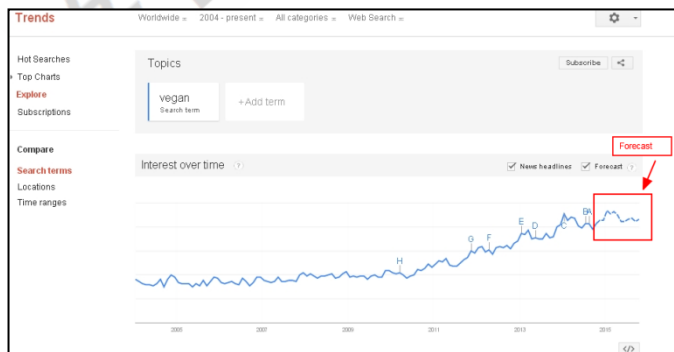
**Veganism and ethics:** There are two types of vegan, the dietary vegan and the ethical vegan. The ethical vegan is one who removes all animal products from their diet and any other purpose, arguing that animals should not be seen as a commodity.

## Why should you go for Vegan?

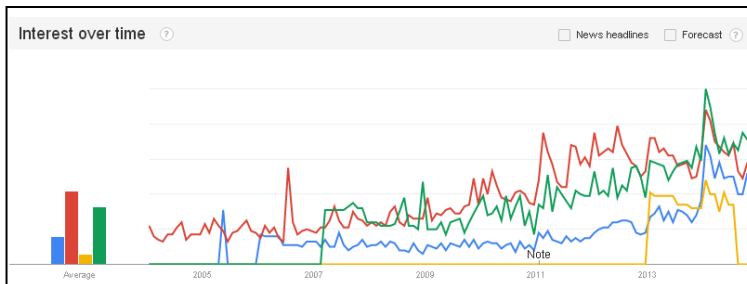
**Besides ethical point and health benefits, it's green to go for Veggie for the following reasons:**

- ✓ Reduce global warming and avoid excessive CO2 production
- ✓ Reduce destruction of topsoil & tropical rainforest
- ✓ Reduce destruction of wildlife habitats & endangered species
- ✓ Reduce use of antibiotics, growth hormones, and chemicals
- ✓ Help ensure environmental sustainability

## Online trends - Vegan



1. When we look at vegan global trends, we have found that Vegan has very good search trends with excellent forecast for next few years. (Above picture).
2. We have found major increasing trends in US, UK and Australia.



When we look at search trends, we have found major searches come from US, then UK and followed by Australia. But relatively low competition:

Example: Keyword: Vegan Diet plan:

- USA – Search volumes -6600/month and competition : 0.31
- Australia – Search 720/month and competition : 0.14
- UK – Search 1900/month and competition : 0.27

( Source : Google Trends , October 2014 )

### Social, financial and technological aspects of this market:

- The researchers predicted that universal veganism would reduce agriculture-related carbon emissions by 17 percent, methane emissions by 24 percent, and nitrous oxide emissions by 21 percent by 2050.
- **Nutrition ecology: the contribution of vegetarian diets:** One of the most effective ways to achieve the goals of nutrition ecology, including healthy and sustainable food choices, is a vegetarian lifestyle. ( Source : ajcn.nutrition.org )

### Technological Aspects of Vegan Diet Market

Note: For technical aspect, we assume nutritional aspects to consider when going green

- Vegetarianism - nutritional aspects to consider when going green
- Vegetarianism' encompasses a range of dietary patterns, but true vegetarians exclude all meat and animal by-products from their diet. Lacto-ovo-vegetarians eat dairy products and eggs, pesco-vegetarians (or pescetarians) eat all seafood but no meat on

top of the foods eaten by lacto-ovo-vegetarians, and vegans do not eat any food of animal origin (including honey).

### The Market for Vegetarian Foods:

The vegan food industry is booming--and we mean booming! According to advertising and brand guru Bruce Turkel, **it's a \$2.8 billion industry and it's growing.**

### Semi-Vegetarians/Flexitarians/Meat Reducers

Semi-vegetarians or flexitarians eat a largely meatless diet but are not completely vegetarian. Cultivate Research reported that 13 percent of people were semi-vegetarian.

### How many people eat vegetarian foods?

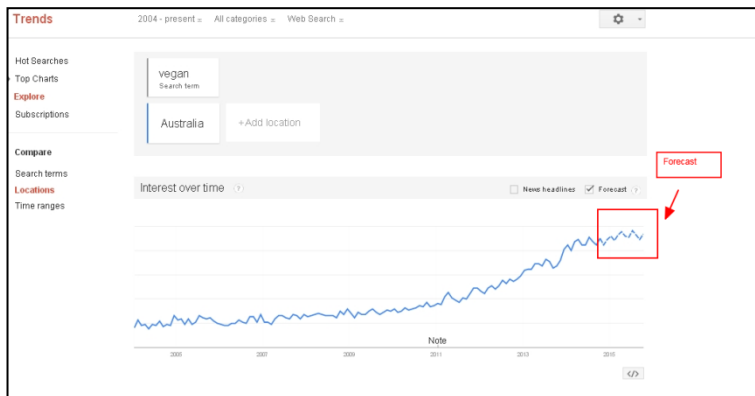
*U.S. Adults age 20+ except as noted*

		Estimated percent	Estimated number for 2010 population*	Source	Survey date
<b>Vegan</b>	Do not eat meat, poultry, fish, dairy, eggs, or honey (subset of vegetarian)	0.8%	1.8 MM	The Vegetarian Resource Group (VRG)	2009
<b>Vegan except for honey</b>	Do not eat meat, poultry, fish, dairy, or eggs	1.3%	2.9 MM	VRG	2009
<b>Vegetarian</b>	Do not eat meat, poultry, or fish (includes vegan)	3.4%	7.5 MM	VRG	2009
<b>Willing to become vegetarian**</b>	Definitely interested in following a vegetarian diet	5.2%	11.5 MM	<i>Vegetarian Times</i> Cultivate Research	2008 2005
	Willing to give up all forms of meat entirely	7%	15.5 MM		
<b>Semi-vegetarian / flexitarian**</b>	Consider themselves flexitarians	14%	31.0 MM	Opinion Research Cultivate Research	2005 2005
	Eat meat with fewer than half their meals	13%	28.8 MM		
<b>Meat reducers**</b>	Working to eat less meat**	25%	55.4 MM	Opinion Research, Cultivate Research	2005
<b>Interested in vegetarian meals out</b>	When eating out, sometimes, often, or always would order a dish without meat, fish, or fowl	55%	121.9MM	VRG	2008
<b>Vegetarian youth (age 8-18)</b>	Do not eat meat, poultry, or fish (includes vegan)	3%	1.4MM	VRG	2010
<b>Vegetarian adults + youth***</b>	Do not eat meat, poultry, or fish (includes vegan)	3%	8.9MM+***	VRG	2010

\*221.7MM total civilian non-institutional population age 20+, reported by the Bureau of Labor Statistics, December 2010

## Market forecast and trends for Vegan Market:

- Sales of vegetarian foods will climb by more than 10% to reach £882.4M by 2016, according to market intelligence group Key Note. ( UK market )
- Over the five years to the end of January 2011, sales rose by nearly 8% to reach a total value of £786.5M.
- Australia vegan market shows a very positive online search and forecast :



Euromonitor International predicts that a gradually growing population of vegetarians, semivegetarians, meat-reducers and “vegivores” is set to consume more meat-free foods than ever before over the forecast period, and become increasingly adventurous in their tastes

## Thought leaders, and high profile plant-based advocates of Vegan diets:

### 1. The Dr. Oz for Vegan Diet movement:

Dr. Mehmet Oz, director of New York Presbyterian Hospital's Cardiovascular Institute and Complementary Medicine Program and award-winning host of "The Dr. Oz Show" says becoming a vegan -- eliminating all animal products from your diet -- will lower your risk of heart attack, obesity and diabetes.

## 2. Oprah Goes Vegan Diet movement:

Recently, Oprah did a show about 378 members of her staff going vegan for a week. One week of vegan eating isn't much in a lifetime of poor eating habits, but it's something.

3. **Mike Tyson goes for vegan:** As per Tyson -" it's been eight months with this vegan stuff, but I get these explosions of energy. I don't know how long they last, but they're like explosions. So powerful. "