## WE SPOKE TO 5,000 PEOPLE WHO WENT PLANT-BASED FOR VEGANUARY. Did it meat their expectations?

Staying vegan proved challenging, only 18% lasted the whole month.

'The whole month!'

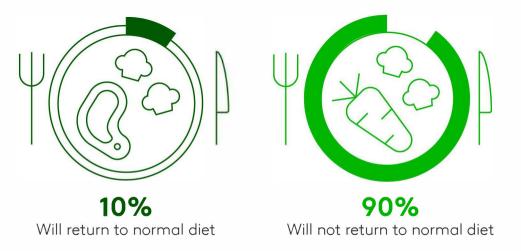
'About a week'

18%

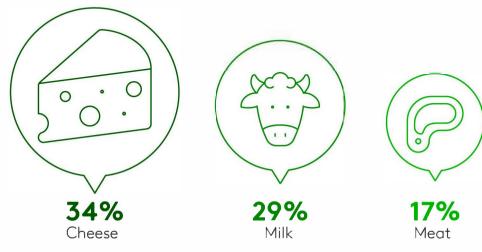
25%

How long did you manage giving up animal products in January?

Veganuary is impactful, only 10% intend to return to original diet.

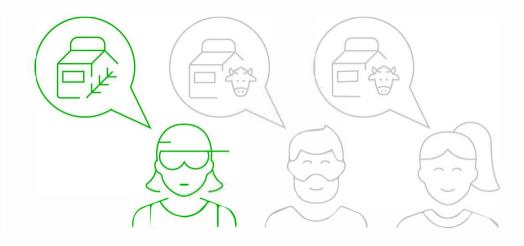


Our weak spot? Cheese! We struggled to give this up the most.



Which of these, if any, did you find most difficult to give up?

1/3 of those who **didn't** take part still tried vegan & veg alternatives.



Once Veganuary is over, do you plan on continuing a Vegan diet?

Have you tried any vegan or vegetarian products at any point during January?