

Why should you add vegan options?

What is veganism?

Vegans are people who have chosen to end the consumption of products derived from animals, or that involve the use or exploitation of animals. People adopt veganism for a number of reasons, including concerns about the suffering of farmed animals and the environmental impact of animal agriculture, and the health benefits of a plant-based diet.

As such, when it comes to food, vegans do not consume meat, dairy, honey and eggs, or any other product that is of animal origin.

An expanding market

The number of vegans in the UK has risen by around 360 per cent in the last ten years to more than 500,000, and many more people are choosing to reduce their consumption of animal



products without eliminating them entirely. They are from all walks of life, but there has been particular growth amongst those aged 15-34, who account for 42 per cent of vegans.

It has been widely reported that veganism will be the number one food trend of 2018 – and this is coming to fruition with many new products hitting shelves, seemingly on a daily basis.

It makes perfect sense for companies to recognise this and to change and adjust recipes that feature one or two non-vegan ingredients to make them vegan-friendly, or to add more vegan options to their menus or lines, thus opening them up to a huge and ever-growing market.

