



V-Label Bites: **Covid-19**

Changing Consumer Behaviour (April 2022)

World's leading vegan & vegetarian trademark

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19% of Europeans plan to change their diet **to include more plant-based foods.**

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Respondents stated that they plan to include more of the following plant-based food:

- Plant-based **cheese** 12%
- Plant-based **ice cream** 8%
- Plant-based **meals** (such as pizza) 25%
- Plant-based **meat** 41%
- Plant-based **milk** 46%
- Plant-based **yogurt** 17%
- Other plant-based **beverages** 12%





What is the main reason for including more plant-based foods?

- I am attempting to **improve my nutritional intake** 53%
- I am **concerned about the welfare and treatment of animals** 32%
- I believe plant-based diets are **better for the environment** 57%
- I believe that plant-based diets are **better for society overall** (i.e. less resources being used) 28%
- I believe that **plant-based food is healthier** 63%
- I want to **avoid eating animal-based food** 19%
- Because I heard it was the right thing to do 17%



As a result of COVID-19 consumers would like to hear more information from brands about the following issues:

- **Nutritional benefits of products** 55%
- **Information on health in general** 55%
- **Nutritional and/or Health Benefits of products** 58%
- **Research / education behind the health benefits of a product** 46%
- **Sustainability commitments made by brands** 57%



Increased visibility, credibility, convenience: what does a product with V-Label indicate for consumers?

79%

79% of consumers globally agree that they **consciously pay more attention to products with the V-Label** symbol.

61%

61% claim they are **looking for products with the V-Label** symbol when shopping.

64%

64% prefer to buy **products with the V-Label** symbol than similar products without it.

78%

78% worldwide generally **trust products with the V-Label** symbol **more** than products without it.

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Make your products stand out. Get in touch today!



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Understanding consumers wants and needs is essential for success of your business. **V-Label can help your business in multiple ways.**

Being the only worldwide certification with local representatives in more than 30 countries (and customer service in more than 20 languages), V-Label invites you on a journey far beyond getting certified.

Get more free business and consumer insights resources at v-label.eu/resources

Data presented in this presentation comes from FMCG Gurus and V-Label's own consumer survey. For more information contact us.

