

Focus on:

VEGAN PRODUCT CATEGORIES IN AUSTRALIA AND NEW ZEALAND

2022



Prologue

The Vegan Society is an educational and membership charity based in the United Kingdom. Founded in 1944, The Vegan Society created – and later defined – the word “[vegan](#)”. Additionally, since 1990, the Society has also managed the largest vegan certification scheme in the world, the [Vegan Trademark](#).

In recent years, and thanks to a proliferation of global campaigns, positive portrayals within the media, product innovation, and so on, interest in veganism is thought to be increasing in every corner of the world. Yet, in many nations, information relating to veganism is often limited or non-existent. Not only does this limit the understanding of veganism as a collective global movement, but it also hinders its growth, and may mean people feel isolated if there is no information specific to their vegan community.

The Vegan Society is delighted to work with a growing number of international vegan societies to collaborate, connect and promote veganism across the world. This report kicks off a new series of consumer insight reports for international markets. We hope those interested in making more ethical decisions – whether as a consumer or in a commercial setting – find this a useful resource.

Louisianna Waring, Senior Insight and Policy Officer, The Vegan Society

[The Christchurch Vegan Society](#) has been advocating veganism since 2002 and is New Zealand’s largest and most active vegan community organisation. All are welcome, whether they are strictly vegan, vegetarian or someone interested in reducing animal products from their diet.

The Christchurch Vegan Society has strong links both in the general community and with businesses locally and nationally. These are brought together with their annual Vegan Expo events which attract thousands of visitors, monthly night markets, and through their strong online presence. The Society also runs an active Business Network to help link consumers to vegan-friendly businesses and products.

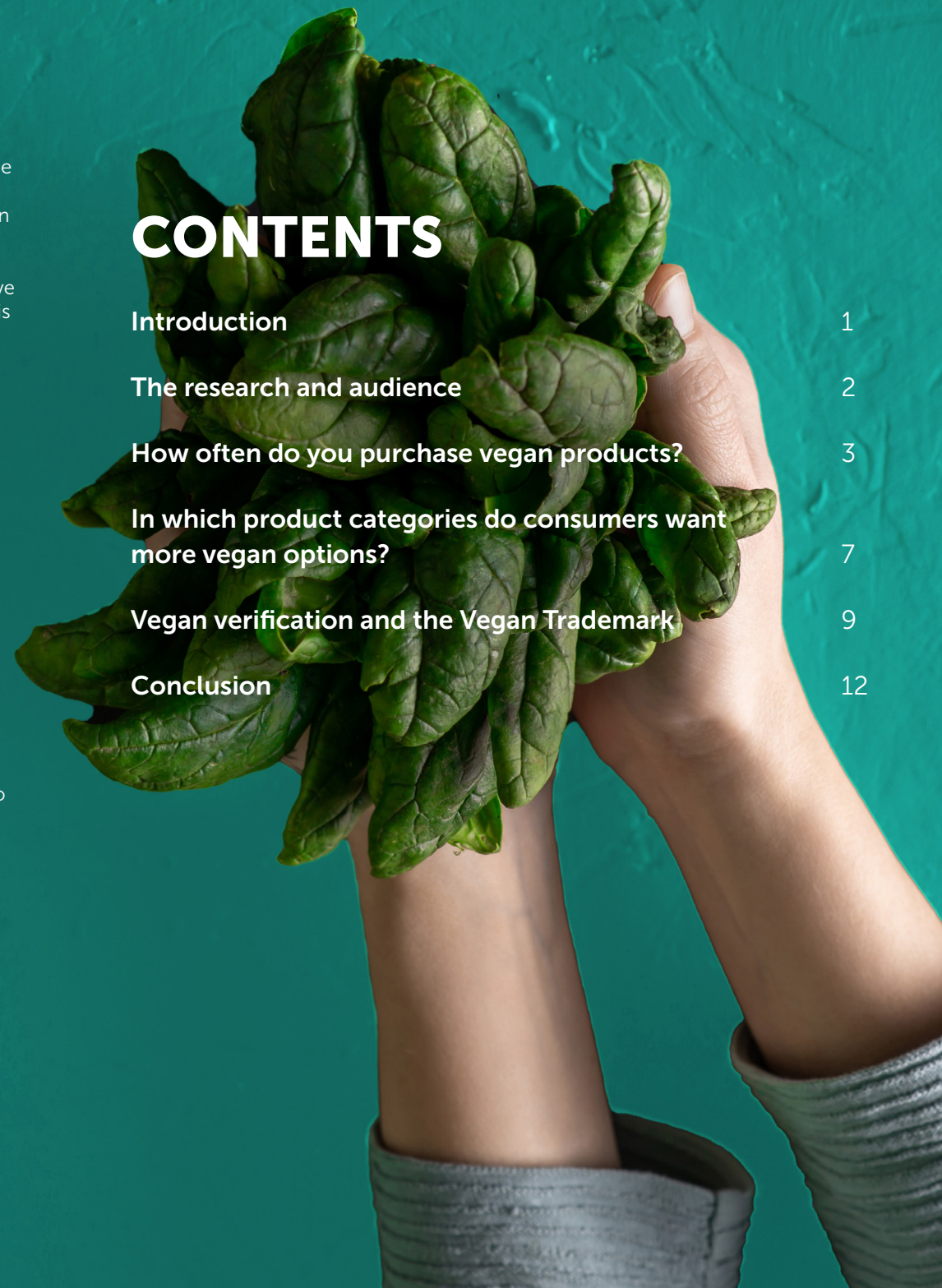
The Christchurch Vegan Society is an independent organisation with registered charitable status. Collaborations include working with other vegan societies such as the New Zealand and the UK Vegan Societies, SAFE, NZAVs and many smaller vegan organisations nationally.

We are thrilled to launch this report with The Vegan Society and hope it shows businesses how much veganism is thriving in New Zealand and Australia!

Yolanda Soryl, President, Christchurch Vegan Society

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INTRODUCTION

To live vegan encompasses all aspects of your life – from what you eat and wear to the types of entertainment you seek. Interest in veganism is said to be increasing in much of the world – including Australia and New Zealand. But as yet, much of the research in this area, specific to this region, has focused solely on changing dietary habits.

In 2021, a survey by consumer advocacy group [CHOICE](#) found that 9% of Australians said they were flexitarian, 5% are vegetarian and 2% are vegan. Further research from [Food Frontier](#), [Euromonitor International](#) and the [University of Adelaide](#) has put the number of flexitarians in Australia at anywhere between 20-47%. The vegan and plant-based food industry appears to be rapidly growing in Australia – albeit from a small figure to start with. In Food Frontiers [2020 State of the Industry Report](#), they state that the Australian plant-based meat sector increased grocery sales by 46% compared to 2019, as well as doubling domestic manufacturing revenue and jobs. They also found that total sales in this sector rose to \$185 million in 2019-20, up 32% from 2018-19 when sales were estimated at \$140 million. Plant milk is also proving popular, with [CHOICE](#) reporting that 29% of Australians drink this at least once a week as of 2020.

Less information is freely available for New Zealand. Most recently, [Kantar](#) found that 19% of New Zealanders say that they either “always” or “mostly” eat a vegan or vegetarian diet. [Further research](#) in 2019 by New Zealand based think tank Food Frontier found that 34% of New Zealanders are eating less or no meat at all.

It is clear to see that more information and research, relating to all aspects of veganism, is needed in these regions for veganism to flourish.

In the following research, we find out how often consumers say they are purchasing vegan products in the following product categories: food and drink (in supermarkets and foodservice companies), cosmetics, fashion, healthcare and household. Plus, we ask consumers what they would like to see more of and ask them key questions about vegan verification.





THE RESEARCH AND AUDIENCE

The Vegan Society's consumer research partner Attest (an online consumer research platform) has access to millions of consumers worldwide. The surveys are sent anonymously and results go through several rounds of data checks to ensure confident, reliable and validated results.

Between 20th May and 1st June, The Vegan Society used Attest to survey 600 Australians and 400 New Zealanders who were either flexitarian, vegetarian or vegan.

We asked questions relating to their purchasing habits for vegan products, in which product categories they would like more vegan options, and their thoughts on vegan certification labelling. The results are as follows.

Location: Australia: (60%) New Zealand (40%)

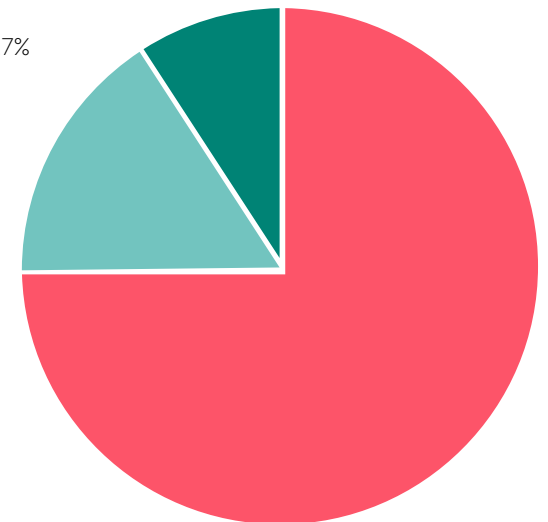
Gender: Female (68.7%) Male (31.3%)

Age: 13-24 (26.6%), 25-34 (29.6%), 35-44 (19.2%), 45-54 (8.6%), 55-64 (6.7%), 65+ (9.3%)

We first asked our panel about their current diet. As we wanted to focus on consumers who may already be familiar with vegan products, only those who said they were either flexitarian, vegetarian, or vegan were entered into the survey. All other respondents were removed from the rest of the survey, meaning our final panel consisted of the following dietary choices.

Question 1: Which, if any, of the following applies to you? (Final panel of 1,000)

- Partly vegetarian/flexitarian: 74.7%
- Completely vegetarian: 16.1%
- Completely vegan: 9.2%

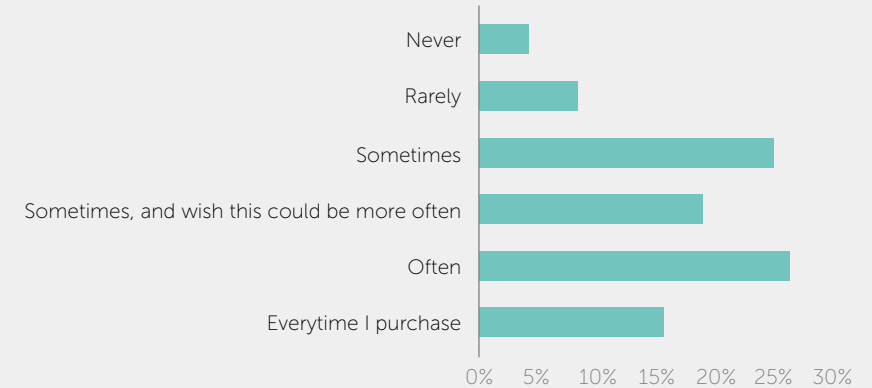




HOW OFTEN DO YOU PURCHASE VEGAN PRODUCTS IN THE FOLLOWING PRODUCT CATEGORIES?

Food and drinks in supermarkets

How often do you purchase vegan food and drinks in supermarkets?



* Single choice question. Audience was 993 flexitarians, vegetarians, or vegans from Australia or New Zealand.

Vegan food and drinks in supermarkets showed popularity amongst the panel. In recent years, supermarkets have helped to promote veganism by increasing their product ranges, showcasing innovative brands and even creating own-brand vegan ranges themselves. In 2020, according to [CHOICE](#), there are now more than 250 plant-based meat alternatives on the Australian market. This makes it easier for shoppers to make more ethical choices at every meal and helps to normalise a food culture that doesn't rely on animals. In the UK, ASDA was the first supermarket to use the Vegan Trademark on own-brand vegan products back in 2017. Since then, ASDA's vegan offering has gone from strength-to-strength, winning the Vegan Retailer of the Year at the prestigious Quality Food Awards in 2021.

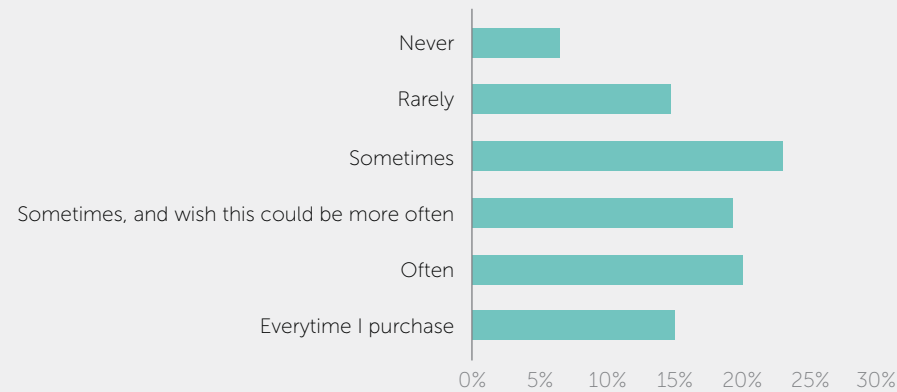
In this research, 41.8% of respondents said that they purchase vegan food in supermarkets either "every time" (15.6%) or "often" (26.2%). This was the highest

percentage within all industries sampled. A further 18.8% said “sometimes and wish this could be more often” and 24.9% said “sometimes”. This indicates a high penetration rate for vegan food and drink products, with an interest from shoppers for more.

Just 8.3% said “rarely” and 4.1% said “never”. Results were similar across both Australia and New Zealand.

Food and drinks in restaurants

How often do you purchase vegan food and drinks in restaurants?



* Single choice question. Audience was 993 flexitarians, vegetarians, or vegans from Australia or New Zealand.

Vegan food and drinks in restaurants also showed popularity amongst the panel. Restaurants and foodservice companies also help to normalise a more ethical food culture. As noted in Bloomberg’s 2021 report ([Plant-Based Foods Poised for Explosive Growth](#)): “Restaurants and other foodservice companies will play a critical role in driving long-term trial and consumption of plant-based products... [they play] a critical role in advertising menu items and driving consumer interest and trial orders. Restaurants are an easy venue to try a plant-based meat or dairy product and can influence shopping for at-home consumption”.

In this research, 35% of respondents said that they either purchase vegan products “every time” (15%) or “often” (20%), with a further 19.4% saying “sometimes and wish this could be more often” and 22.9% saying “sometimes”. This shows a similar consumer penetration to vegan food and drinks in supermarkets.

Finally, 14.6% of the panel said “rarely” and 6.4% said “never”. Results were similar across both Australia and New Zealand.



Cosmetics and toiletries

How often do you purchase vegan cosmetics and toiletries?



* Single choice question. Audience was 993 flexitarians, vegetarians, or vegans from Australia or New Zealand.

Vegan cosmetics and toiletries also scored highly amongst the panel. This industry has been having an ethical makeover in recent years, and it has been [reported](#) that between 2014 and 2019 there was a 175% increase in vegan cosmetic launches globally.

In this research, 39.6% of respondents said that they purchase them either “every time” (17.2%) or “often” (22.4%), with a further 19.9% saying “sometimes and wish this could be more often” and 18.4% saying “sometimes”. Gen Z consumers (aged approximately 13-25) were most keen to see more vegan products in this category, with 27% selecting “sometimes and wish this could be more often”.

There is very limited external research that investigates this industry and region, but these initial results do indicate an interest in vegan cosmetics products, particularly from a younger generation.

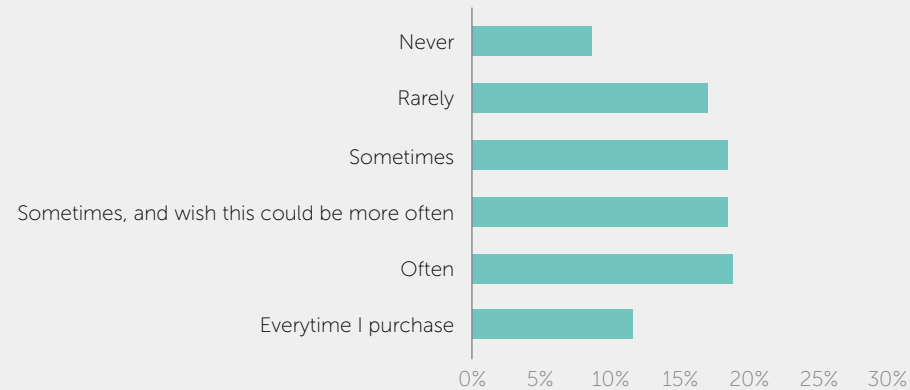
Finally, 11.6% said “rarely” and 6% said “never”. Results were similar across both Australia and New Zealand.

For an in-depth look at the consumer demand for vegan cosmetics and toiletries in the UK, take a look at The Vegan Society’s report: [Vegan Beauty Takeover](#)



Fashion (clothing, shoes, accessories)

How often do you purchase vegan cosmetics and toiletries?



* Single choice question. Audience was 993 flexitarians, vegetarians, or vegans from Australia or New Zealand.

Interest in vegan fashion is said to be rising in many parts of the world. In 2019, leading lifestyle magazine [Vogue reported](#) that stock of vegan fashion products increased by 258% across the UK and US, but there is little information available for many parts of the world. In recent years, many fashion brands have moved away from fur, feathers and "exotic leather", as the public increasingly views this as outdated and cruel. But at the same time, public opinion on "leather", "suede" and wool is more accepting. Thankfully, fashion and textile innovation in recent years has started to boom, with leather-like materials being created from pineapple, mushroom, and cacti, to name a few.

The results for the consumer demand for vegan fashion amongst our panel were more mixed than previous results relating to more established vegan industries. But still, a sizable 30.4% of the panel said that they purchase vegan fashion either "every time" (11.6%) or "often" (18.8%), with a further 18.5% saying "sometimes and wish this could be more" and 18.5% saying "sometimes".

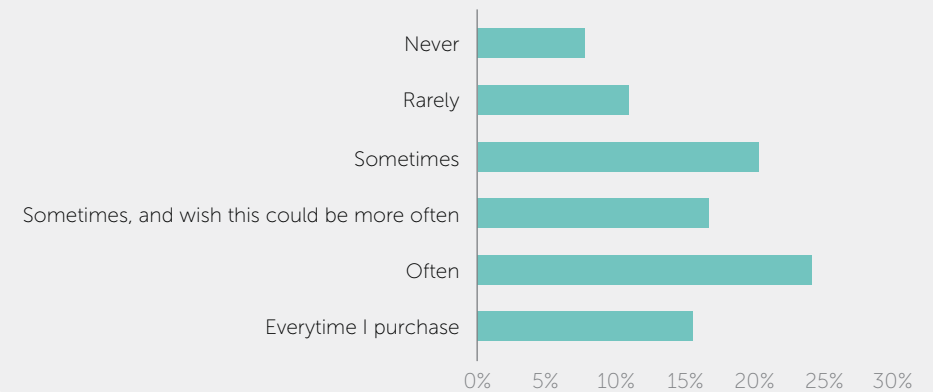
Though there are very limited external resources to draw from within this industry and geographical location, this does indicate an awareness of vegan fashion and interest in increasing ethical shopping habits.

Finally, 17.1% said "rarely" and 8.7% said "never". Results were similar across both Australia and New Zealand.

For an in-depth look at the consumer demand for vegan fashion in the UK, take a look at [The Vegan Society's report: The Rise of Vegan Fashion](#)

Healthcare (vitamins, supplements)

How often do you purchase vegan healthcare products (vitamins, supplements, etc)?



* Single choice question. Audience was 993 flexitarians, vegetarians, or vegans from Australia or New Zealand.

A focus on personal health and wellness continues to be a topic of interest as we adjust to a post-lockdown world. Healthcare products can be used for a variety of reasons and should be created with the health and wellbeing of all animals in mind. Recently, The Vegan Society has been working to grow its database of vegan raw materials so businesses can find ethical alternatives for their product ingredients.

In this research, 39.3% of the panel said that they purchased vegan healthcare products either "every time" (15.3%) or "often" (24%). An additional 16.5% said "sometimes and wish this could be more", and 20.1% said "sometimes".

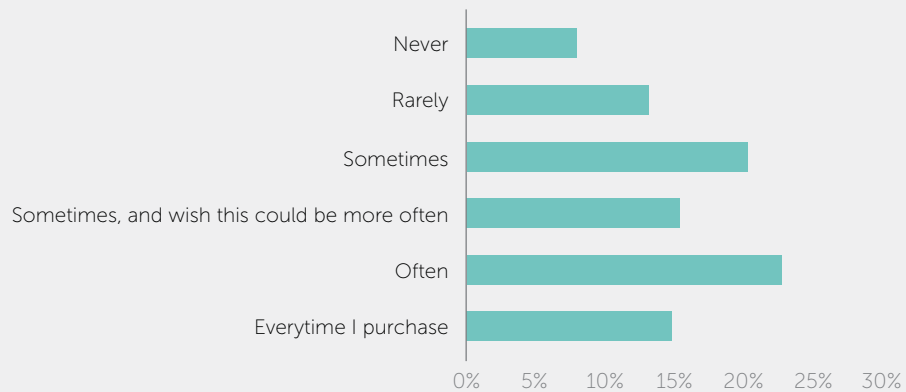
VEG1, designed for vegans, by vegans, is the nutritional supplement developed by The Vegan Society. VEG1 is available to purchase directly from The Christchurch Vegan Society at local events and it's [online store](#).

Finally, 10.7% said "rarely" and 7.5% said "never". Results were similar across both Australia and New Zealand.



Household (laundry, cleaning products)

How often do you purchase vegan household products (laundry, cleaning, etc)?



* Single choice question. Audience was 993 flexitarians, vegetarians, or vegans from Australia or New Zealand.

Veganism is continuing to echo throughout all product industries, and in the vegan economy, household products are certainly an up-and-coming market. Thanks to widespread media consumption (including social media), information about how animals are used throughout product supply chains is becoming more well known. In the UK, recent "first of their kind" vegan products include vegan [flooring](#), [fighting gear](#) and a [violin](#). We anticipate that the demand for vegan household products, such as cleaning products, candles and furniture, will continue to grow at a steady pace, as consumers realise that cruel processes and ingredients are unacceptable and unnecessary.

Whilst less media attention has focused on this industry, consumer interest is still high. In this research, 37.4% of the panel said that they purchase vegan household products either "every time" (14.8%) or "often" (22.6%). For Millennial respondents, (aged 26-41) this increased to 47.5% saying they purchase either "every time" or "often".

From the total panel, a further 15.4% said "sometimes and wish this could be more often" and 20.2% said "sometimes".

Finally, 13.2% said "rarely" and 8% said "never". Results were similar across both Australia and New Zealand.



Veganism is continuing to echo throughout all product industries, and in the vegan economy, household products are certainly an up-and-coming market.



IN WHICH OF THE PRODUCT CATEGORIES WOULD YOU LIKE TO SEE MORE VEGAN PRODUCTS?

Perhaps unsurprisingly, more vegan food and drink options in both restaurants (55%) and supermarkets (52.7%) scored the most highly amongst the panel.

Following these questions, we then asked the panel in which product categories they would like to see more vegan options.

Perhaps unsurprisingly, more vegan food and drink options in both restaurants (55%) and supermarkets (52.7%) scored the most highly amongst the panel. This interest is likely due to a mixture of motivations such as animal ethics, wanting to be more environmentally friendly, or seeking to improve personal health. Plus, as the industry is still in its infancy compared to traditional meat and dairy products, consumers may still be looking for a greater range of vegan food and drink products to suit their personal tastes, budget, and lifestyles.

Next in popularity was more vegan cosmetics and toiletries, with 47.5% of the total panel selecting this. In recent years, the cosmetics industry has been going through a revamp to provide consumers with more ethical and planet-friendly options, such as recyclable or refillable packaging. Vegan cosmetics and toiletries certainly fall into this movement, as consumers recognise their ethical credentials.

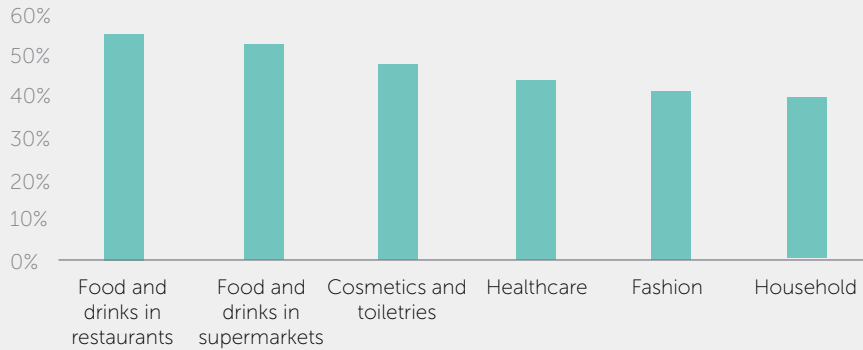
A want for more vegan healthcare products, such as vitamins and supplements, was selected by 43.7% of the total panel. As previously mentioned, this industry is booming and shows no signs of slowing down. Vegan healthcare products can be an inclusive option for those following a vegan lifestyle or those with certain religious beliefs. Therefore, by removing animals from product supply chains, businesses are able to expand their potential customer base.

Next in popularity was more vegan fashion, with 41.1% of the total panel selecting this. In a similar vein to the cosmetics industry, the fashion industry is also being called upon, by consumers, to become more transparent in their manufacturing processes. Vegan textiles are a burgeoning product category and we look forward to seeing how this industry develops in the coming years.

The demand for more vegan household products was selected by 40% of the panel. This is encouraging news, as this category has been given less media attention compared to other categories previously mentioned.



In which of the product categories would you like to see more vegan products?



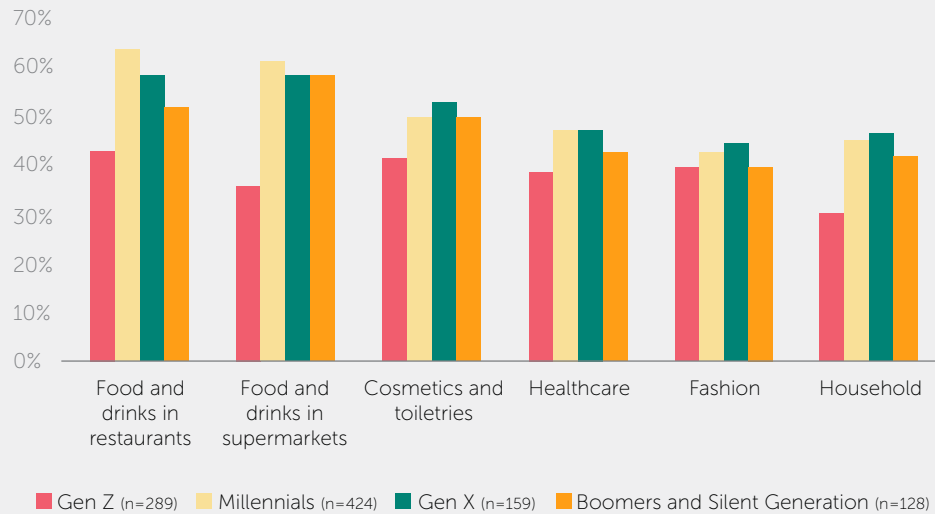
* Multiple choice question. Audience was 997 flexitarians, vegetarians, or vegans from Australia or New Zealand.

We then separated our panellists into the following age groups: Gen Z (13-25), Millennials (26-41), Gen X (42-57), and Baby Boomers / Silent Generation (58-80). We are aware that these age groups are not categorically defined but are useful to understand certain consumer preferences.

Those in both the Millennial and Gen X brackets showed the strongest demand for more vegan products across all product categories. For Millennial panellists, 63.5% said they would like to see more vegan food and drinks in restaurants, and 60.9% said they would like to see more vegan food and drinks in supermarkets – nearly 10% more than the average.

Interestingly, younger respondents (Gen Z) showed the least demand – though still fairly strong – for more vegan products across all product categories, and more research is needed to see why this might be.

In which of the product categories would you like to see more vegan products?



Those in both the Millennial and Gen X brackets showed the strongest demand for more vegan products across all product categories.

* Multiple choice question. Audience was 997 flexitarians, vegetarians, or vegans from Australia or New Zealand, segregated by age.



VEGAN VERIFICATION AND THE VEGAN TRADEMARK

As the global expert in vegan certification, a registration with the trademark gives brands the confidence to shout about their vegan credentials.



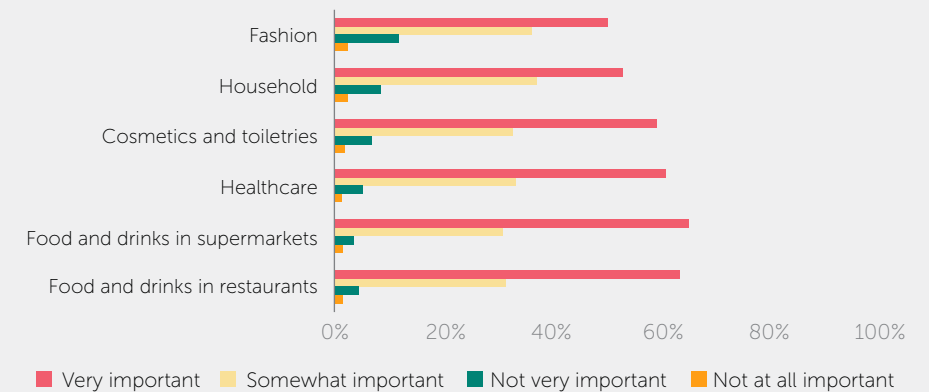
Our final question asked the panel how important they thought it was that vegan products from the following industries had their ingredients, materials and processes checked by a third-party organisation. The results were overwhelmingly in favour of third-party vegan standards.

Luckily the [Vegan Trademark](#) is here to help, and has been helping people identify that a product is free from animal ingredients since 1990.

The Vegan Society's dedicated and experienced Vegan Trademark team check each product application against several criteria, working with manufacturers and suppliers across a range of fields to ensure that each product meets the highest vegan standards.

As the global expert in vegan certification, a registration with the trademark gives brands the confidence to shout about their vegan credentials. At the time of writing (June 2022), there are currently over 60,000 products registered with the Vegan Trademark in 79 countries.

How important do you think it is that the following vegan products have their ingredients/materials/processes checked by a third-party organisation to ensure they meet vegan standards?



* Single choice question. Audience was 999 flexitarians, vegetarians, or vegans from Australia or New Zealand.

95.5% of the total panel said that they thought it was either “very” (64.7%) or “somewhat” (30.8%) important for brands selling **vegan food and drinks in supermarkets** to have their vegan credentials checked by a third-party authority. The Vegan Trademark works with a number of Australian food and drinks brands such as [Pana Organic](#), [Riverina Grove](#), and [Casalare](#), registering products from chocolates to pasta sauces. Plus, certified vegan chocolates and wines can be found in New Zealand supermarkets from [Benetto Natural Foods](#) and [Yealands Estate](#).

94.4% of the total panel said that they thought it was either “very” (63%) or “somewhat” (31.4%) important for brands selling **vegan food and drinks in restaurants** to have their vegan credentials checked by a third-party authority. The Vegan Trademark currently works with a number of UK focused restaurants and looks forward to expanding our reach internationally.

93.6% of the total panel said that they thought it was either “very” (60.6%) or “somewhat” (33%) important for brands selling **vegan healthcare products** to have their vegan credentials checked by a third-party authority. Australian brand [Thursday Plantation](#) has certified almost 50 different products in the natural healthcare industry, and [Glyde's](#) vegan sexual wellness products have been verified by the trademark since 2006. Newly certified this year (2022) are New-Zealand based brand, Hello Cup, who have menstrual and sexual wellness products available.

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“In the 18 years since we signed on with The Vegan Society, we have had great success with the sales of our vegan approved sexual health products. Our reach to our distributors extends to the whole of Europe, the USA, and of course Australia and New Zealand. So from humble beginnings we have developed the vegan products into being a major part of our inventory with demand from customers expanding annually... We at GLYDE look forward to growing our business development in conjunction with the vegan brand as more and more customers take up the healthy vegan lifestyle.”

GLYDE, Australian founded sexual wellness company

“At Adorn Cosmetics, we pride ourselves on being Australia’s most accredited natural beauty brand, and therefore it is incredibly important our ethical beauty claims are backed by reputable third-party regulatory bodies like The Vegan Society. By displaying the Vegan Trademark on our website and product packaging, it gives customers the confidence in our brand knowing that they are buying products that have gone through a formal accreditation process.”

Adorn Cosmetics, Australian founded beauty brand

Adorn

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“Benetto Natural Foods are proud to display the Vegan Trademark on all our products. Our customers love that we care enough to go that extra step to guarantee that 100% of the processes and ingredients are free from anything that will cause harm to animals. This has been paramount to us from the start. We deliberately choose to use the most recognisable international vegan trademark [and] will continue to certify all our future products to stay true to our values.”

Benetto Natural Foods, New Zealand founded vegan chocolate company



Benetto chocolate

91.6% of the total panel said that they thought it was either "very" (58.9%) or "somewhat" (32.7%) important for brands selling **vegan cosmetics and toiletries** to have their vegan credentials checked by a third-party authority. The Vegan Trademark already works with several brands in Australia, and New Zealand to certify their cosmetic products as vegan. Australian brands [Inika Organic](#), [Zuii](#), [Adorn](#), [Subtle Energies](#) and [Designer Brands](#) all sell a huge range of vegan products from skincare and makeup to fragrances and nail care.

89.6% of the total panel said that they thought it was either "very" (52.7%) or "somewhat" (36.9%) important for brands selling **vegan household products** to have their vegan credentials checked by a third-party authority.

86.3% of the total panel said that they thought it was either "very" (50.2%) or "somewhat" (36.1%) important for brands selling **vegan fashion** to have their vegan credentials checked by a third-party authority. Existing brands looking to The Vegan Society's certification for their vegan ranges of bags, accessories and shoes, include Australian-based brands [Holster](#) and [Forever New](#).

"Forever New is passionate about creating a better fashion industry. Forever New Conscious is our contribution to this mission and we are on a continually evolving sustainability journey that includes using more

responsible fibres. Our Vegan Leather product range makes up part of this strategy and is completely free of animal products and derivatives, which helps you create a kinder wardrobe."

Forever New, Australian founded fashion and accessories brand



“

holster is proud to have partnered with the The Vegan Society and be part of the global vegan movement. As a brand we love animals and believe that no animal needs to be harmed in order to make beautiful footwear. Consumers are taking a step in the right direction and supporting vegan friendly products and shopping ethically more than ever before which is very positive. This is why we ensure holster products are vegan certified each season, the team at The Vegan Society are a joy to work with and ensure the certification process is smooth and stress-free.”

holster, Australian founded vegan footwear brand



CONCLUSION

In Australia and New Zealand, the popularity of vegan and plant-based products is growing. This report has produced a clearer picture of how consumers shop for vegan products across multiple categories in these regions.

Food purchasing is where there is the largest appetite for vegan products, both in supermarkets and restaurants. This is unsurprising given the explosion of plant-based alternatives on the market today and the cultural shifts that have taken place on the restaurant scene.

Veganism extends well beyond what we eat, and the vegan cosmetics category has seen great global success over the past few years, particularly with younger generations who would like to see even more availability.

The research into consumer demand for vegan fashion produced a more mixed image, but, overall, with a positive indication of consumer interest in vegan products. Changing public attitudes has led to many brands dropping animal fur and other cruel practices and embracing vegan textiles such as plant-made "leathers". It is only a matter of time before the public views all products from animals as unnecessary to their wardrobes.

Healthcare is another category which showed a consumer interest in vegan options, and with so much innovation happening in this space, this industry has an opportunity to step up to more ethical credentials. Finally, household products, despite being the industry sector with comparatively little media attention, still received high consumer interest in purchasing vegan options.

Those belonging to the Millennial and Gen X brackets indicated the strongest demand for more vegan products across all product categories, with Gen Z demonstrating the least demand. There is a clear need for further research into these generational gaps to understand the reasons behind this.

If you are a brand interested in providing vegan-verified cosmetics or toiletries and want recognised and trusted credentials for your vegan claims, you can contact the Vegan Trademark Team on TMSales@vegansociety.com. If you shop for vegan products and want more vegan-verified options, you can contact brands and let them know the Vegan Trademark is here to help. Showing demand increases the chances of making a kinder food and drinks, cosmetics, healthcare, fashion and household industries a reality.

Questions?
If you require more information about this report, would like more information about the data, or if you are interested in personalised research for your business or research collaborations, please contact insights@vegansociety.com.

