

# #Vegan

## GenWare

The Vegan revolution is gaining traction in the UK market as customers are increasingly aware of the impact their food choices have on the environment, animals and their health. As the trend becomes more mainstream the expectations of consumers grows for quality dining options. Supermarkets and restaurants have started to grow their vegan and plant based ranges for an increasingly discerning market.

### Facts and Figures

- People who describe themselves as **vegan** has reportedly risen **350%** in the UK in the last decade.
- Social influencers are driving this revolution and the hashtag **#vegan** has more than **87 million posts** listed on **Instagram**.
- The UK's purchase and consumption rates of vegan: milk, meat, butter/margarine, cheese, ready meals/food to go and seafood are the **highest in Europe**.
- Twice as many **women** identify themselves as vegan and Millennials are leading the charge for this **healthy** and **environmental** lifestyle choice.
- A purist vegan lifestyle isn't for everyone but **70%** of consumers are trying to **reduce** their meat consumption or cut meat out altogether, bringing this trend into the mainstream.
- 2020 became the year that every one of the top UK restaurants/food-to-go outlets had a vegan (or plant-based) offering.

### Hot Combos :

*Rose Terra*



*Enamelware*



*Display Drawers*



*Acacia Wood*

