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# Veganism in India

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## Current global and Indian vegan market

The global vegan food market attained a value of **15.4 billion USD** in 2020 and is further expected to grow in the forecast period of 2022-2027 at a CAGR of **26%** and reach the value of approximately **USD 26.1 billion by 2026**. (Source – [restaurant.indianretailer.com](http://restaurant.indianretailer.com))

Indian vegan food market is also getting influenced by the global vegan trend and is expected to exhibit a **CAGR of 11.32%** during 2022-2027. (Source – [imarcgroup.com](http://imarcgroup.com))

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## Inspiration for this subject

2 of my friends wanted to start a vegan products brand but they didn't know much about vegan market in India, and as a Gen Z, I also got curious about this new global trend but I also didn't knew much about it. So, I decided to collect some data from common folks and see what are their thoughts about veganism in India.



## Main Problem Statement

To study the sentiments, thoughts and knowledge of common Indian people about vegan food and to study the current vegan market of India.

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## Sub Problem Statements

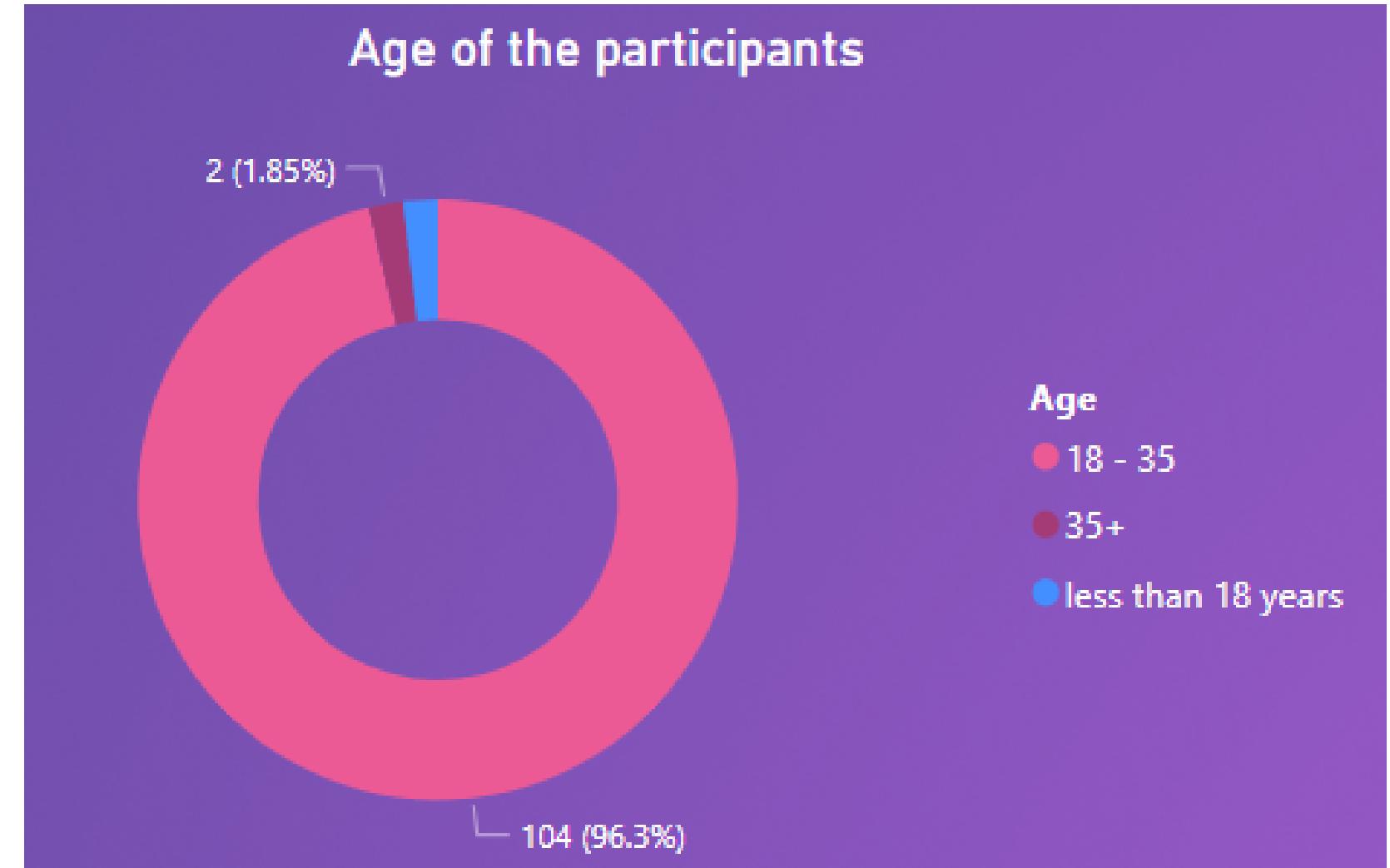
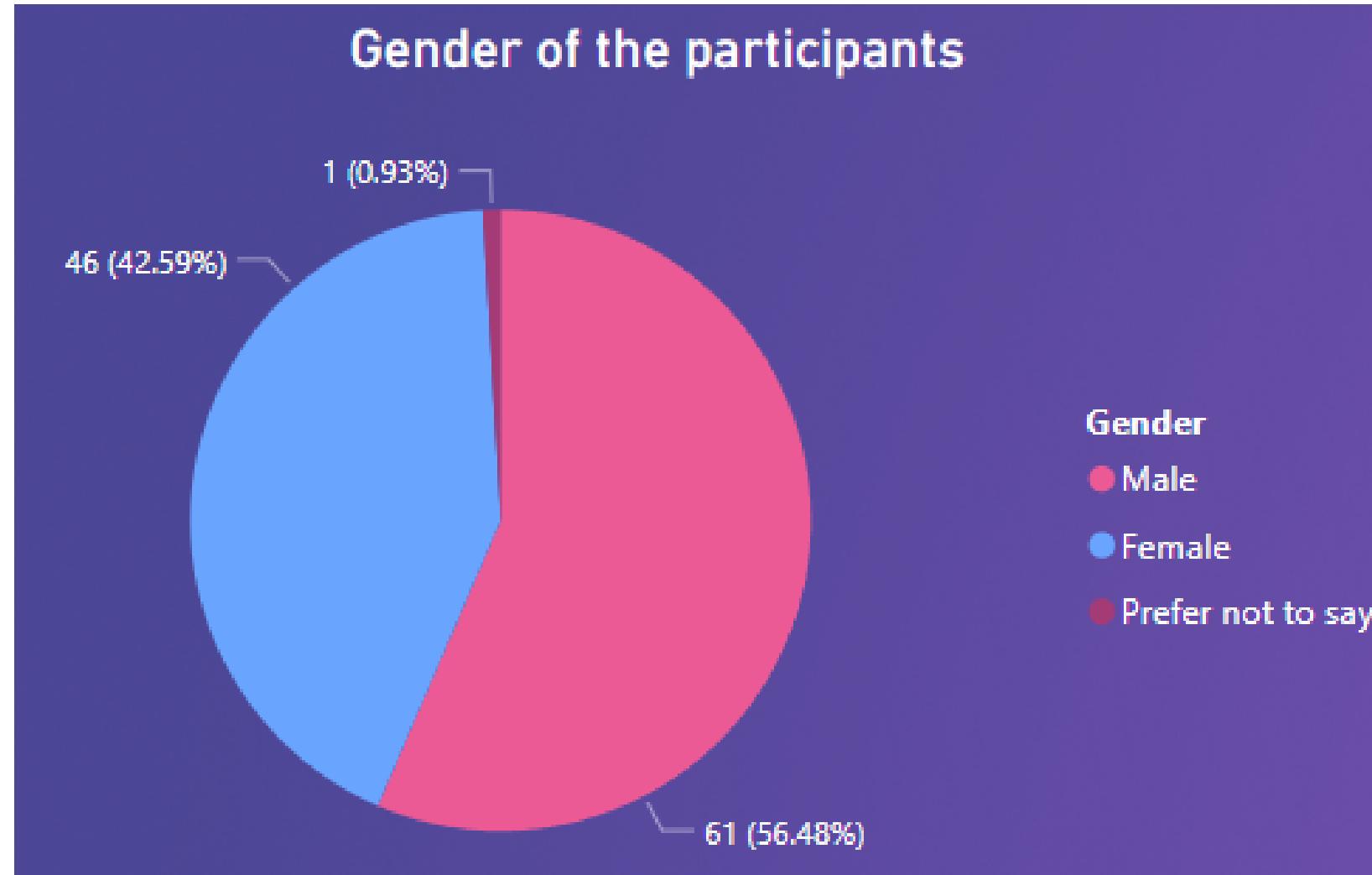
- Which gender is the most interested in vegan food?
- Which age group is the most interested in vegan food?
- How many people know correctly what vegan food is?
- What possible challenges interested people could face during the shift to veganism?
- What are the possible concerns people have about the vegan food?
- What are the main reasons people adapted veganism?
- Do people have enough options for breakfast, lunch, dinner, snacks and desserts?
- Do people take any supplement for nutrition due to deficiency of vegan food?



## Approach used to find, visualize, and analyze the data and find the answers

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- I circulated a google form which asked general questions of their age, gender, current diet, their interest towards vegan food to the participants.
- From this form, I distinguished 3 groups of people. First was group that was interested in veganism but have not yet adapted it, I call this group Vegan Enthusiasts. Second group was of those people that have already adapted Veganism, I call this group Vegan Lovers and 3rd group was of not interested people.
- Then I separately send a google form to 1st and 2nd groups asking specific questions like what motivated them to consider/adapt vegan food, what difficulties they might face or currently facing.
- I downloaded responses from these 3 forms into a CSV format and cleaned the data wherever necessary and then visualized the data on Power BI and got these following findings.



## Demographics of participants

**What is the Total Number of people participated?**

108 participants

**What was the gender ratio of the participants?**

Male – 61, Female – 46, Prefer not to say - 1

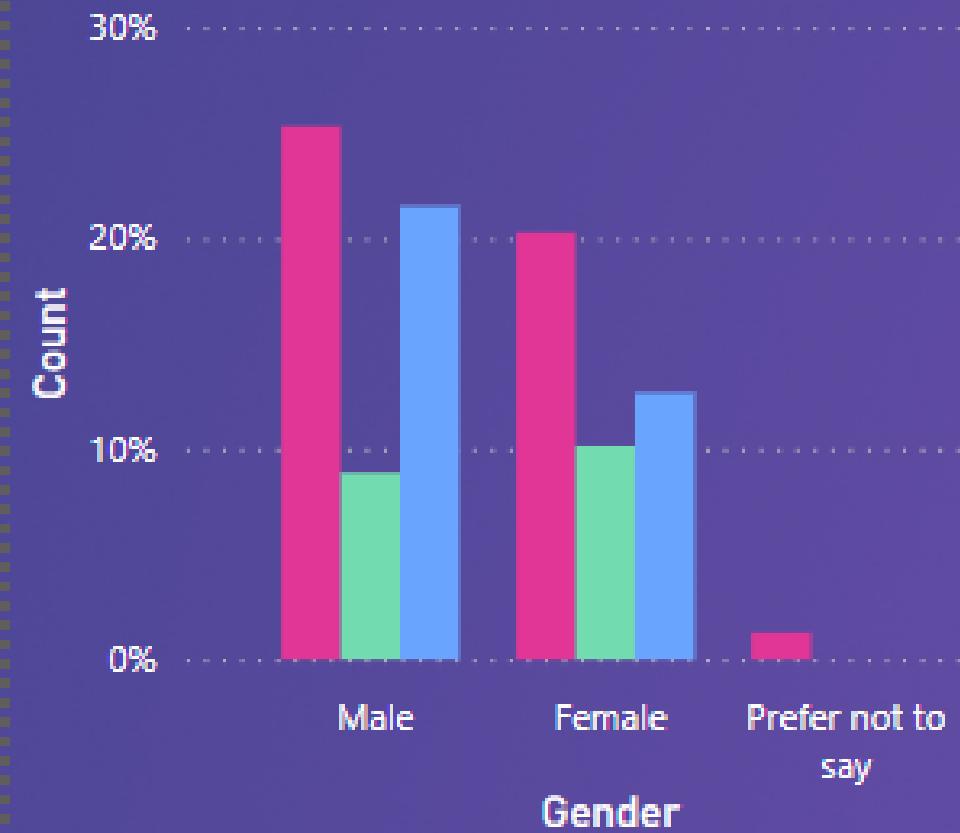
**What was the age groups of the participants?**

Divided the age group into 3 categories i.e., less than 18, 18-35, and 35+

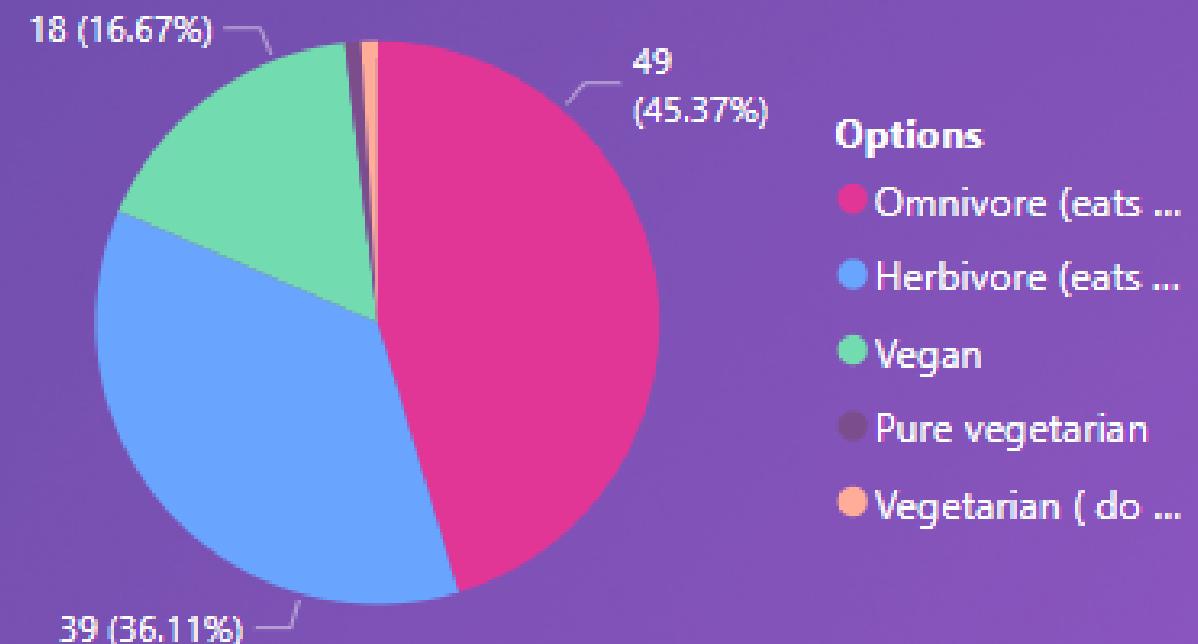
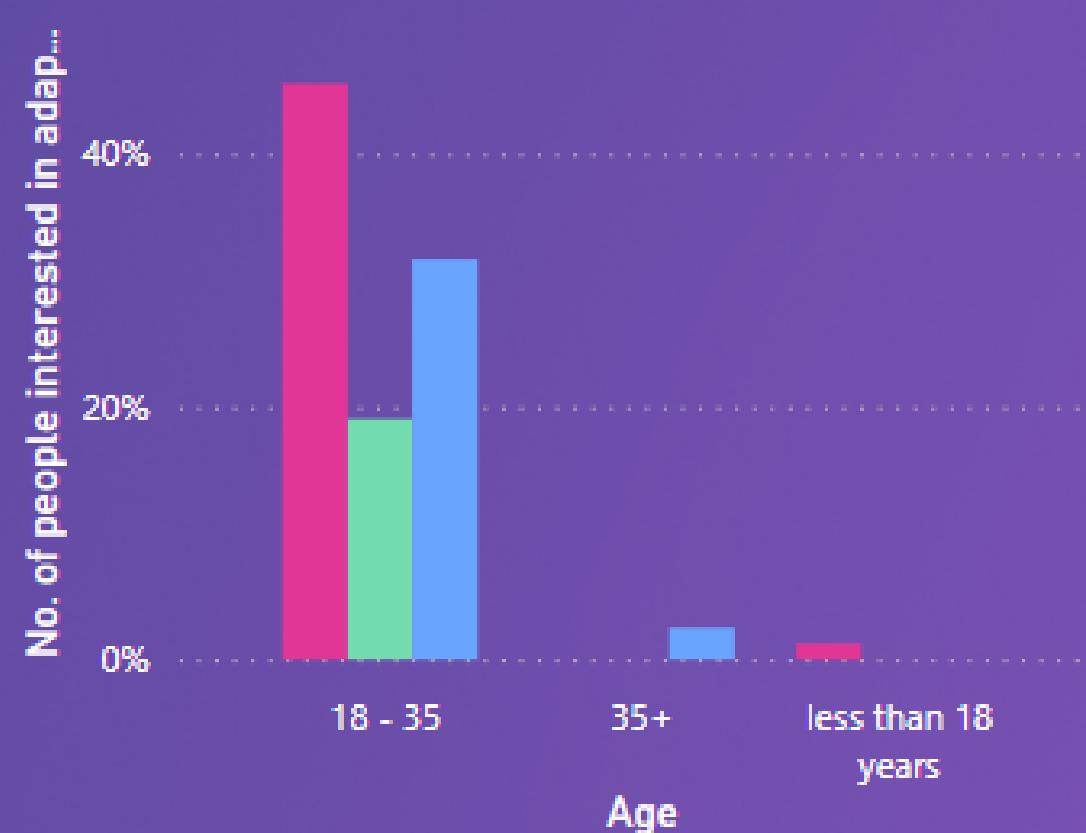
What best describes your current diet?

# VEGANISM IN INDIA

Gender that have the most demand for vegan food



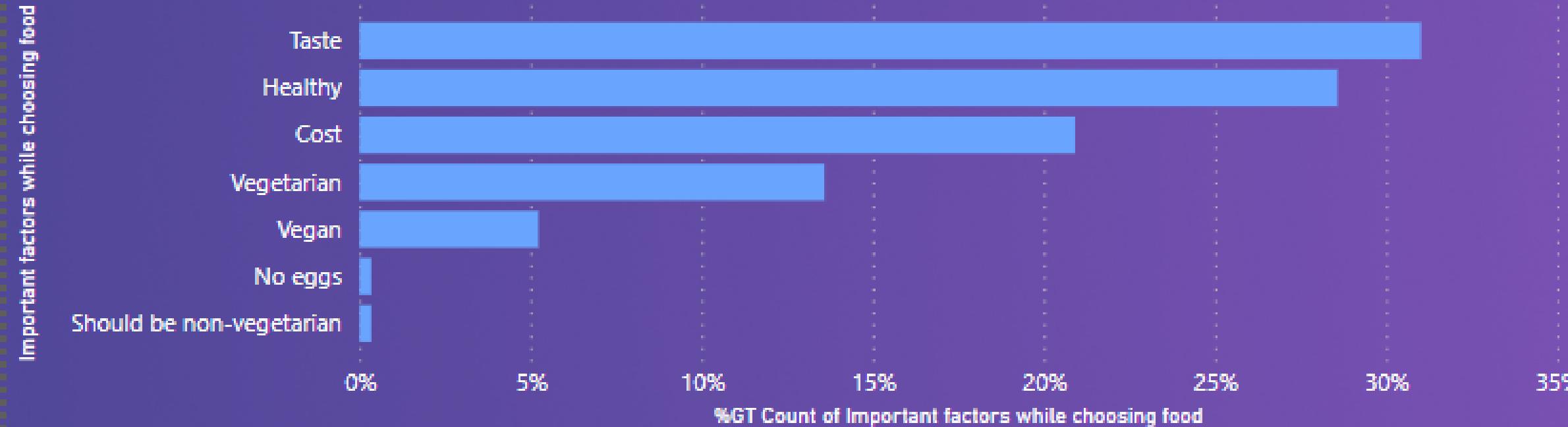
Age group that is most interested in adapting vegan food



Which of the following best describes 'Vegan Food' to you?



Important factors while choosing food



# Findings:

## **1. Which gender is the most interested in vegan food?**

Ans –

- Slightly interested – 25.32% male, 20.25% female
- Moderately interested – 8.86% male, 10.13% female
- Highly interested – 21.52% male, 12.66% females

This shows that males are more interested in vegan food in India.

## **2. Which age group is the most interested in vegan food?**

Ans – 18-35 age group is the most interested group in vegan food.

## **3. What describes the current diet of the participants?**

Ans –

- Omnivore – 45.37%
- Herbivore (eats diary and/or eggs) – 36.11%
- Vegan – 16.67%
- Pure Vegetarian – 0.93%
- Vegetarian (Do not consume eggs but consume diary products) – 0.93%

## **4. What % of people know correctly what vegan food is?**

Ans – 57%

## **5. What % of people doesn't know correctly what vegan food is?**

Ans – 43%

Note: Vegan brands need to run extensive campaigns to educate people what Vegan Food really is. People have many misconceptions about the definition of vegan food.

## **6. What are the important factors people considering while choosing their food?**

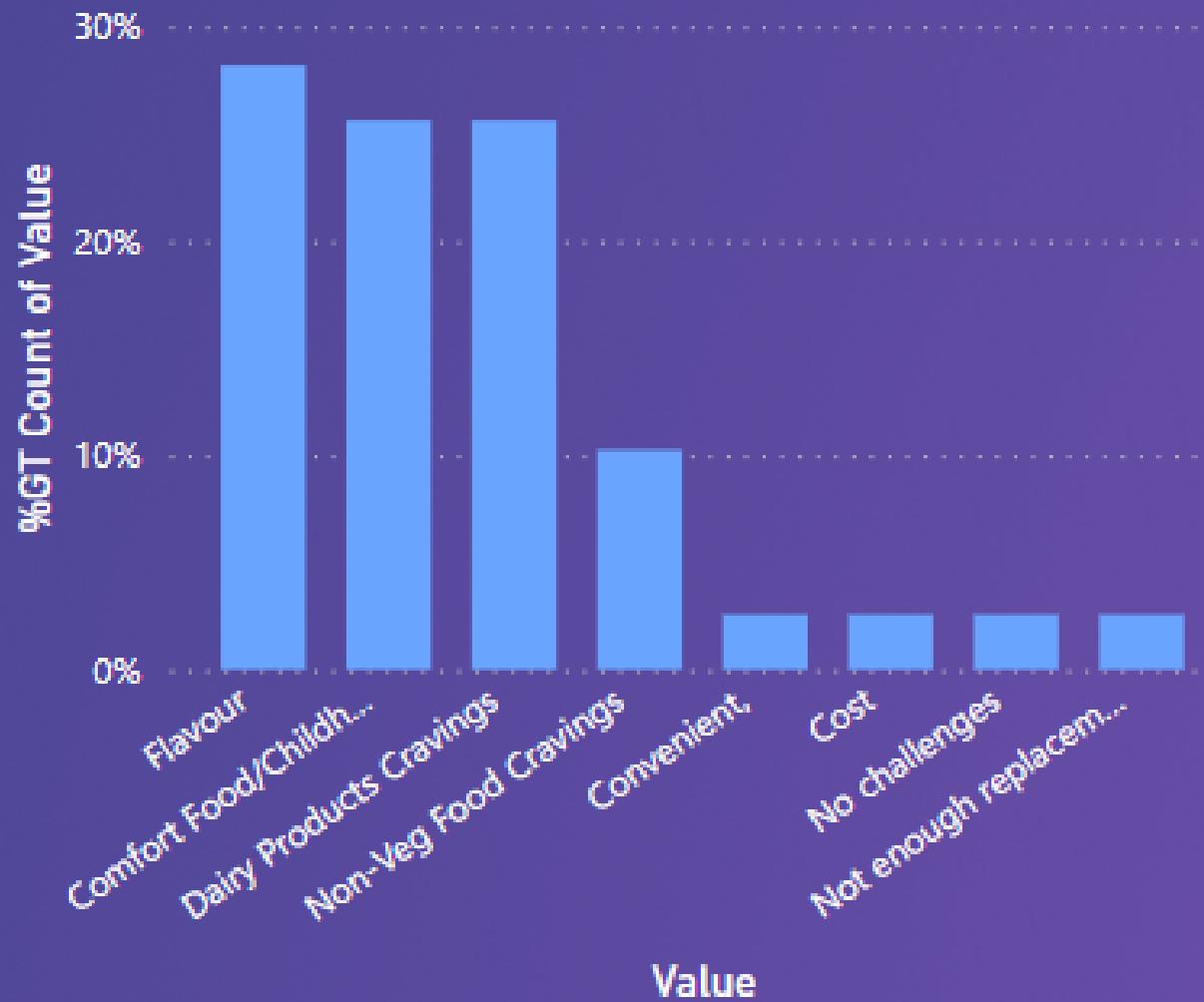
Ans – The top 3 factors people are considering while choosing their food are

- Taste – 31.01%
- Healthiness – 28.57%
- Cost Effectiveness – 20.91%

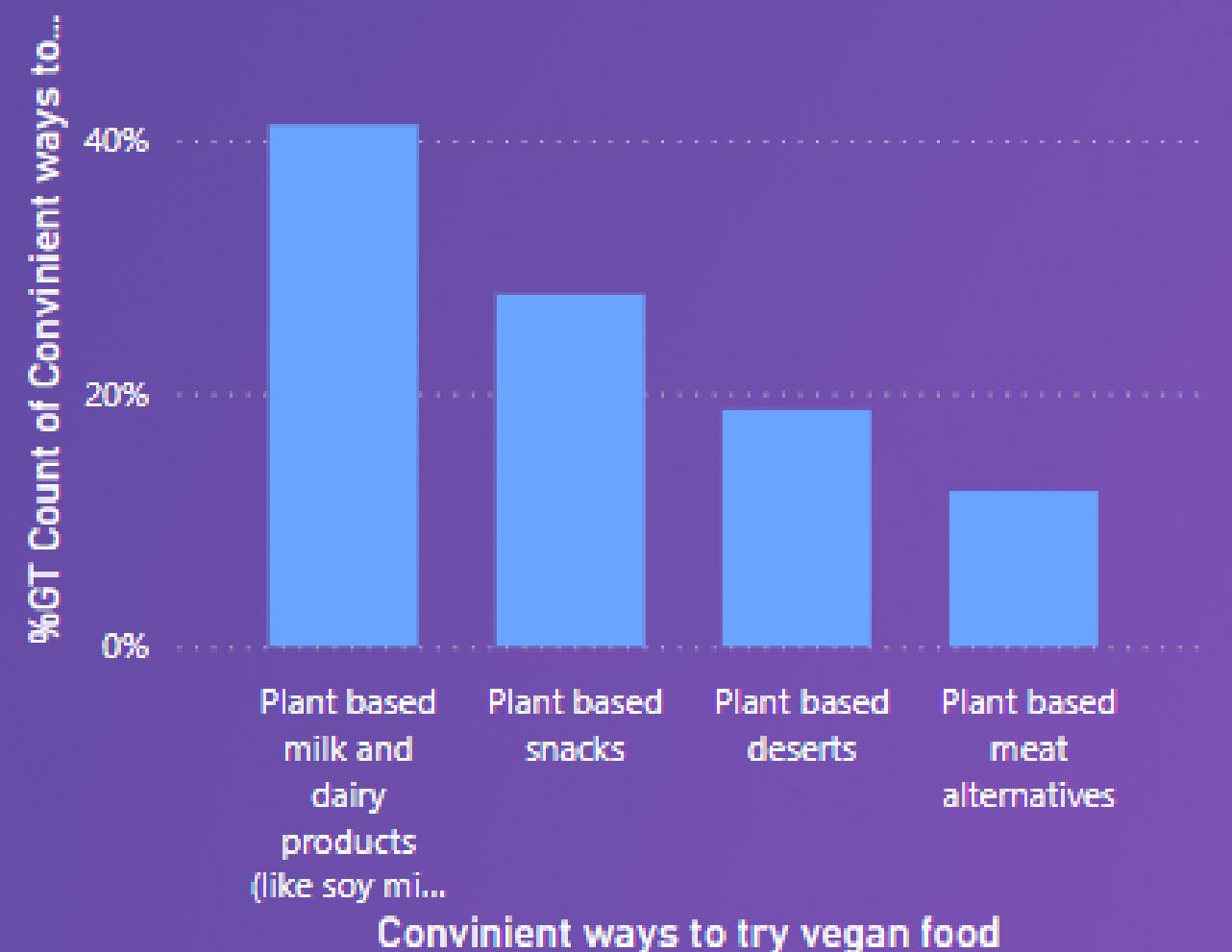


# VEGAN ENTHUSIASTS

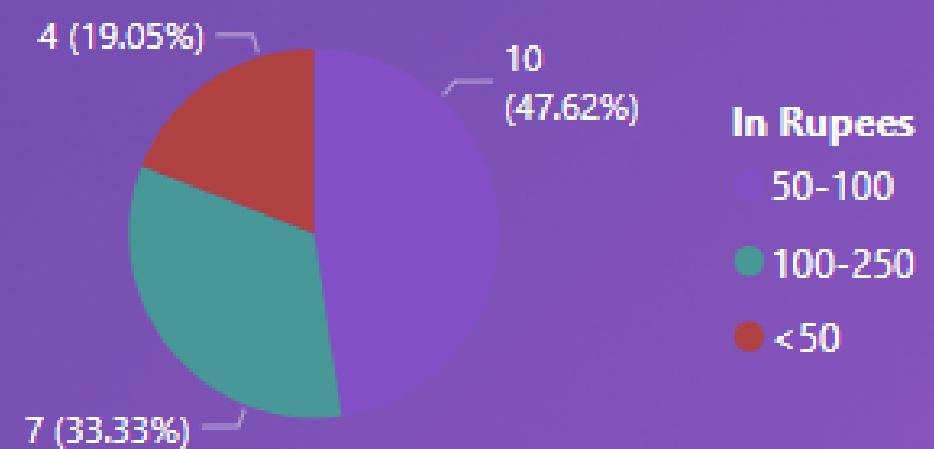
Possible Challenges during the shift of Veganism



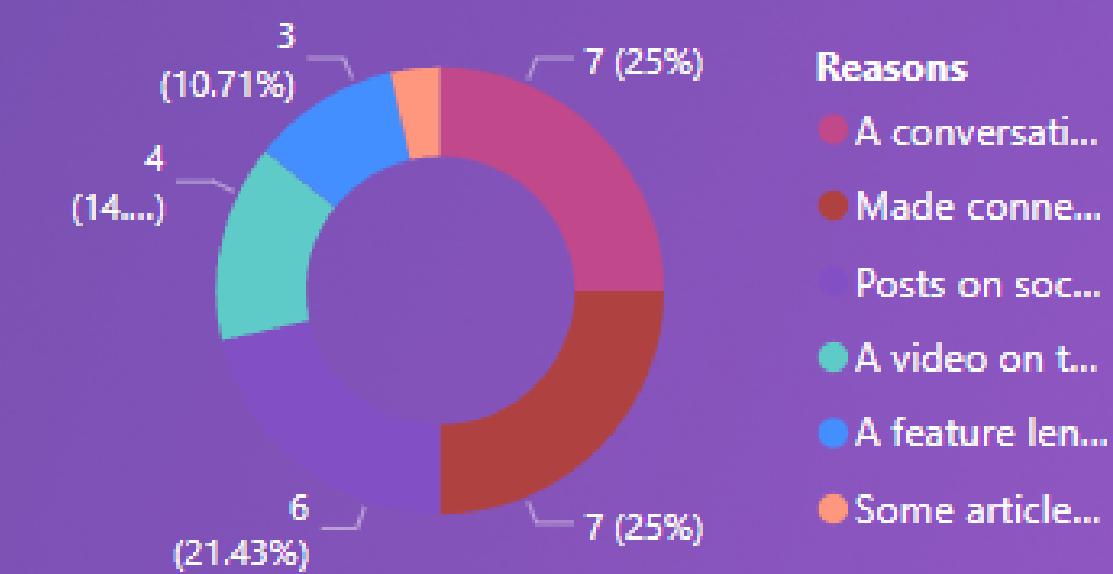
Convinient ways to try vegan food



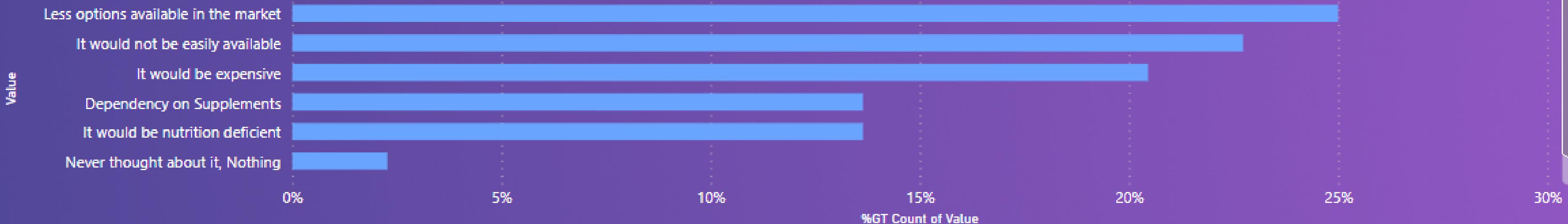
How much money would people like to spend on 1 meal of vegan food?



Influence/Reasons to seriously consider going Vegan



Concerns about vegan food



# Findings for Vegan Enthusiasts:

## **1. What possible challenges interested people could face during the shift to veganism?**

Ans – The top challenges that people could face during the shift to veganism are:

- Flavor – 28.21%
- Comfort Food – 25.64%
- Dairy products craving - 25.64%
- Meat cravings – 10.26%

## **2. What are the possible concerns people have about the vegan food?**

Ans – The concerns people have about vegan food are:

- Nutrient deficient/ dependency on supplements – 27.28%
- Less options available in the market – 25%
- Not easily available – 22.73%
- Expensive – 20.45%

## **3. What are the main reasons people seriously considered adapting veganism?**

Ans – The main influence/reasons are:

- Without any influence – 25%
- A conversation with friends or families – 25%
- Posts on social media – 21.43%

## **4. What are the convenient ways people would like to try vegan food?**

Ans – The convenient ways are:

- Plant based milk and dairy products – 41.18%
- Plant based snacks – 27.81%
- Plant based desserts – 18.72%

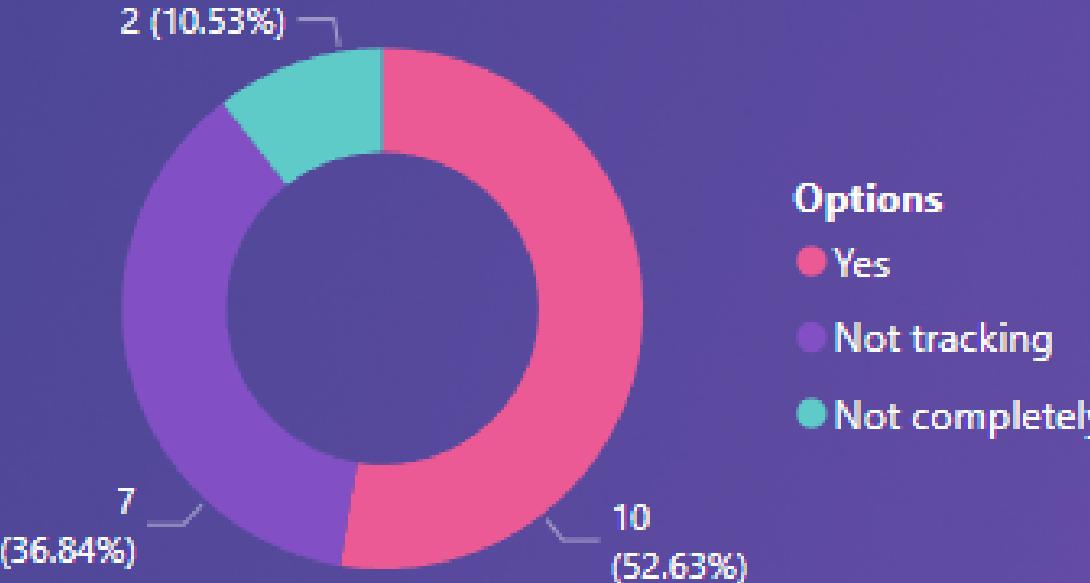
## **5. How much money people are willing to spend on 1 vegan meal?**

Ans

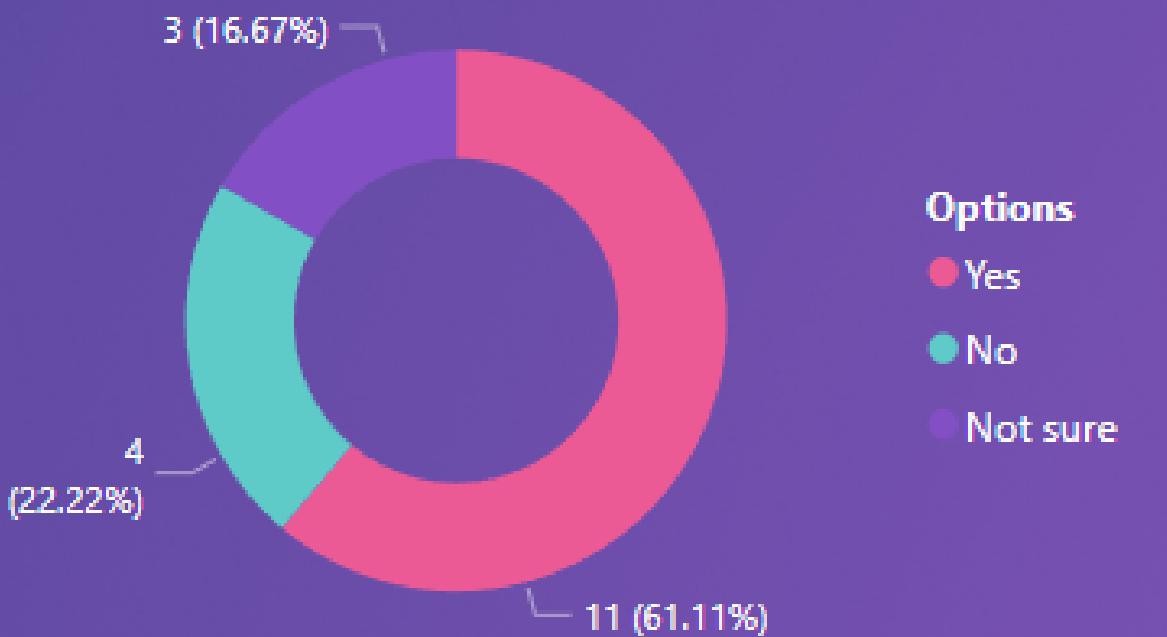
- 50 – 19.05%
- 50-100 – 47.62%
- 100-250 - 33.33%

# VEGAN LOVERS

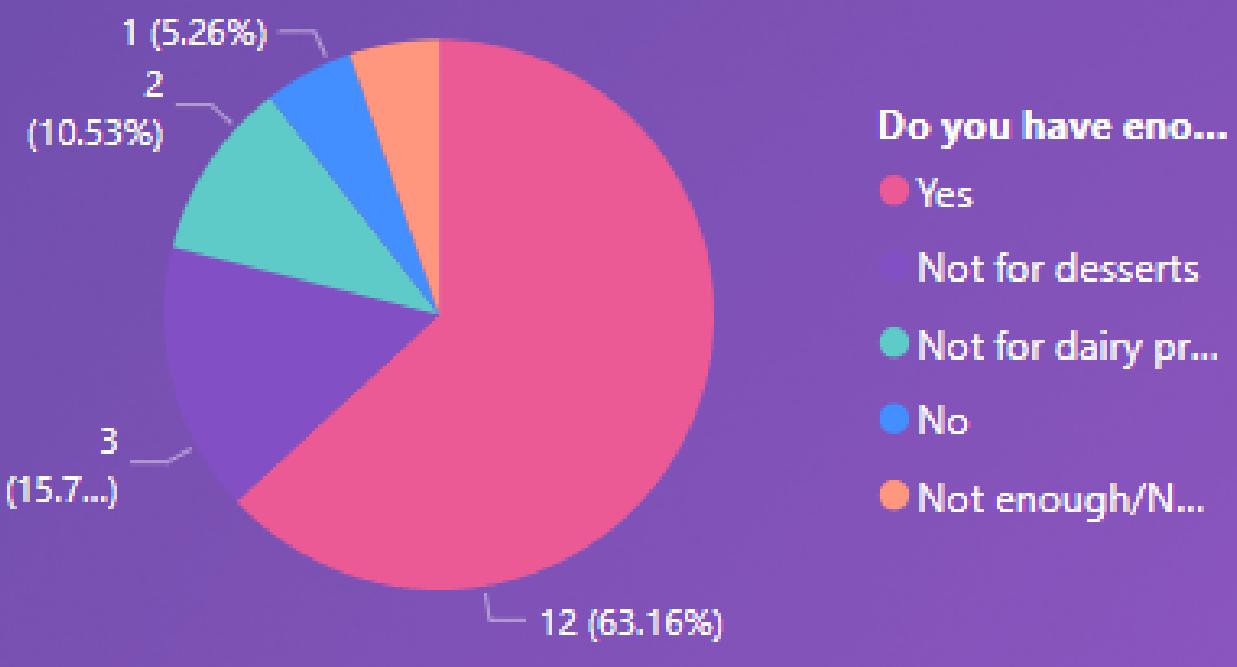
Is your diet balanced with all nutrition?



Do options for all the meals are easily available to you?



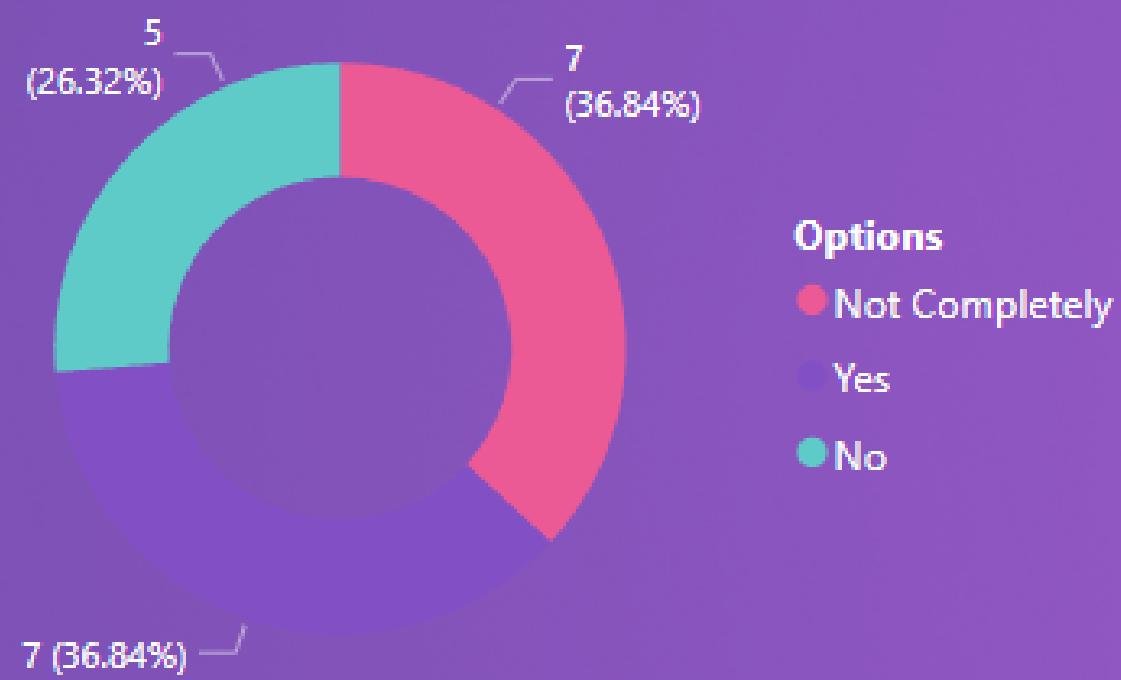
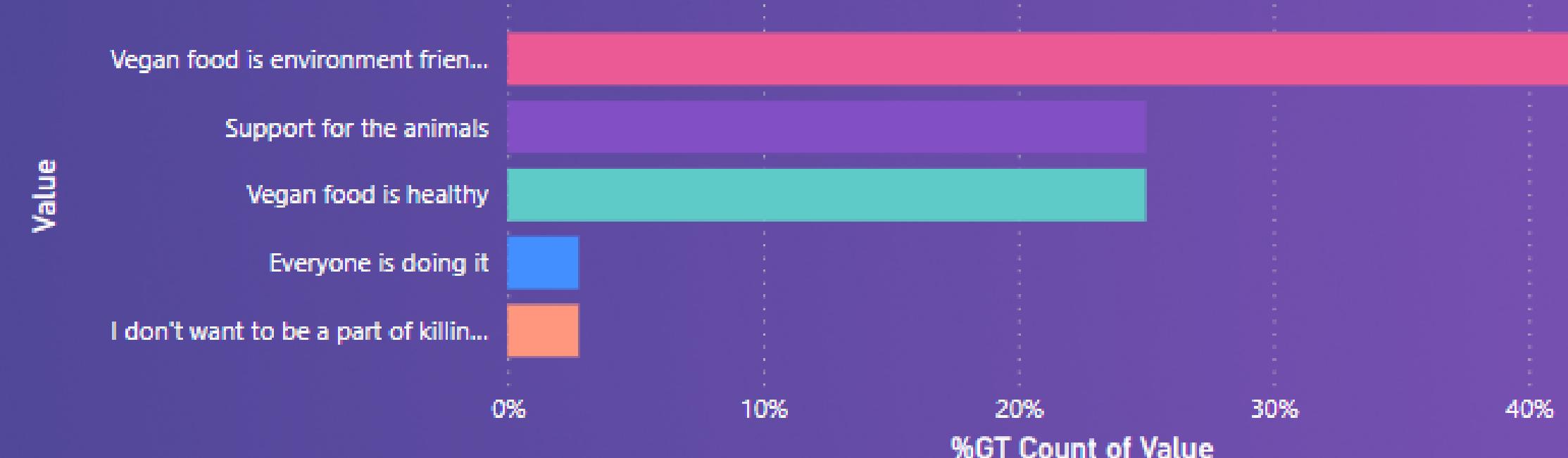
Do you have enough options available for Breakfast, Lunch, Dinner, Snacks and Desserts?



Are your demands getting fulfilled by current vegan market?

Reasons to adapt Veganism

Value ● Vegan food is environment friendly ● Support for the animals ● Vegan food is healthy ● Everyone is doing it ● I don't want to be a part of killing animals



# Findings for Vegan Lovers:

## **1. What are the main reasons people adapted veganism?**

Ans – The main reasons are:

- It is environment friendly – 44.44%
- Support for animals – 25%
- It is healthy – 25%

## **2. Do people have enough options for breakfast, lunch, dinner, snacks and desserts?**

Ans –

- Yes – 63.16%
- Not for dairy products – 10.53%
- Not for desserts – 15.79%

## **3. Do all food options are easily available to people?**

Ans –

- Yes – 61.11%
- No – 22.22%
- Not Sure -16.67%

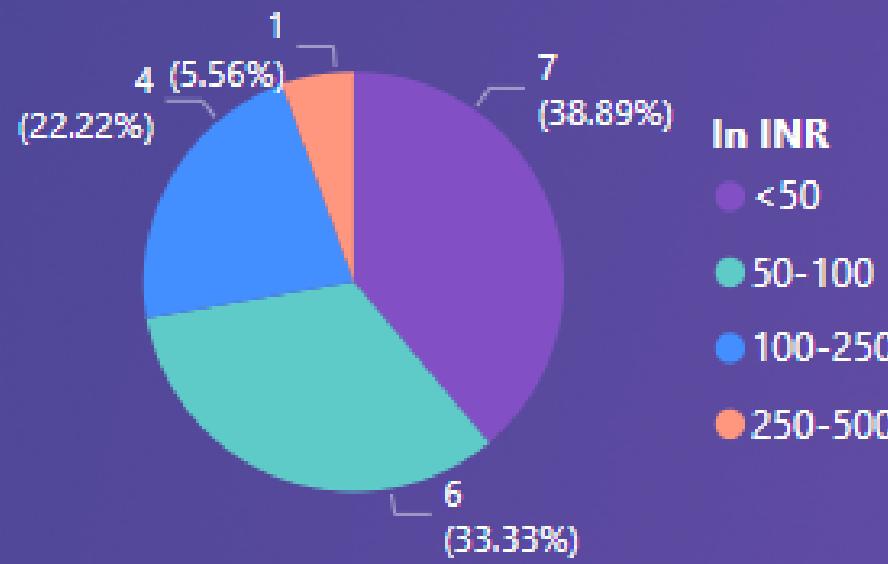
## **4. Are people's demand getting fulfilled by current vegan market?**

Ans –

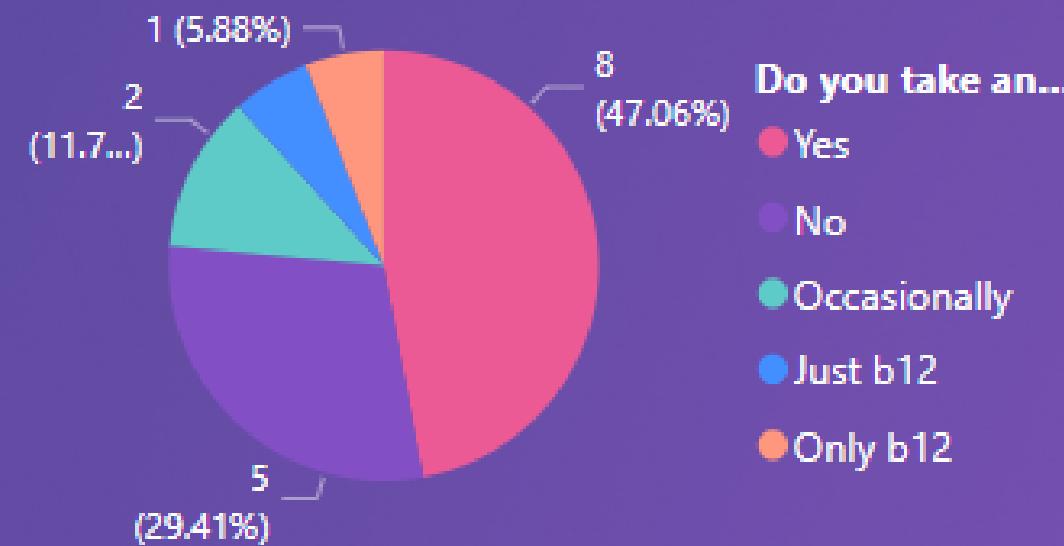
- Yes – 36.84%
- No – 26.32%
- Not Completely - 36.84%

# VEGAN LOVERS

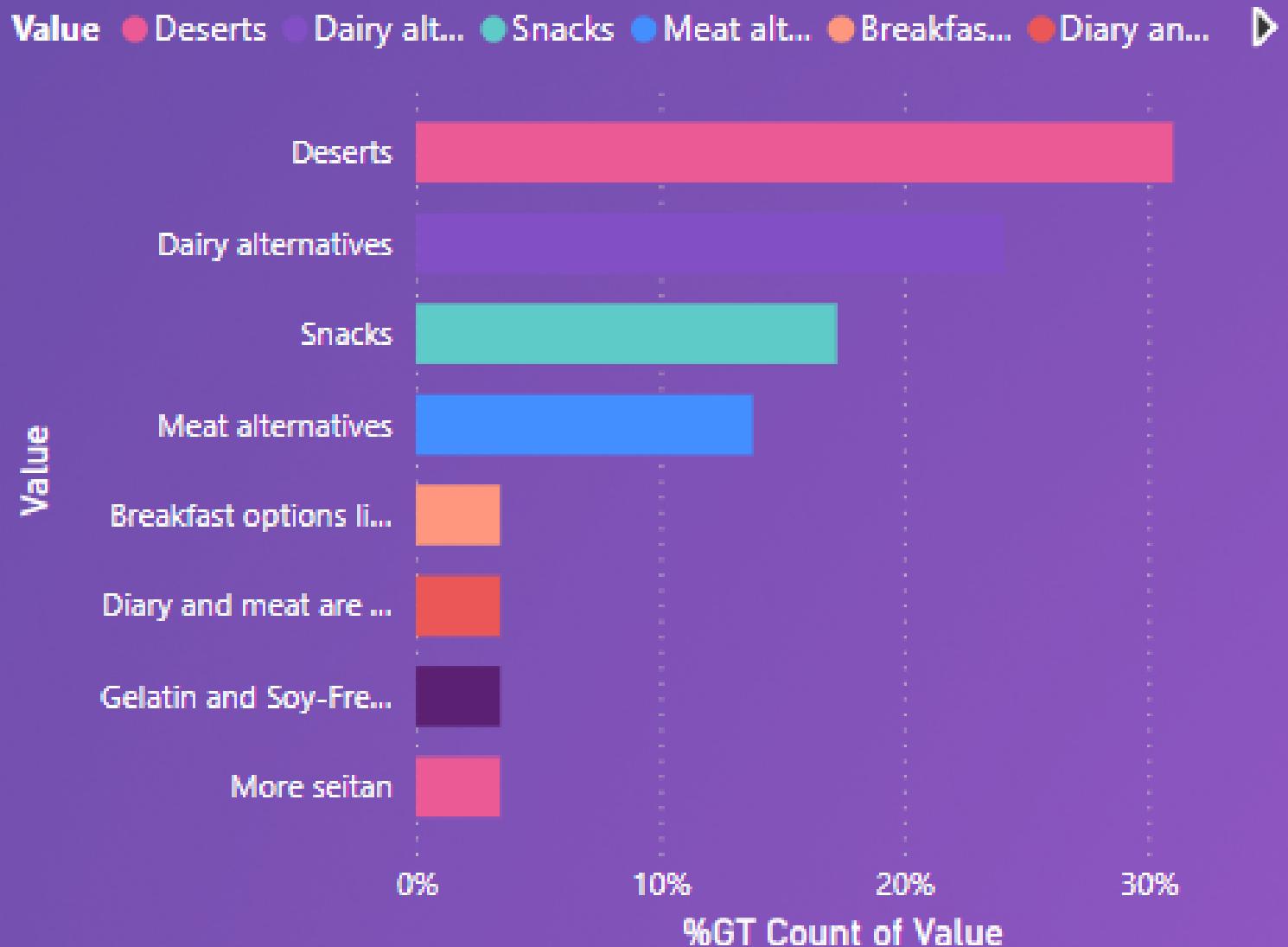
How much are you spending on 1 vegan meal currently?



Do you take any supplements for nutrition?



Which product category people want new/better in the market?



Which vegan product do you like the most in the market?



# Findings for Vegan Lovers:

## **5. Are people's vegan diet balanced with all nutrition?**

Ans –

- Yes – 52.63%
- Not Completely – 10.53%
- Not Tracking - 36.84%

## **6. Do people take any supplement for nutrition due to deficiency of vegan food?**

Ans –

- Yes – 47.06%
- No – 29.41%
- Occasionally – 11.76%
- Just B12 - 11.76%

## **7. How much people are spending on 1 vegan meal?**

Ans –

- <50 – 38.89%
- 50-100 – 33.33%
- 100-250 – 22.22%
- 250 – 500 – 5.56%

## **8. Which product category people want better/new in the market?**

Ans – The categories people want better/new in the market are:

- Desserts – 31.03%
- Dairy Alternatives – 24.14%
- Snacks – 17.24%
- Meat Alternatives – 13.79%

Thank  
you!

