

## **Introduction/Business Problem**

Over the last few years the whole world has turn its attention to environmental issues, more than ever before. Every lifestyle choice we make affect the environment differently and in different degrees. We can clearly see signs our planet is suffering due to our impact on it. In certain areas we have more options to reduce this impact, such as eating habits, others not as much.

Searching for food with a lower environmental impact, together with the awareness of animal well-being and a more natural, less industrial, source of nutrients has been leading millions of people in the world to adopt a diet refereed as vegan or vegetarian. The offer for this type of diet is still limited but we can clearly see everywhere in the world a wave of these products being offered more and more often at supermarkets and restaurants.

The main objective of this study is to analyse how a possible eatery classified as vegan/vegetarian can find a possible market in any location on the planet. The city of Madrid, Spain was used as an example in this study. Since the coding created is general, it can be easily modified to find other possible market niches in any city, for example, a Mexican restaurant in Moscow or a Japanese restaurant in New Delhi.