# Opening a Vegan Restaurant in London

A data analysis approach to select the best districts in London where to open a plant-based eating out option

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# Introduction

Healthy food has become a trending topic in the past few years. People are paying more attention to what they eat, and how they eat. Several consumers are changing their habits from animal derived goods to plant-based goods, and the interest has increased significantly in the United Kingdom.

# Introduction

- 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.
- In 2018, the UK launched more vegan products than any nation.
- Between November 2019 and November 2020, vegan food orders via Deliveroo shot up 115%.
- Demand for meat-free food in the UK increased by 987% in 2017 and going vegan was predicted to be the biggest food trend in 2018.
- The Google Trends on veganism puts the UK as the fourth region with more interest in the subject, and shows the increase in search of veganism consistently rising since 2013.

The Vegan Society
One world. Many lives. Our choice.

# Introduction

Goal:

Find which districts of London are the best choices to open a new vegan restaurant.

# Data Acquisition and Preliminary Analysis

**Table 1: The UK's Current Diet**

| Diet | Percent |
|---|---|
| Total vegetarian | 6.55% |
| Total pescatarian | 4.10% |
| Total vegan | 2.10% |
| Total meat free | 12.75% |
| Not following any diet | 87.25% |

**Table 2: The UK's diet intentions by the end of 2020**

| Diet | Percent |
|---|---|
| Total vegetarian | 11.35% |
| Total pescatarian | 7.35% |
| Total vegan | 4.15% |
| Total meat free | 22.85% |
| Not following any diet | 77.15% |

**Table 3: Specific diet changes over 2020**

| Type of diet | Current population | People who intend to follow this diet | Population by end of 2020 | % change |
|---|---|---|---|---|
| No-specific diet | 45,721,918 | -5,292,738 | 40,429,180 | -11.60% |
| Vegan | 1,100,470 | 1,074,269 | 2,174,739 | 97.60% |
| Vegetarian | 3,432,419 | 2,515,361 | 5,947,780 | 73.30% |
| Pescatarian | 2,148,537 | 1,703,109 | 3,851,646 | 79.30% |

# Data Acquisition and Preliminary Analysis

**Table 4: Which generations are ditching meat?**

| Generation | Percent ditching meat |
|---|---|
| Postmillennial | 13.89% |
| Millennials | 14.74% |
| Generation X | 13.79% |
| Boomers | 10.57% |
| Silent generation | 8.86% |

**Table 6: Yearly cost of each diet per person**

| Diet | Cost per year |
|---|---|
| Vegan Diet | £ 2,073 |
| Normal Balanced Diet | £ 2,002 |
| Pescatarian Diet | £ 1,973 |
| Vegetarian Diet | £ 1,545 |

**Table 5: Are there gender differences when it comes to diets?**

| Intention | Female | Male |
|---|---|---|
| Planning to go meat free | 8.84% | 11.44% |
| Already meat free | 14.57% | 10.82% |

# Data Acquisition and Preliminary Analysis



Map with the existing Vegetarian / Vegan Restaurants in London

# Methodology



Get all districts in Greater London

Total: 527

Top 20 districts with more venues:

### Table 8: London top 20 districts with more venues

| District | # of Venues | District | # of Venues |
|---|---|---|---|
| Coombe, Kingston upon Thames | 100 | South Kensington | 100 |
| St Giles | 100 | Kingston upon Thames | 100 |
| Canary Wharf | 100 | Nag's Head | 100 |
| Shepherd's Bush | 100 | Richmond | 100 |
| Soho | 100 | St James's | 100 |
| Aldwych | 100 | Chinatown | 100 |
| Shoreditch | 100 | Bayswater | 100 |
| Aldgate | 100 | Covent Garden | 100 |
| Brompton | 100 | Fitzrovia | 96 |
| Clerkenwell | 100 | Ealing | 96 |

# Methodology

Finding the best districts for business:

**Table 9: Districts to open a Vegetarian / Vegan Restaurant**

| District | # of Venues |
|---|---|
| Aldwych | 100 |
| Brompton | 100 |
| Canary Wharf | 100 |
| Chinatown | 100 |
| Clerkenwell | 100 |
| Covent Garden | 100 |
| Ealing | 100 |
| Fitzrovia | 100 |
| Nag's Head | 100 |
| Richmond | 100 |
| Shepherd's Bush | 100 |
| Shoreditch | 100 |
| South Kensington | 100 |
| St. Giles | 100 |
| St James's | 100 |

# Results

From our initial 527 districts of London that were evaluated, we were able to retrieve 15 where one can find lots of venues (and lots of people), but do not have an option for plant-based food.

# Results

Blue dots:
hot districts

Green dots:
competition
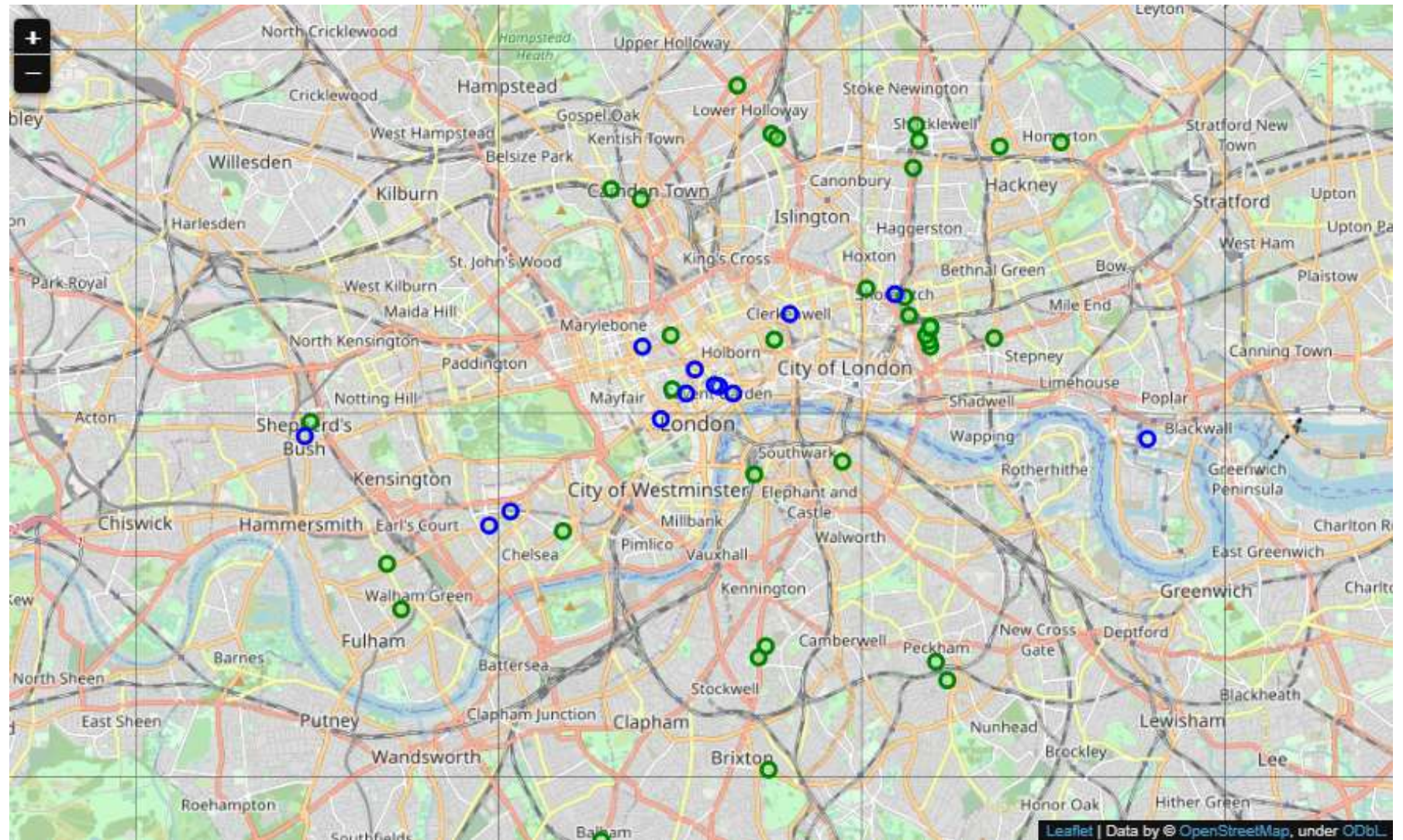


First districts to further explore:
Covent Garden, Brompton and South Kensington.

# Conclusion

This simple analysis reveals the power of data analysis to help businesses achieve their goals. We started looking at the whole city of London, and finished looking to 14 districts that seem more promising, and even getting the first three on where to start using visualisation tools.

There is room for a more detailed analysis, which requires more work, and we can even get to the best streets where to open our restaurant. But I need to keep working, so this will be for another time.

# References

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