



VEGANUARY

23 December 2020 – 03 February 2021

Veganuary

£3.4bn

value of the plant-based food market.

Dairy alternatives - £520m
Meat alternatives - £480m.²



Veganism is no longer a niche lifestyle choice, with 1.1 million vegan consumers in the UK, increasing by 419,000 (62%) within the last 12 months.¹ Over the past few years, people have become more mindful of what they put into, and onto, their bodies - more than ever before.

Every year, hundreds of thousands of Brits sign up for the Veganuary campaign – a pledge to embrace plant-based diets for a month. According to the Vegan Society, in 2020, the Veganuary campaign saw a record number of 400,000 people signing up. What's more, 72% of them planned to continue with a vegan diet even after Veganuary.¹ The main reasons for this decision included improved health and their increased knowledge about veganism - finding out that a vegan diet was easier than expected. **Participate in ASDA's Veganuary campaign this January to inspire consumers and drive incremental sales for your brand.**

 **55%**

of people now claim they are actively reducing or consider reducing their meat intake.²

 **56%**

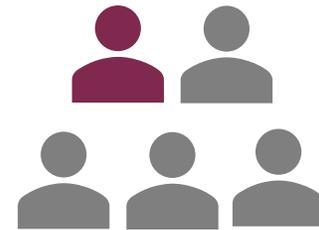
of Brits now adopt vegan buying behaviours such as only purchasing vegan products and checking they are cruelty-free.⁴

 **2million**

people in the UK live with a diagnosed food allergy or intolerance, so free-from foods are already high in demand - with an estimated value of £934 million.³

 **£175%**

increase in vegan cosmetics and toiletries product launches over the past five years, as vegan cosmetics become ever more popular with ethically-conscious consumers.⁵



1 in 5

people say that they would consider going vegan.⁴

Reasons consumers are choosing to buy Vegan-friendly products:⁶



55% - To be healthier



49% - Concerned for animal welfare



30% - for environmental reasons

Veganuary 2020

1 in 3

people tried Vegan options in January 2020, despite not officially signing up to Veganuary.¹

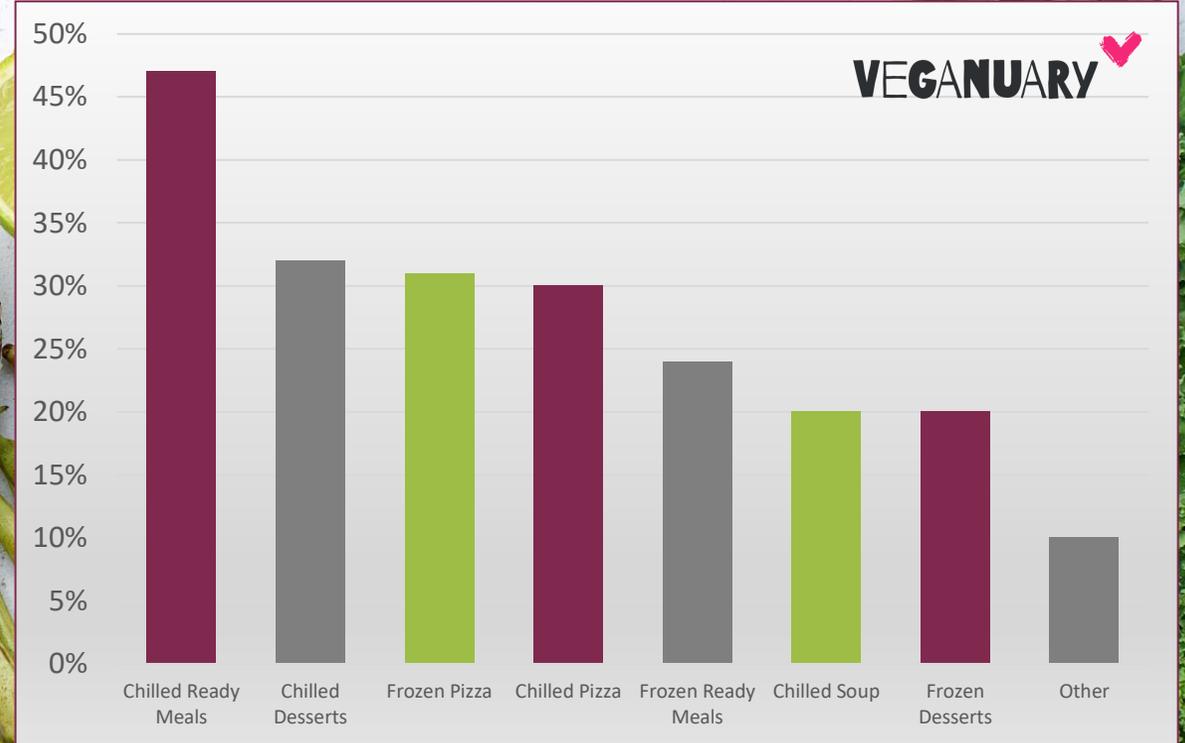
14%

increase in meat substitute sales such as soya mince, veggie burgers & sausages were up 14% on January 2019.²

TWICE AS MANY CONSUMERS SHOPPED VEGAN IN VEGANUARY.

More than twice as many consumers bought supermarket plant-based products in January 2020 compared with December 2019.²

Supermarket Food Categories that Veganuary 2020 participants purchased Vegan products from during the campaign period.³



Veganuary at ASDA

£1.7m

of sales were made at ASDA during the 2020 Veganuary campaign period.

5%

average sales uplift for ASDA stores with Veganuary media vs. non-media stores.

36.3%

value uplift for products participating in ASDA's Veganuary event, vs. pre event period.

65%

value uplift for participating products vs. the same time YoY.

3.02

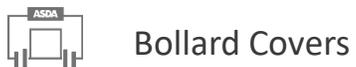
average ROI for Veganuary campaigns.

Supplier Opportunities

Veganuary 2021 will feature on the ASDA.com homepage as well as in the online taxonomy. The available media formats are listed below. Online promotions will drive to the Vegan Online Grocery page, but if you would prefer to book a branded page, your media drivers can direct to that page instead.

In-store Media

All campaigns aligned to *Veganuary* will use the supplied toolkit for the following media formats:



Bollard Covers



Security Covers



Digital 6 Sheets



Gondola Ends



Shippers



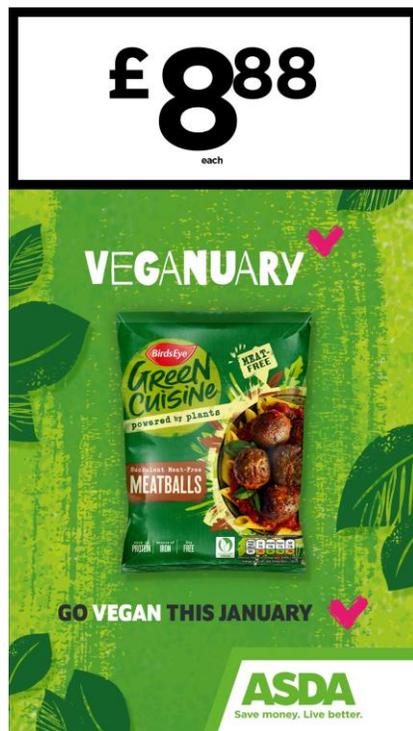
POS Barkers



POS Bubbles



ASDA Radio



Online Media

Veganuary roundel and creative template available to all participating suppliers for use on:



Leader-board Banners



Promo Banners



Department Navigation Banner



Category Navigation Banner



Inserts (PLA)



Social Media

Branded page



Key Information



Event

Live Dates:

23 December – 03 February



Campaign Briefing

Deadline:

14 October



Campaign Booking

Deadline:

16 November



Artwork/Assets

Deadline:

23 November



Contact:

Speak to your Account Manager to begin building your *Veganuary* campaign

Invest in Veganuary and...

Inspire ASDA households to go vegan this January.

Associate your brand with a key retail event

Inspire shoppers and drive incremental sales for your products



Thank you