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# Vegetarian & Vegan Food & Drink products in Europe

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**Knowledge Division**  
**2023**



# New Product Development of Vegetarian & Vegan products



Date Published matches January 2020 to December 2022

Category matches Food & Drink

Market matches Europe

Product positioning matches Vegetarian or Vegan

85 936 products found

# Positioning Definitions



## Vegetarian

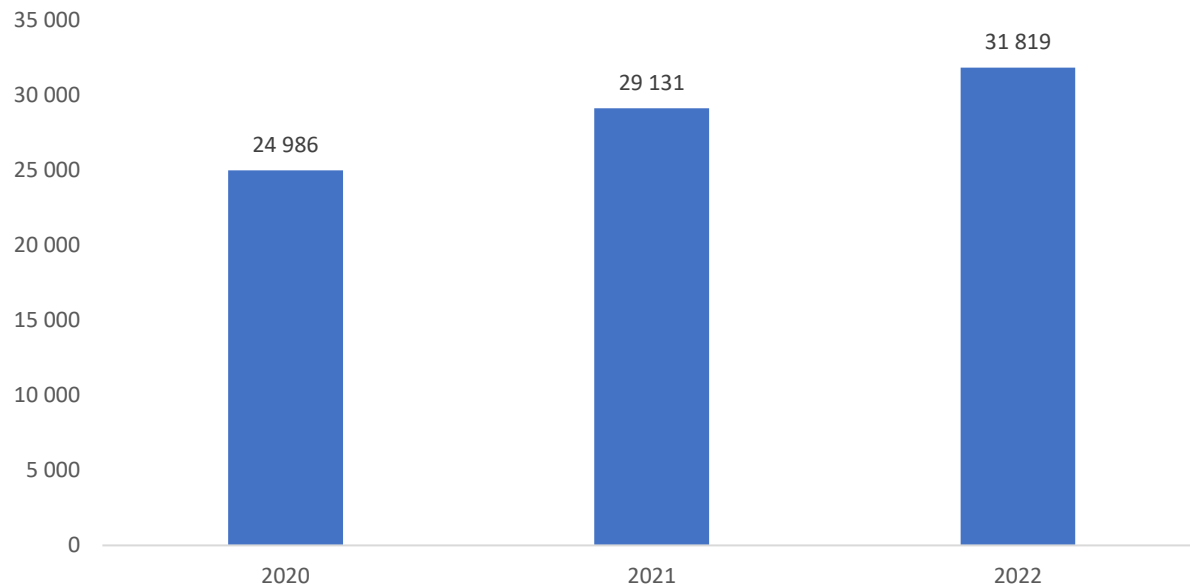
This positioning is given when the product claims to be suitable for vegetarians and/or vegans or that it contains only vegetarian ingredients. This means that it contains no ingredients from meat, fish or any type of animal.

## Vegan

Includes all products which claim to be suitable for vegans. A vegan does not use any product that contains animal ingredients. Typical claims include: vegan friendly, 100% vegan, certified vegan and suitable for vegans.



### Vegetarian/Vegan product launches, by Year, in Europe, 2020 - 2022



The last three complete years have seen a growth of Food & Drink product launches with the Vegetarian or Vegan positioning. From 2020 to 2022, product launches in this segment rose by 27%.

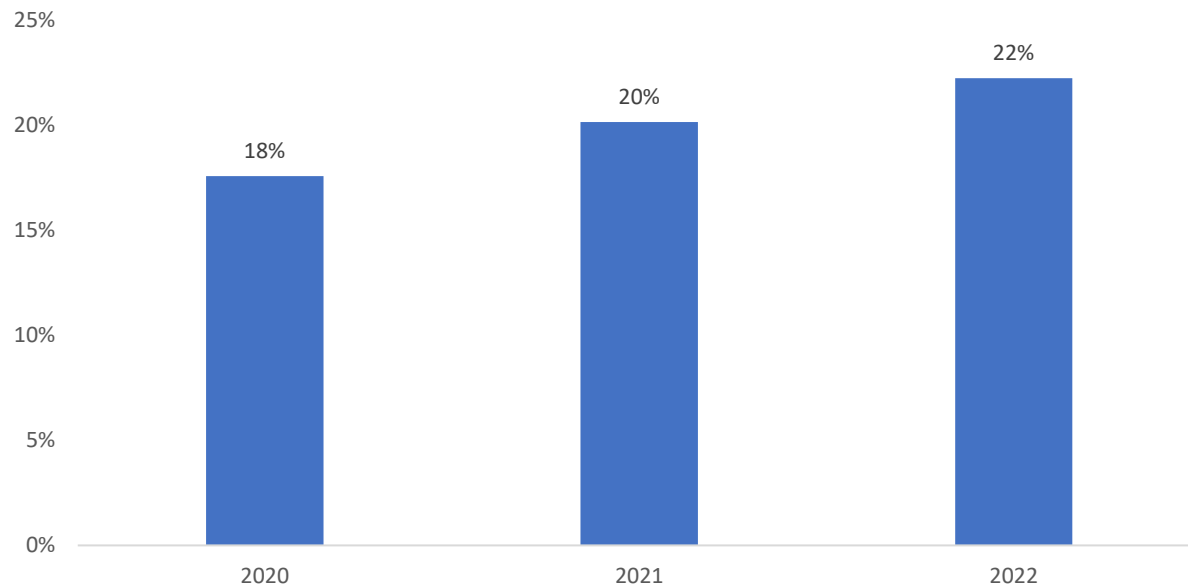
# Date Published - Percentage of Food & Drink



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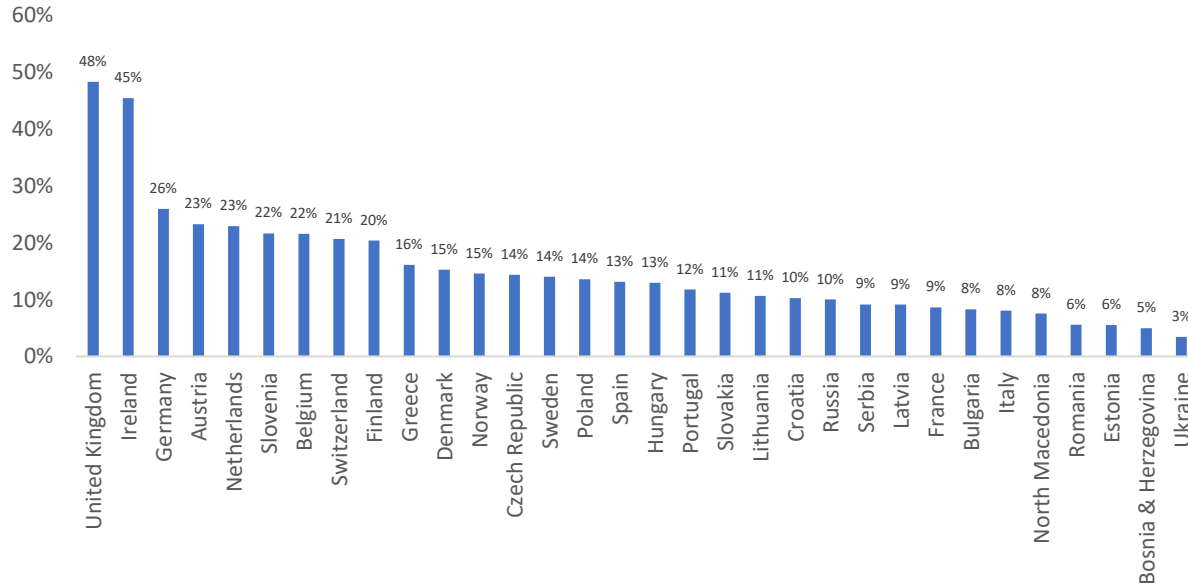
Percentage of Vegetarian/Vegan product launches, by Year, in Europe, 2020 - 2022



More than 1 in 4 of Food & Drink products launched in 2022 featured the Vegetarian or Vegan claims, up from 18% in 2020.



Percentage of Vegetarian/Vegan product launches, by Country, in Europe, 2020 - 2022



The United Kingdom and Ireland’s retail markets were the most active when it comes to Vegetarian/Vegan product launches, with almost half of the products featuring these positionings.

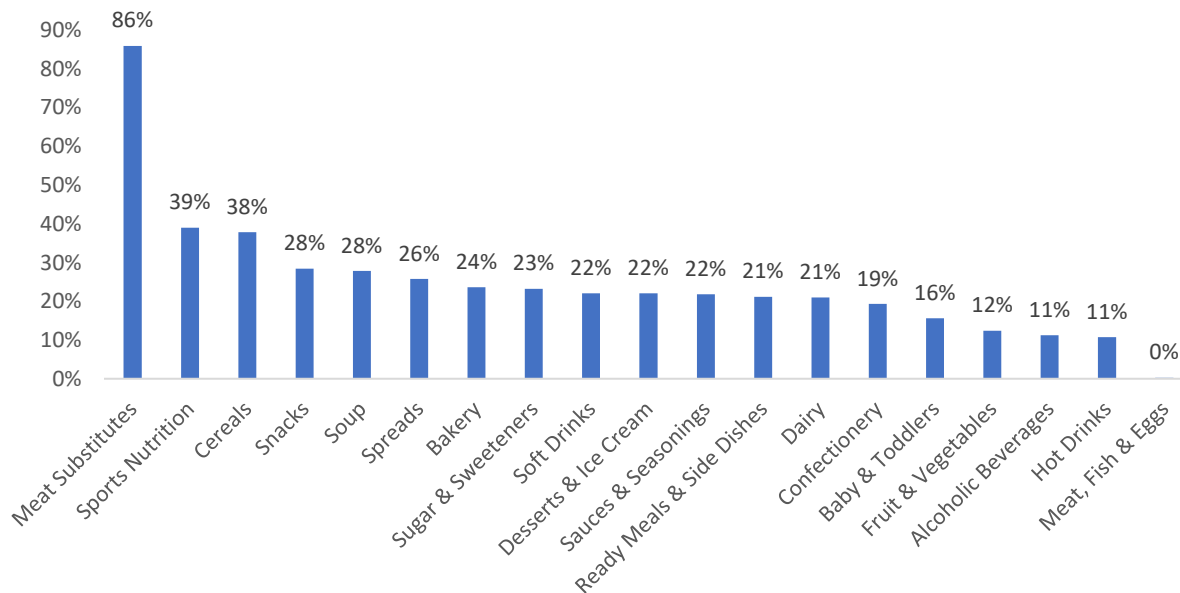
# Product Categories



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Percentage of Vegetarian/Vegan product launches, by Category, in Europe, 2020 - 2022



Meat Substitutes towered above the other Food & Drink product categories, with 86% percent of launches featuring the Vegetarian or Vegan positioning.

# Product Examples - Meat Substitutes



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Meat free no beef mince in a 245g plastic standard tray held in a carton board sleeve. Vegan. (United Kingdom)



Vegan smoked salmon slices based on modified starch, rice protein and rapeseed oil. V-label vegan logo. (Germany)



Two pieces of katsu no chicken fillets based on soy protein. Vegan friendly. (Ireland)



## Product Examples - Sports Nutrition



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Vanilla flavored vegan protein powder with sweetener and minerals. (Germany)



Blueberry-açaí flavored refreshing organic hydration drink with fruit juice. 100% vegan. (Spain)



Isotonic energy gel with orange flavor, in a 60ml plastic sachet. Suitable for vegetarians and vegans. (Belgium)

# Product Examples - Cereals



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Organic crunchy oat muesli with hazelnuts, dark chocolate, fruits, coconut and spices. Suitable for vegans. (Slovenia)



Gluten free oat bar with walnut, in a 70g flat plastic pouch. Suitable for vegetarians and vegans. (Bulgaria)



Wholegrain oat porridge with coconut, cranberries, strawberries and bilberries. V-label vegan logo. (Austria)

# Consumer Research



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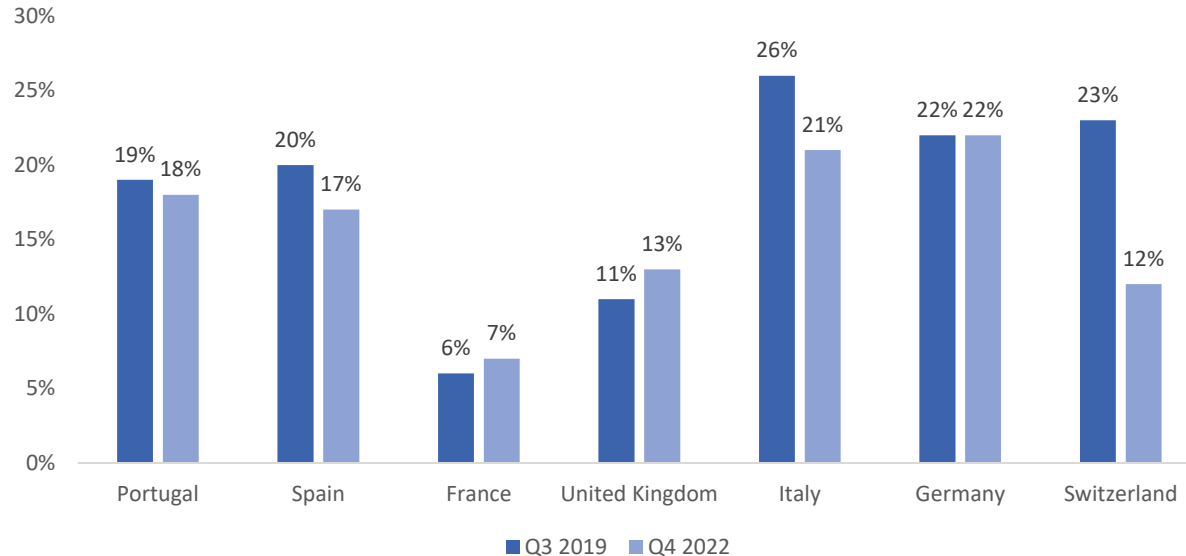
# Consumer Data - Low meat diet



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What is your daily diet? Answer: Low meat - Q3 2019 vs Q4 2022



Looking at the dietary preferences of consumers in European markets, the low meat diet lost some popularity from 2019 to 2022. France, the United Kingdom and Germany were the only countries where the percentage of consumers following this diet didn't decrease.

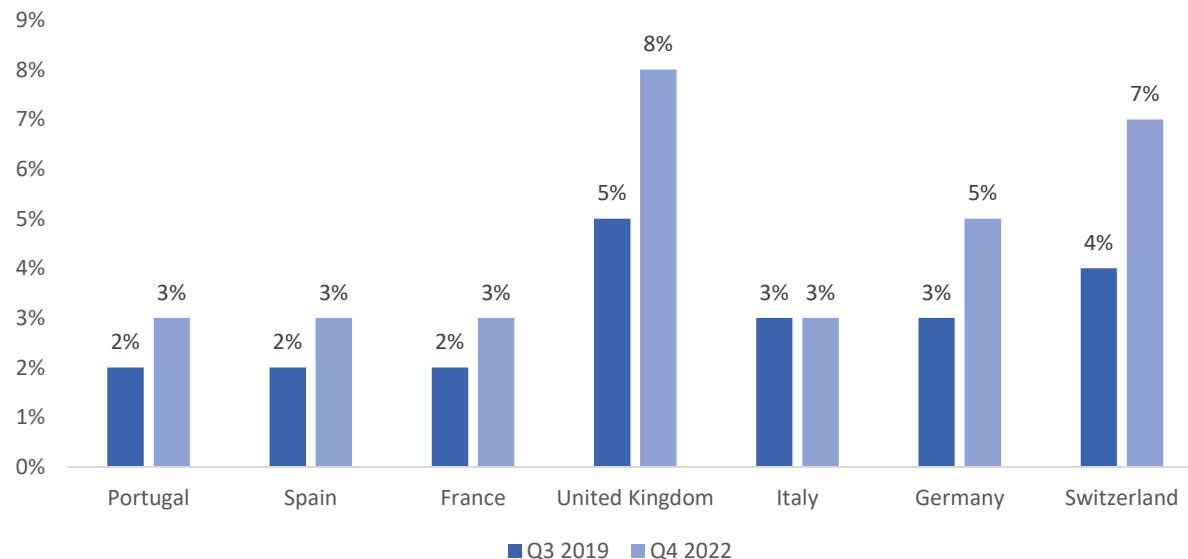
# Consumer Data - Vegetarian diet



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What is your daily diet? Answer: Vegetarian - Q3 2019 vs Q4 2022



On the other hand, the percentage of consumers adhering to a vegetarian diet increased in this period, notably in the United Kingdom, Germany and Switzerland.

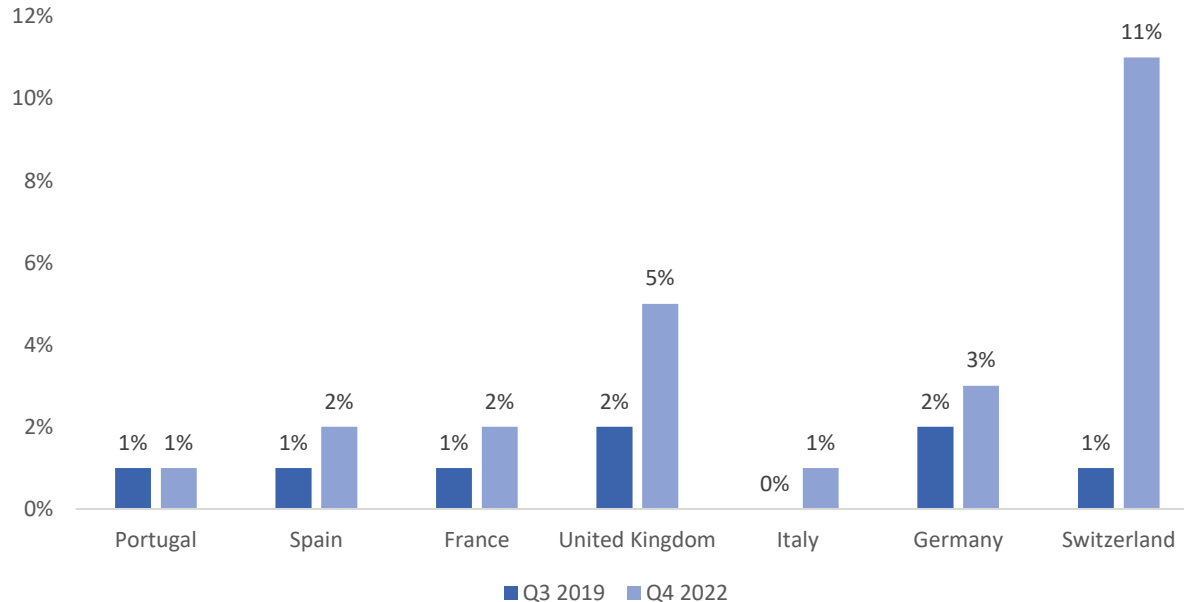
# Consumer Data - Vegan diet



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What is your daily diet? Answer: Vegan - Q3 2019 vs Q4 2022



Finally, the vegan diet saw a massive surge in popularity in Switzerland, where 11% of inquired consumers were following it.



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Para qualquer questão e/ou feedback, por favor contactar [knowledge.division@portugalfoods.org](mailto:knowledge.division@portugalfoods.org)

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