

Veganuary: Will Climate Concerns Make Veganism Mainstream?

Media Analysis Summary

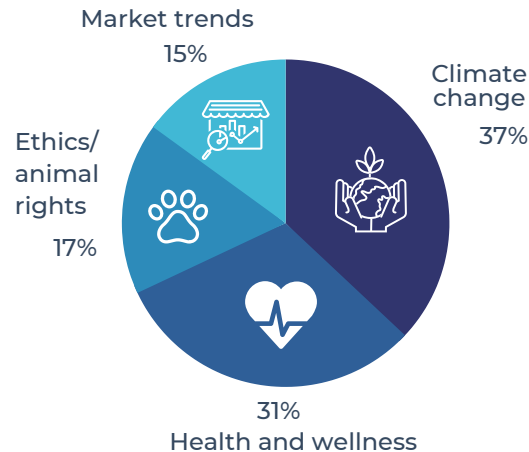


Climate change as a top incentive

Our media analysis found that the largest topic in the Veganuary discussion is “Climate change”, suggesting that there’s a cultural shift in people’s motivations to go vegan, as environmental concerns take precedence over personal health.

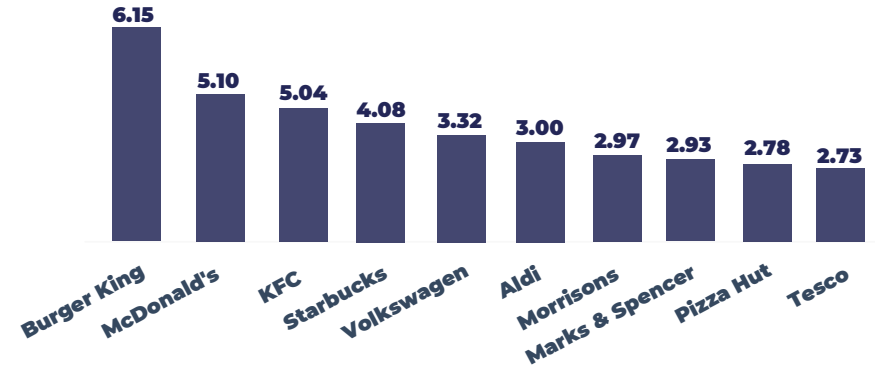
Veganuary topics by share of voice

Many media outlets noted that avoiding meat and dairy is considered to be the biggest single way someone can reduce their impact on the planet.



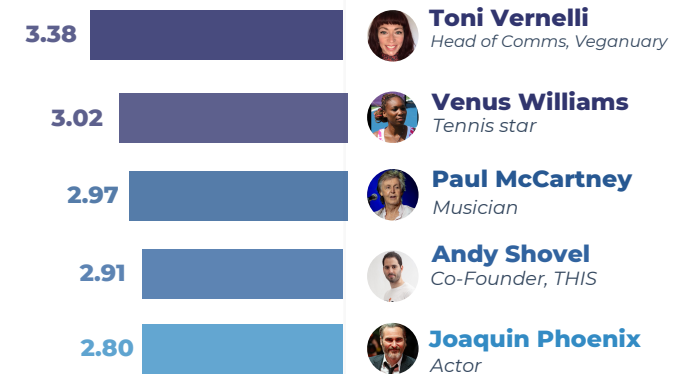
Top 10 companies in the Veganuary debate by media impact score

We used Commetric's proprietary 'media conversation impact score' metric to identify the organisations with the biggest impact on the media discussion around Veganuary 2022.



Top 5 spokespeople in the regeneration debate by influence score

Our analysis found that many of the most prominent spokespeople in the Veganuary debate were influencers and celebrities who publically supported the movement.



4 tips on how brands can strengthen their vegan campaigns

- Make environmental concerns as important as taste and health
- Add societal issues to the ecological mix
- Jump on the regeneration trend
- Try to address problems beyond your industry

Read the whole analysis here:

<https://commetric.com/2022/01/27/veganuary-will-climate-concerns-make-veganism-mainstream/>

Follow us on our social media

