

What Can We Learn About Vegan Comms from Veganuary 2023? A Media Analysis

Media Analysis Summary



Veganuary celebrated its 10th anniversary in 2023 with a record number of people taking the challenge to avoid meat for the first month of the year.

Climate change was the largest topic in the discussion, just like last year's Veganuary. But there was a new topic this time – the Cost-of-living crisis, as many articles asked whether it's possible to go vegan amidst inflation.

Topics in the Veganuary 2023 debate by share of voice



31%

Climate change



25%

Health and wellness



19%

Cost-of-living crisis



15%

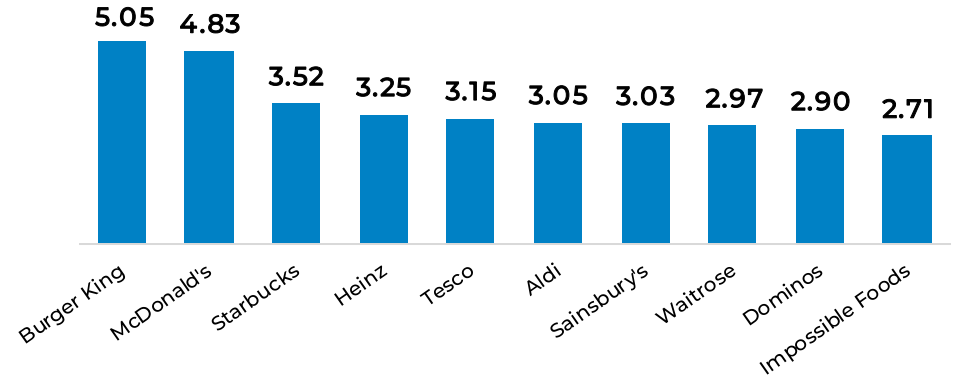
Ethics/animal rights



10%

Diversity and inclusion

Top 10 organisations in the Veganuary 2023 debate by media impact score



Partnership campaigns managed to get the most media attention this year. For example, **Burger King** became the most influential company in the media debate by celebrating Veganuary with a new plant-based Bakon King range, featuring a partnership with French plant-based bacon producer **La Vie** and dairy alternatives company **Violife**.

5 PR and comms takeaways from Veganuary 2023:

- Strip vegan food of its premium connotations
- Partner with brands that share the right associations
- Make vegan food less about limitations and more about possibilities
- Impress in Veganuary and activate throughout the year
- Keep track of the Regenerative trend

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Read the whole analysis here:

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