



fifty.

VEGANUARY 2023
AUDIENCE REPORT

How to win
Veganuary &
supercharge
your growth

The Objectives of this Report

Break down the mechanics of the Veganuary conversation.

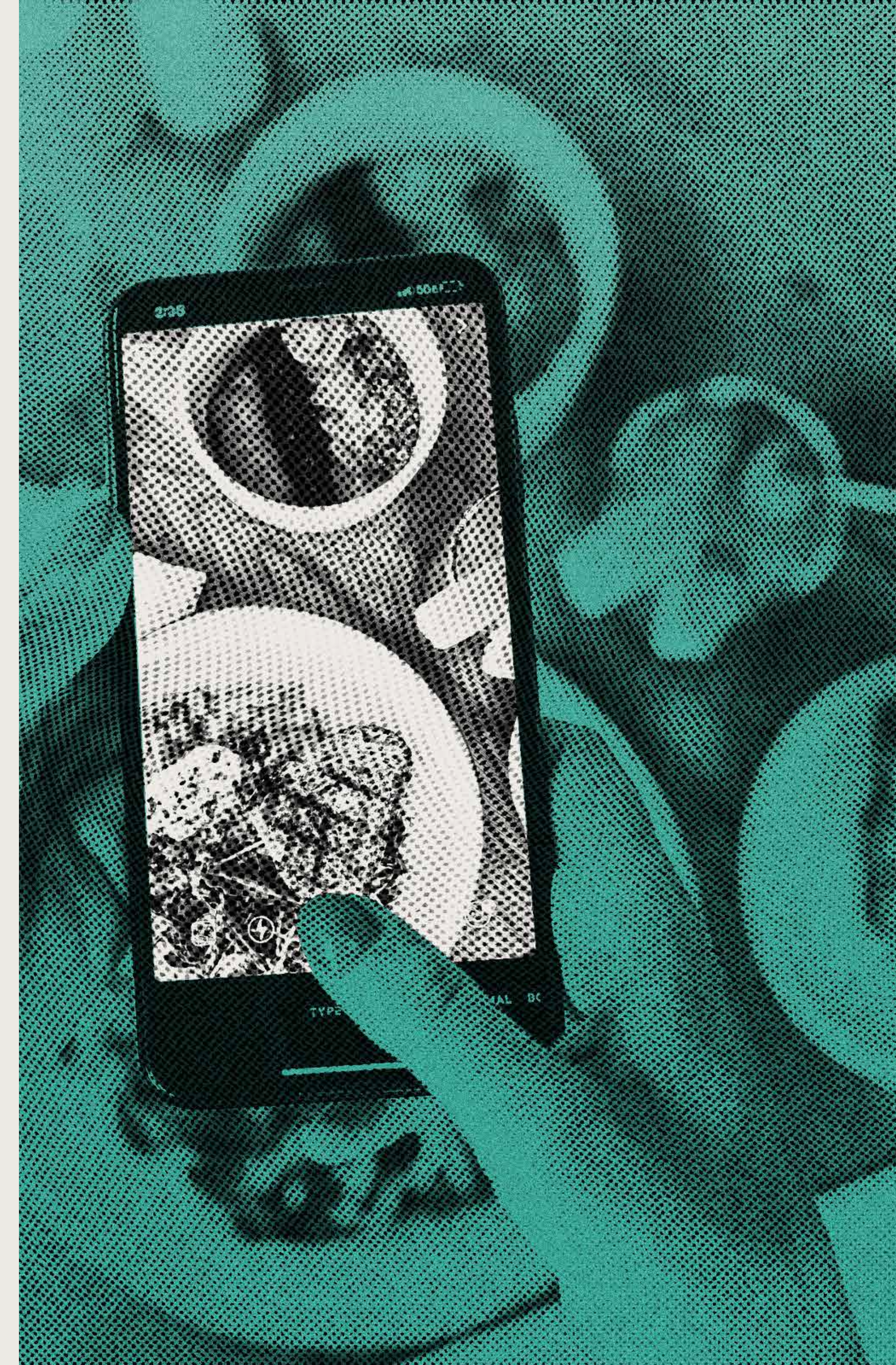
Pull together macro findings around demographic profiles.

Understand key audience interests, brand affinities & media preferences.

Uncover key audiences that power brand growth.

Understand how these audiences have evolved over time.

Understand what's different in the US.



Using Social Listening to understand the conversation

This chart shows social media* audience engagement and mentions for January 2023.

Clearly Veganuary has an enormous digital footprint, but equally important to note is how front-loaded this is.

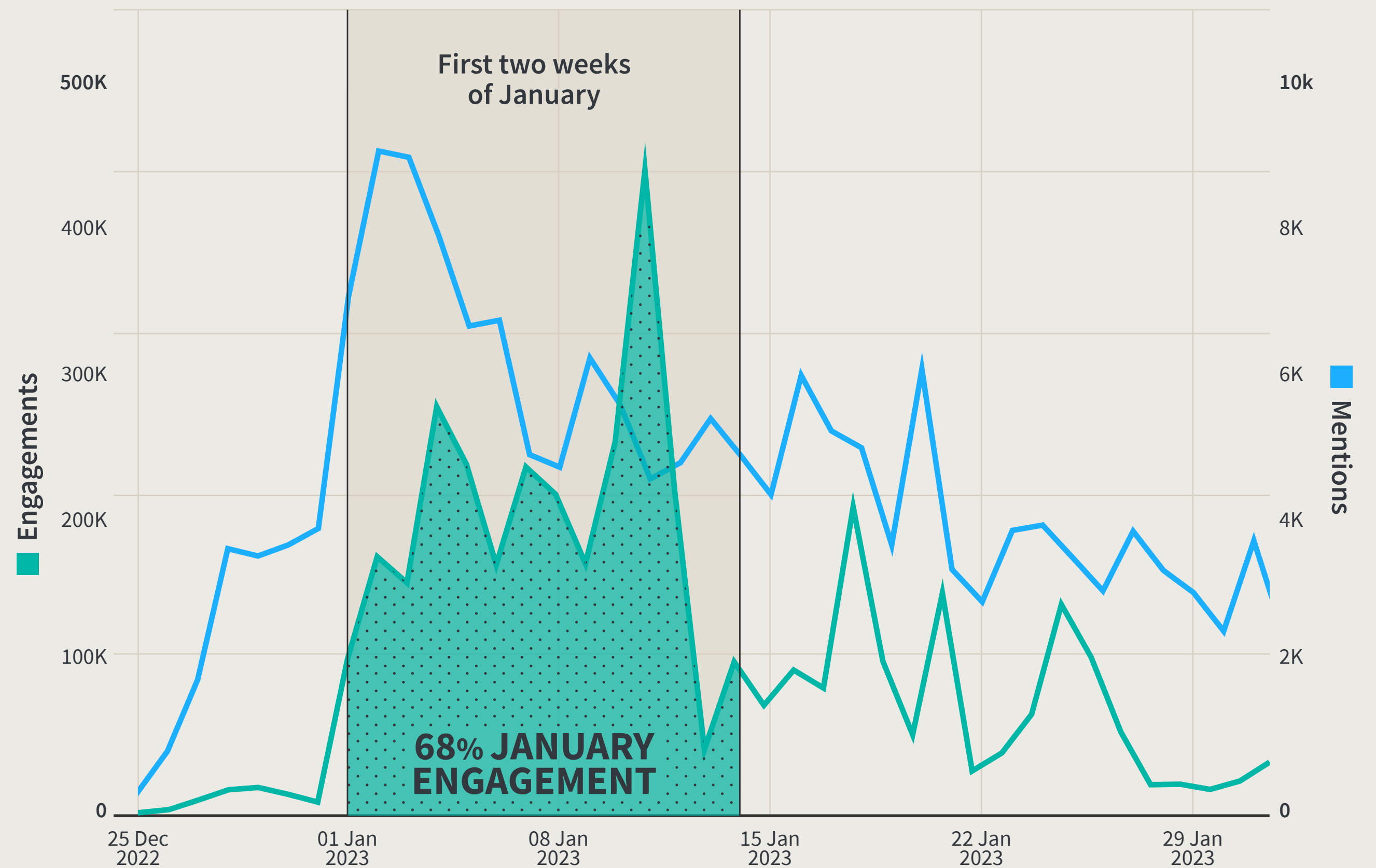
With **68% of engagement coming in the first 2 weeks of the month**, it's crucial that brands move fast.

4.53M

Engagements across social media platforms in January 2023

183k

Mentions across social media platforms in January 2023



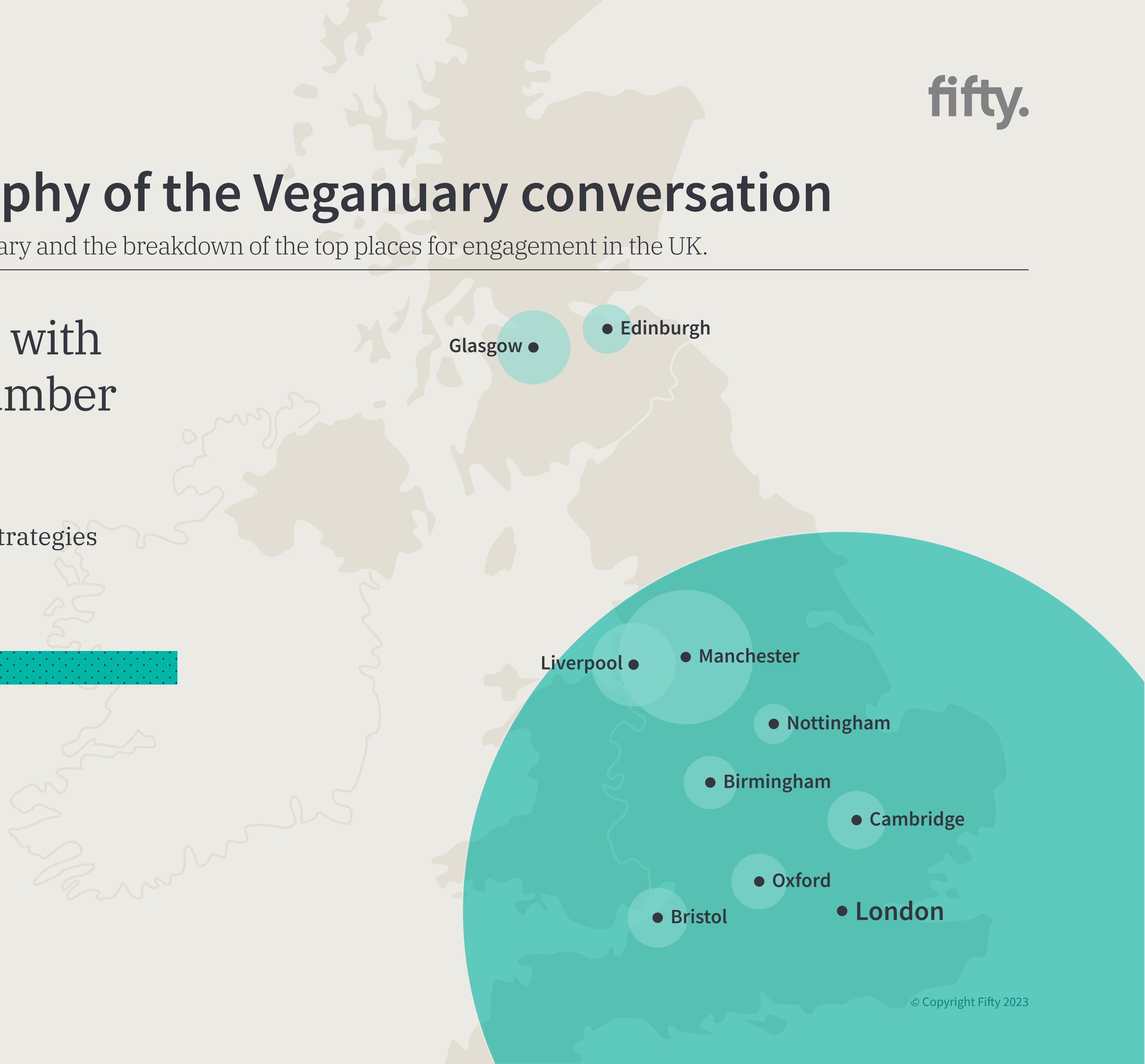
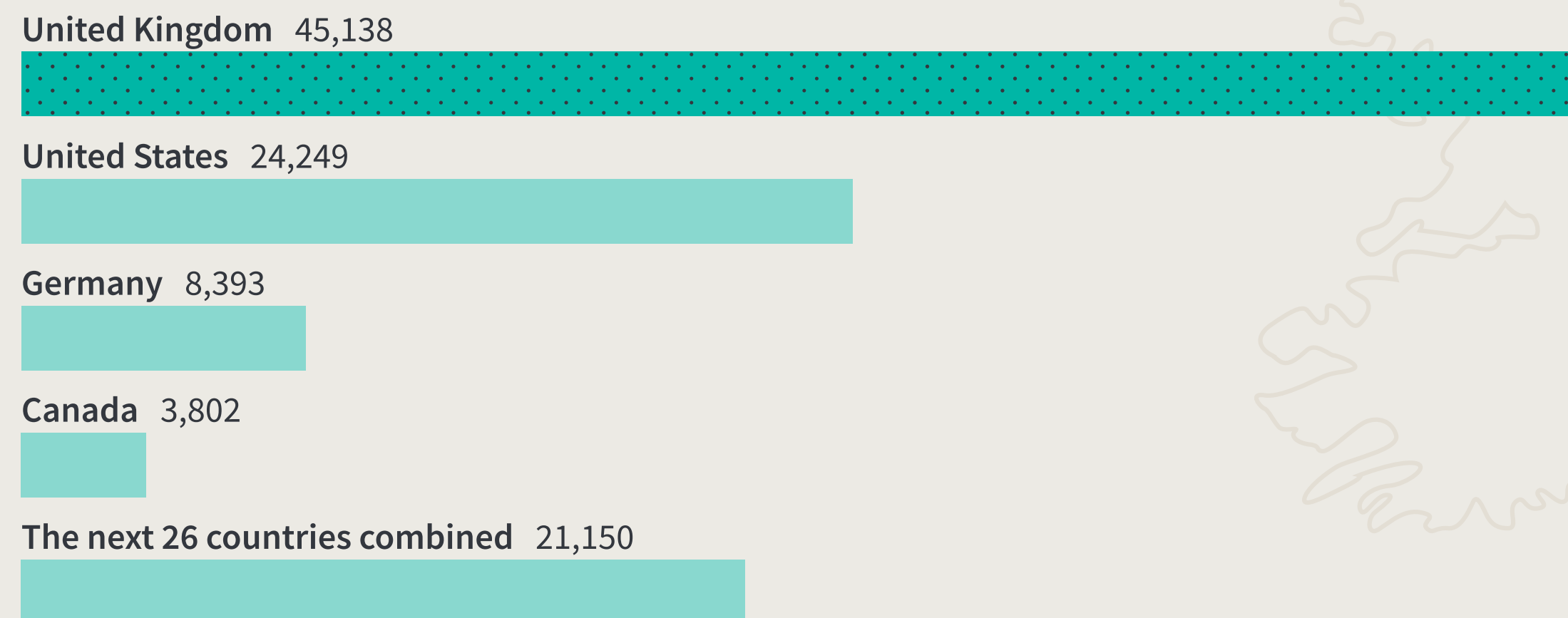
*Social media channels sourced: Twitter, TikTok and Reddit

Breaking down the geography of the Veganuary conversation

This chart shows the global audience talking about Veganuary and the breakdown of the top places for engagement in the UK.

The UK dominates Veganuary, with London by far and away the number one city for engagement.

While there is a global footprint, Veganuary-oriented strategies should largely be targeted at UK audiences.

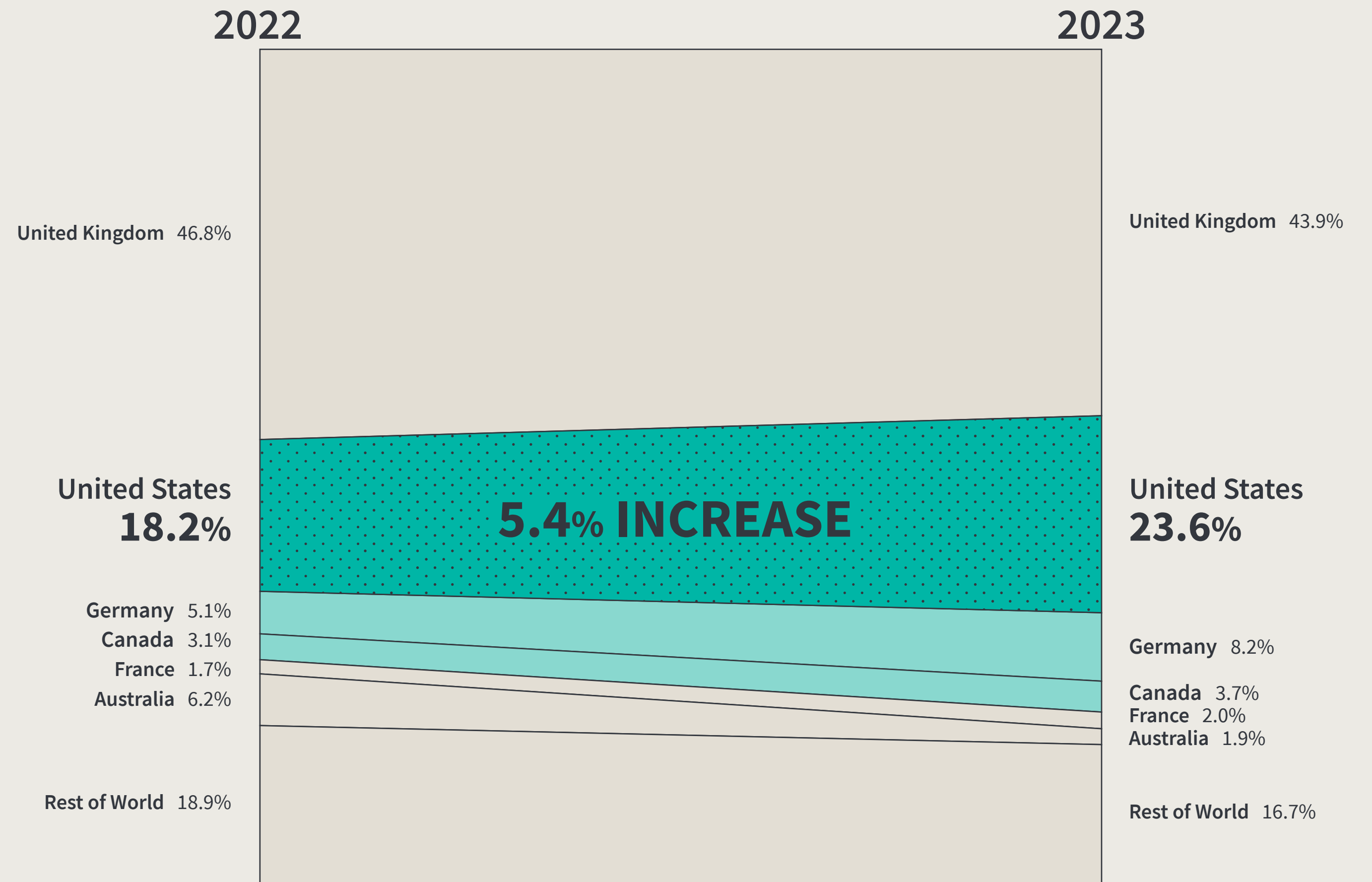


How has the geographical breakdown evolved since 2022?

The chart below shows the number of Veganuary mentions on social media per country. These were recorded through the month of January in each year.

2023 saw a sharp rise in US engagement, as a proportion of the total conversation.

Germany and Canada also saw obvious growth. Clearly the movement hasn't reached full maturity in these markets, and is still a growing force.



There was an average of 183k mentions each year, so a 1% difference equates to a difference of ~1830.

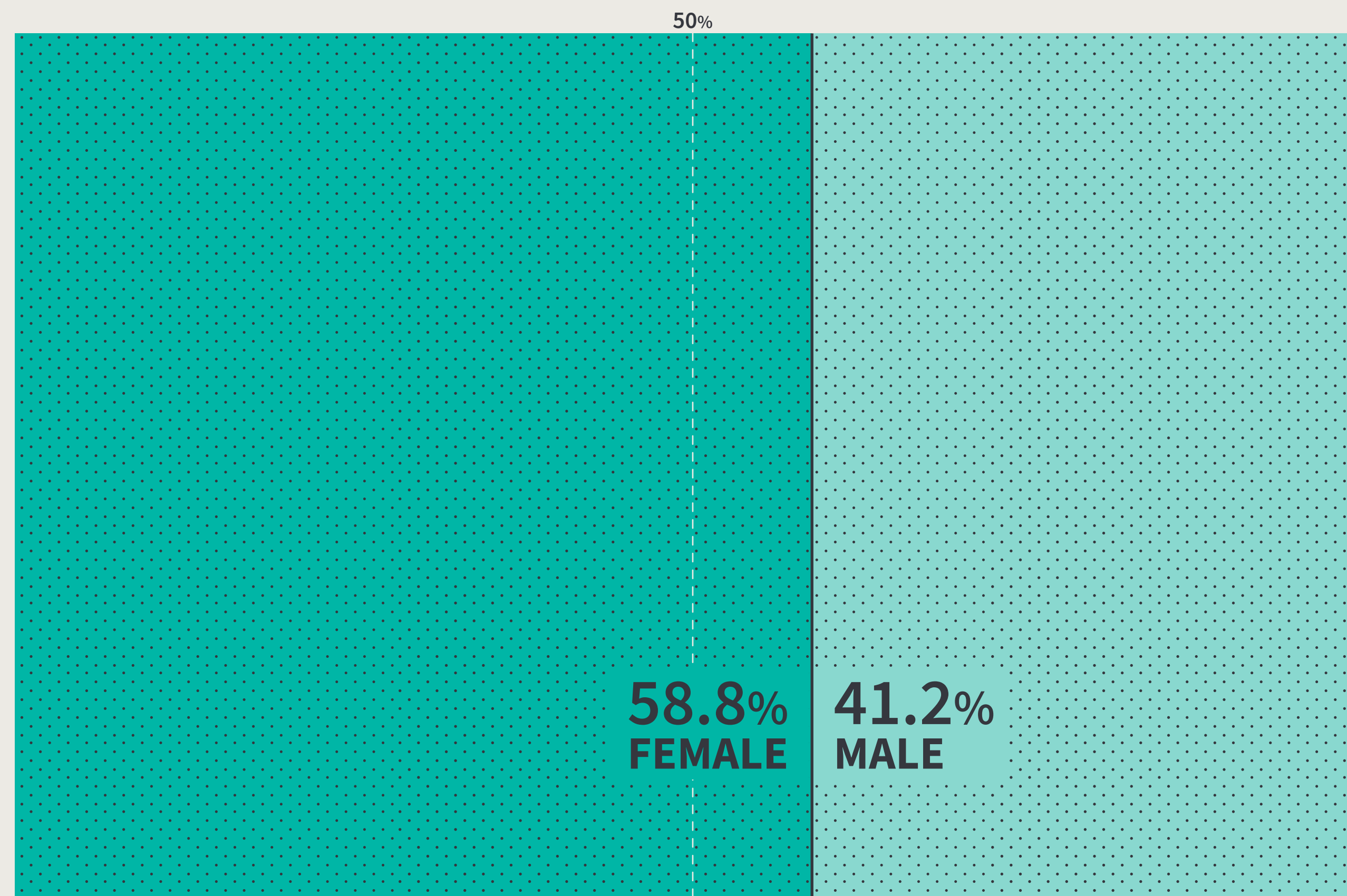
Understanding Veganuary's gender split

This chart shows the gender split of the users engaging with Veganuary across the world in 2023.

Veganuary has a strong female skew, however it is by no means defined by gender.

Whilst a lot of literature around the movement suggests it is female dominated, with 41.2% of the audience identifying as male, it is crucial you cater to both.

This equates to around 1.42 females per male. At Fifty, we generally consider a 2:1 ratio 'significant', at which point we would begin to recommend tailoring strategies to that specific gender.



Unpacking the key interests & job titles across the audience

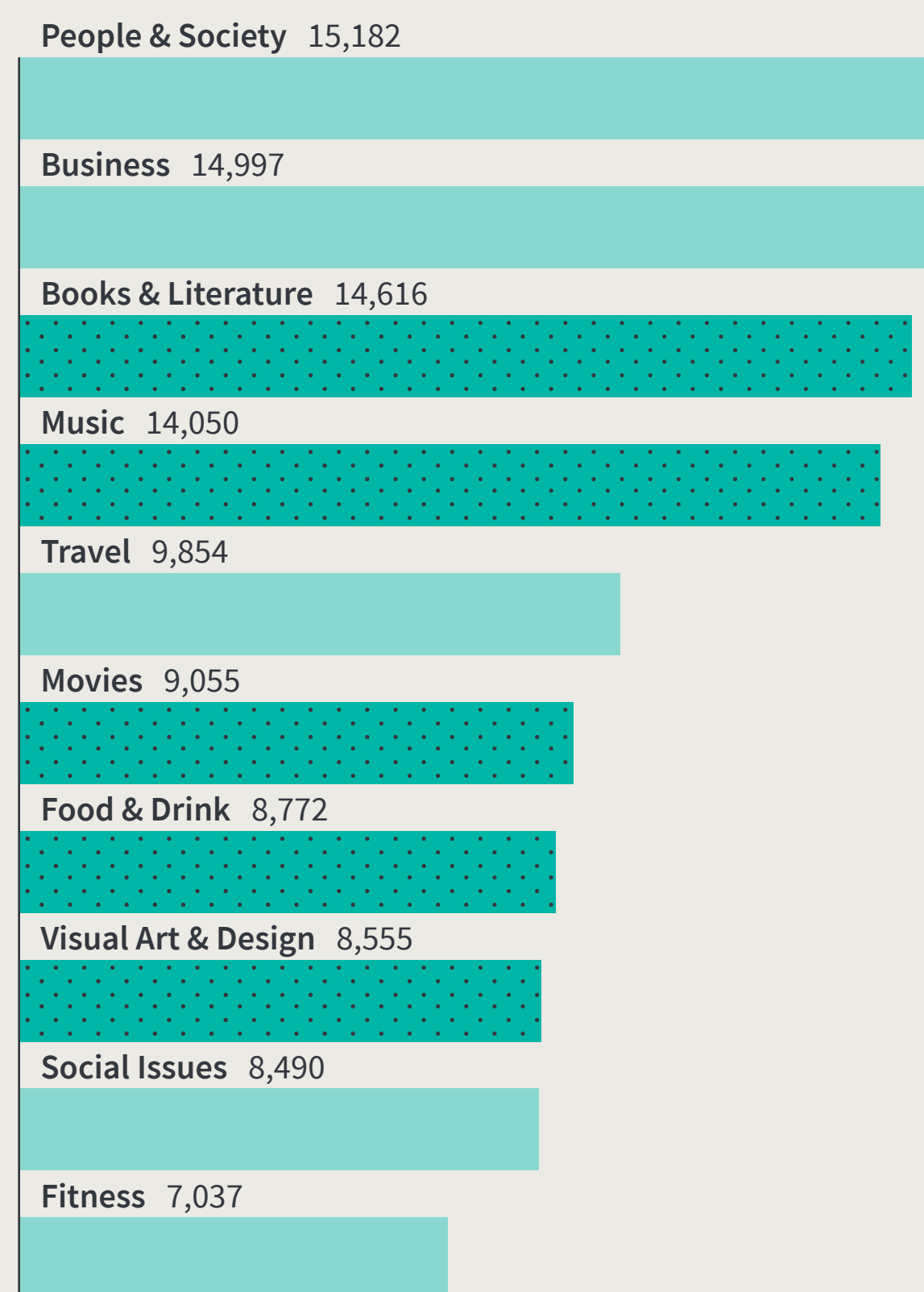
These charts display the top ten lists from the 2023 January UK Veganuary audience.

The top interests across the UK audience reveal a sophisticated, culturally connected audience.

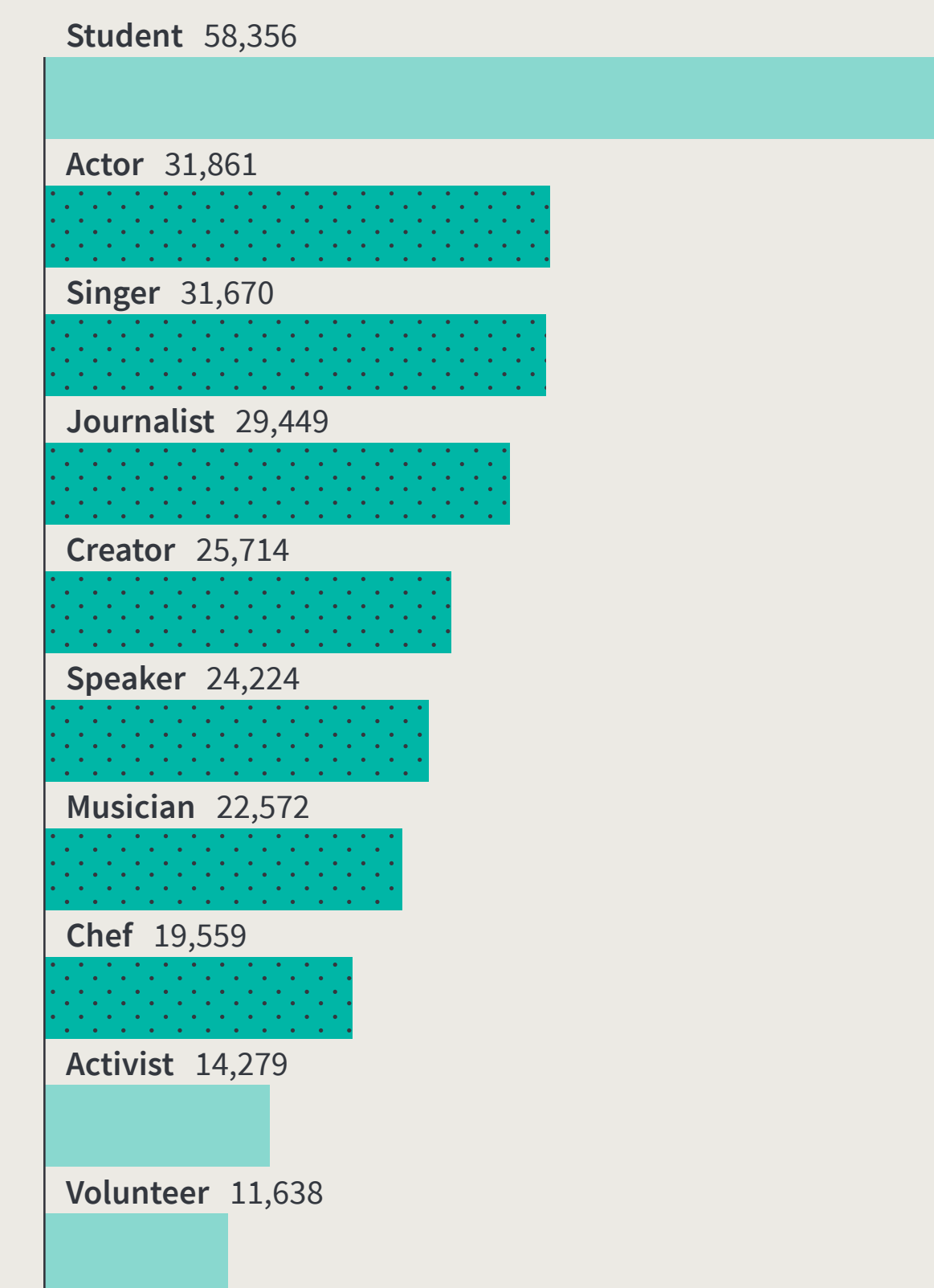
There is a clear passion for creative endeavours, and this is supported by the top job titles.

These job titles collectively represent 55% of the total audience, so there is clearly a long tail and real career diversity.

Interest Categories

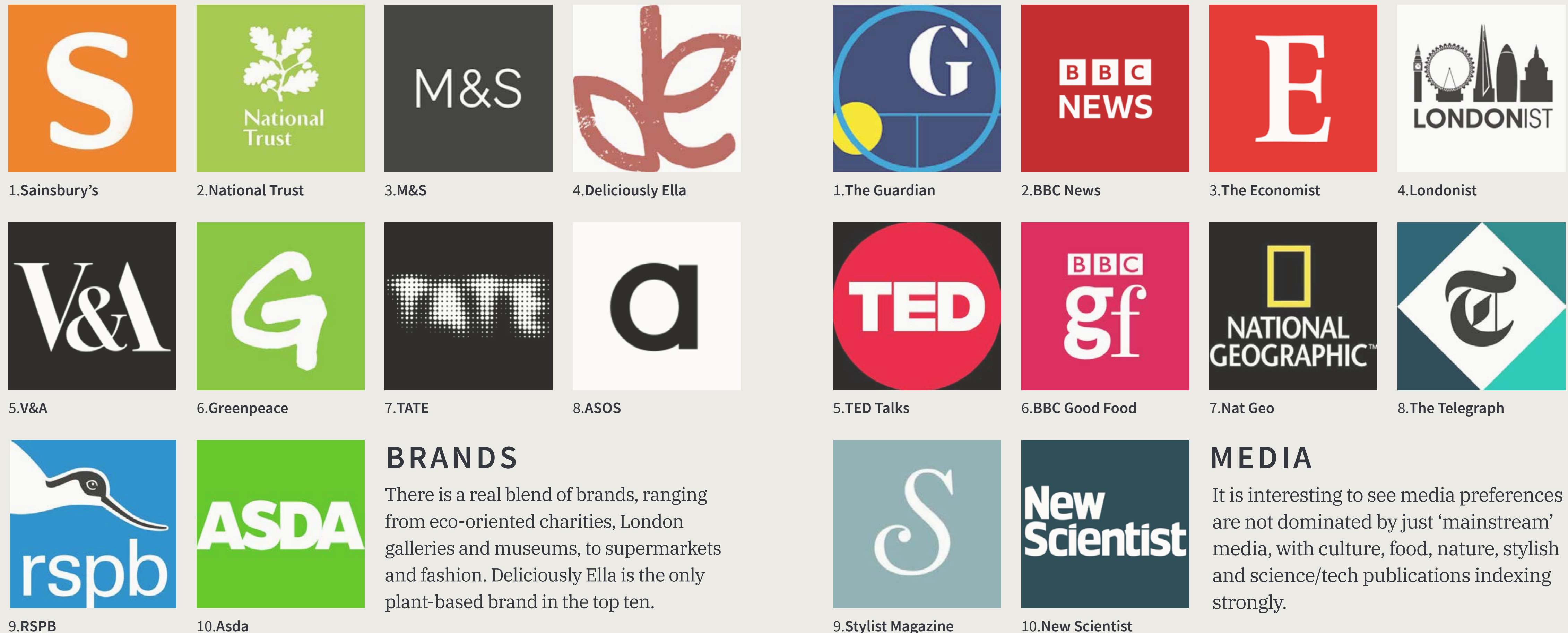


Job Titles



Top Ten Study-Wide Influencers

Influencers from the 2023 January UK Veganuary audience.



BRANDS

There is a real blend of brands, ranging from eco-oriented charities, London galleries and museums, to supermarkets and fashion. Deliciously Ella is the only plant-based brand in the top ten.

MEDIA

It is interesting to see media preferences are not dominated by just 'mainstream' media, with culture, food, nature, stylish and science/tech publications indexing strongly.

The Tribes that are engaging with Veganuary

Study our network visuals to derive tribes and see their interconnectivity.

We see a wide variety of tribes, with the shared features that bind each one together ranging across cultures, lifestyles, professions and passions.

This is a **diverse audience** that cannot be engaged with a one size fits all approach.

- Eco-Conscious City Dwellers
- Millennial Professionals
- Health-Conscious Consumers
- Sophisticated Foodies
- Culture Vultures
- Trendy Gen Z
- Avid Gamers
- Active City Dwellers
- Animal Lovers
- School Teachers
- Household Decision-Makers
- Contemporary Culture Fans



*The highlighted tribes come from multiple studies, with the visual from our 2023 Veganuary study.

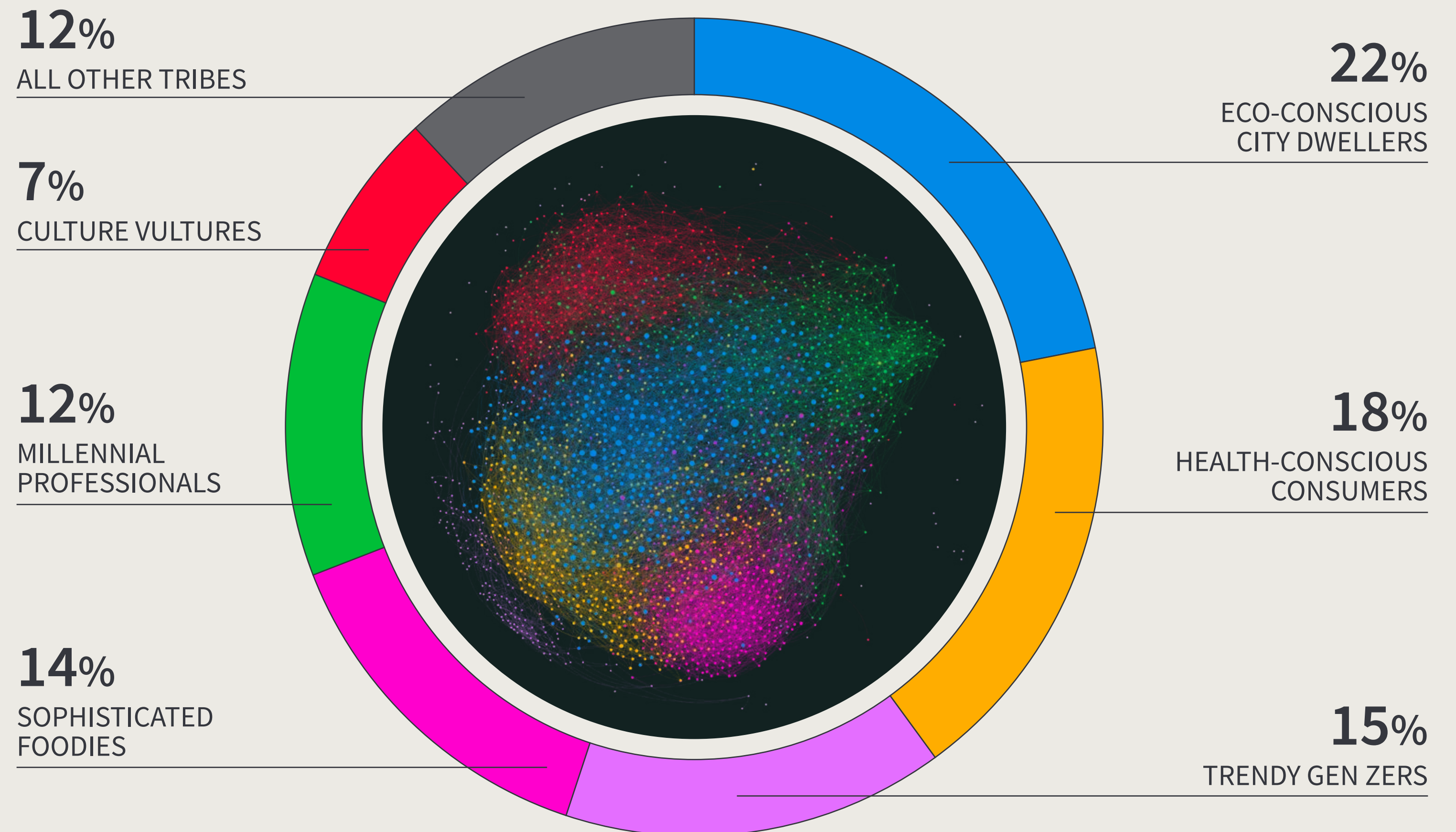
Sizing the tribes to understand the largest contributors

Chart showing the relative size of the top six 2023 January UK Veganuary audiences.

There were six tribes that were far larger than the others.

These six tribes collectively make up 88% of the total audience.

The number one tribe is focused around eco progressivism; showing sustainability is still a key driver for Veganuary engagement. Health ranks second, which again highlights the importance of this lever for plant-based brands.



Tribe Spotlight

Trendy Gen Zers

It has almost become a cliché that Gen Z are a driving force behind plant-based growth. However, ‘Gen Z’ is a reductive term that just describes an age range. Our data shows who these Gen Zers are and what they care about. It reveals an on-trend cohort, passionate about social media trends, new age music and staying stylish.

Key Interests



Meta

| | | | |
|---------------------|---------|---------------------|---------|
| GRM Daily | 2.19M | Radio 1 | 999.69K |
| Love Island | 6.37M | Tidal (service) | 19.14M |
| Hip Hop & Rap Music | 2.57M | MTV Ex On The Beach | 2.74M |
| Gaming | 60.72M | Majestic Casual | 155.88K |
| Youth culture | 124.96K | Know Your Meme | 7.7M |
| Makeup Geek | 3.45M | Cool FM | 1.96M |

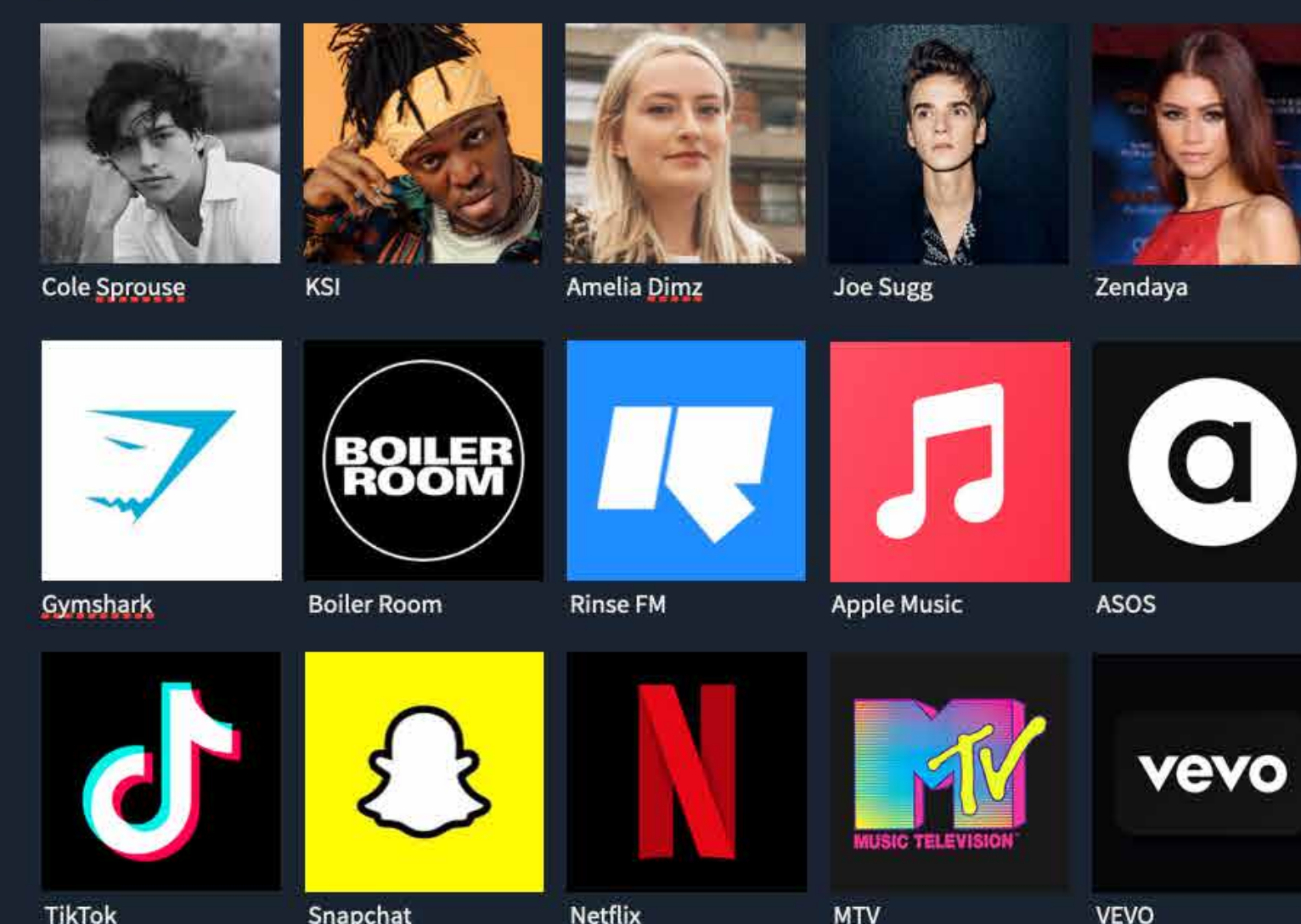
TikTok

| | | | |
|-----------------|---------|-----------------|-------|
| Trending styles | 469K | Lookfantastic | 1.8M |
| Young people | 747.50K | New trends | 4.08M |
| Feels | 118.5K | Next generation | 3.15M |

Reddit

| | | | |
|---------------------|---------|-------------------------|-------|
| r/LetsTalkMusic | 406.74K | r/womensstreetwear | 1.33M |
| r/LofiHipHop | 1.28M | r/televisionsuggestions | 114K |
| r/GreatBritishMemes | 165K | r/hiphopheads | 2.18M |

Top Influencers



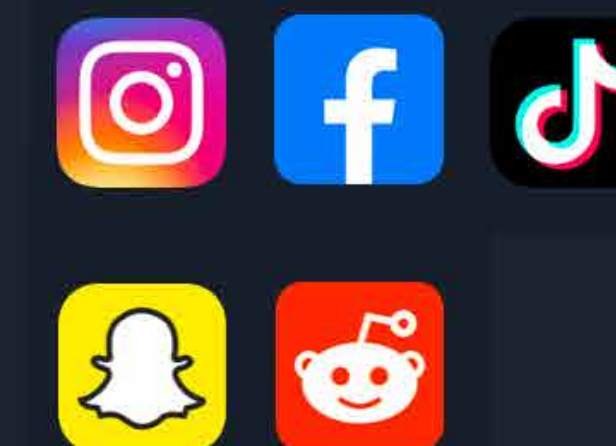
Hashtags

| | | | |
|----------------------------|------------|--------------|----------|
| #loveisland | 1.1K posts | #dremtgi | 95 posts |
| #Lovelsland | 443 posts | #dremstuff | 95 posts |
| #SaveWarriorNun | 228 posts | #DeadlineDay | 81 posts |
| #Nowplaying | 175 posts | #WWE2K23 | 80 posts |
| #LoveOnTourPalmSprings #RT | 130 posts | #job | 77 posts |
| #TheLastOfUs | 112 posts | #Eurovision | 76 posts |
| #iHeartAwards | 103 posts | #CFC | 76 posts |
| #BlackHistoryMonth | 99 posts | | |



Gender Split

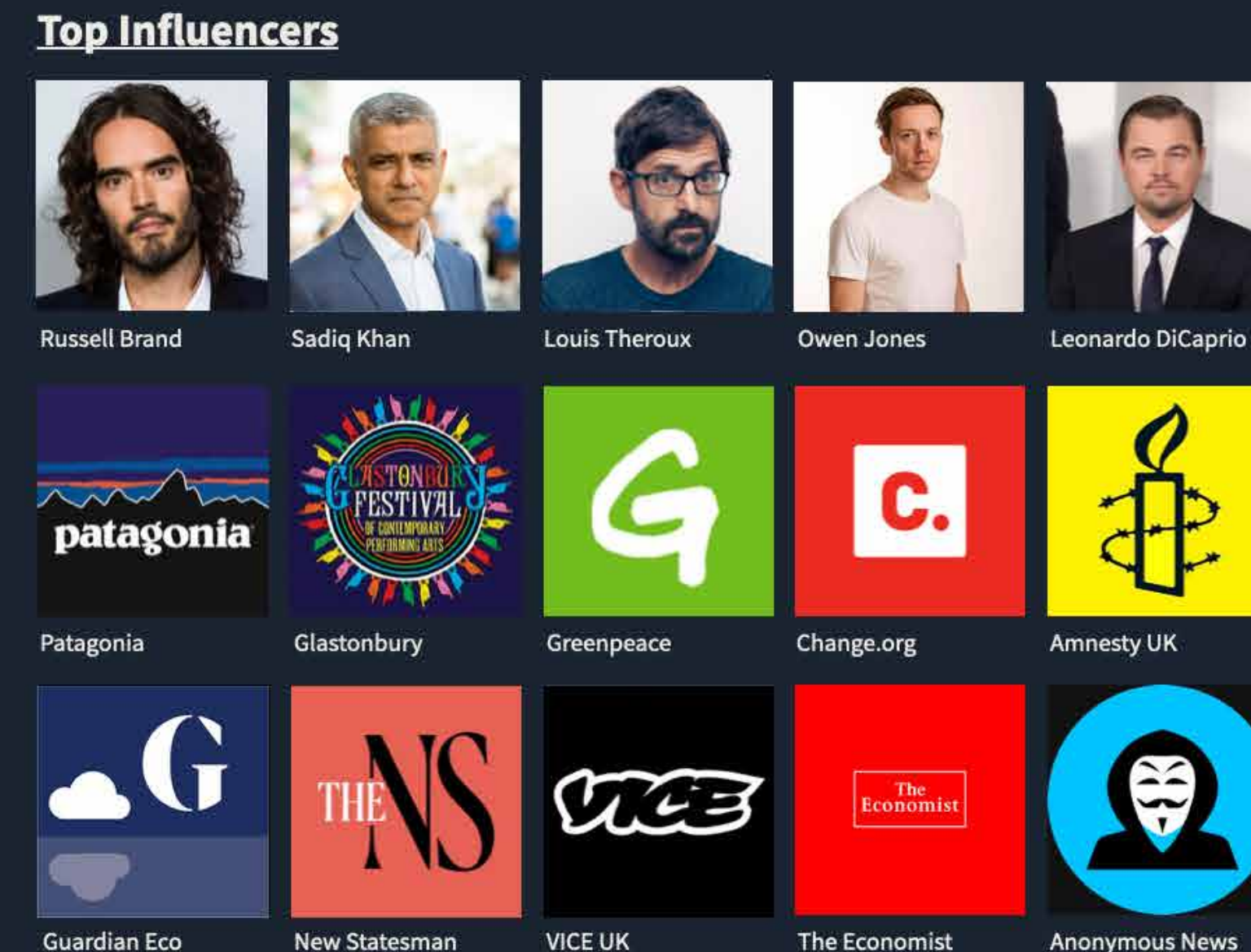
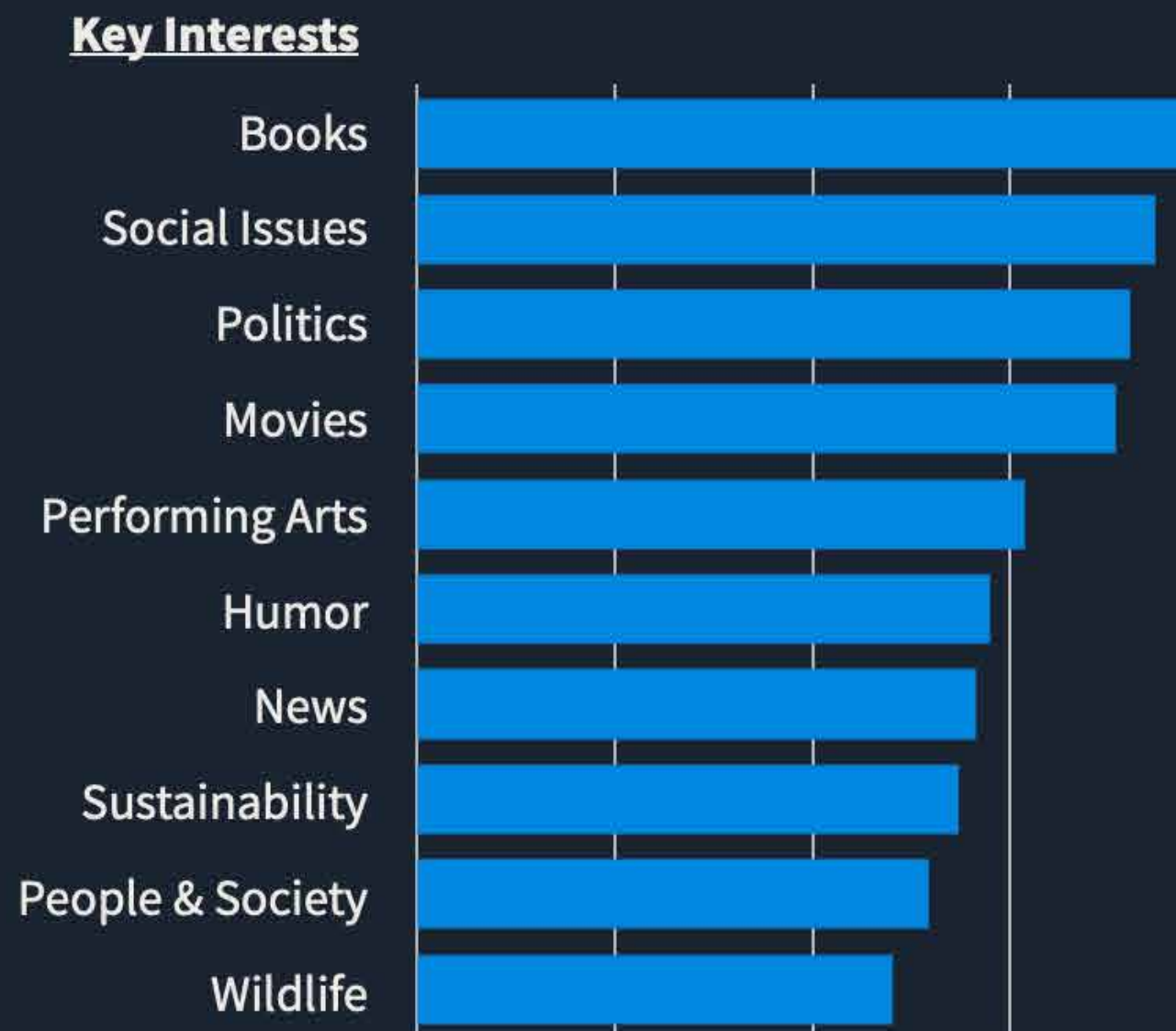
Top Platforms



Tribe Spotlight

Eco-Conscious City Dwellers

Sustainability comes in two flavours nowadays: the ‘activists’ and the ‘conscious’. The activists are easily found and targeted, but in reality are a far smaller segment. The ‘conscious’ are a far larger segment, for whom sustainability sits as one of many progressive societal causes to care about. For plant based brands, you don’t just need to hone in on sustainability to win, but could differentiate based on other social issues.



Meta

| | | | |
|------------------------|---------|----------------------|---------|
| Earthjustice | 391.84K | Philanthropy | 28M |
| Eden Project | 537.99K | London Lovers | 408.23K |
| Sustainable tourism | 1.53M | Sustainable tourism | 1.53M |
| Earth Day | 4.48M | Love GREAT Britain | 889.57K |
| Environmental tech | 3.19M | Action for Happiness | 541.11K |
| Green Building Council | 73.24K | change.org | 17.9M |

TikTok

| | | | |
|--------------------------|--------|--------------------|--------|
| Volunteers | 248.5K | Save the planet | 185.5K |
| Charity & Public Welfare | 2.4M | Charities | 1.15M |
| Volunteering | 56.5K | Ambassador program | 79.5K |

Reddit

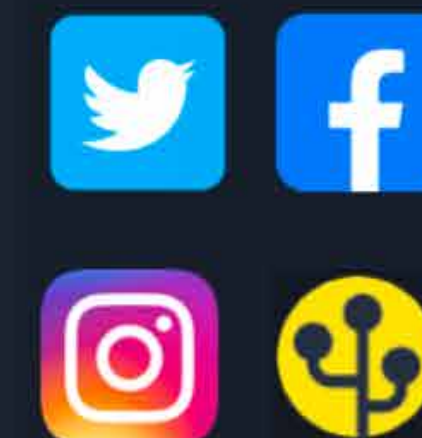
| | | | |
|--------------------|---------|------------------|---------|
| r/ClimateOffensive | 65.25K | r/sustainability | 348.45K |
| r/KindVoice | 70.73K | r/ZeroWaste | 996.63K |
| r/findapath | 417.64K | r/MyPeopleNeedMe | 2.46M |

Hashtags

| | | | |
|----------------|------------|----------------|-----------|
| #UK | 1.3K posts | #r4today | 514 posts |
| #Brexit | 1.2K posts | #Chelsea | 514 posts |
| #Ukraine | 929 posts | #MUFC | 508 posts |
| #TheLastOfUs | 810 posts | #TeacherStrike | 485 posts |
| #NYCACC | 685 posts | #NowPlaying | 482 posts |
| #earthquake | 592 posts | #mufc | 482 posts |
| #RightToStrike | 528 posts | #Eagles | 442 posts |
| #PMQs | 517 posts | #Newsnight | 396 posts |



Top Platforms



Tribe Spotlight

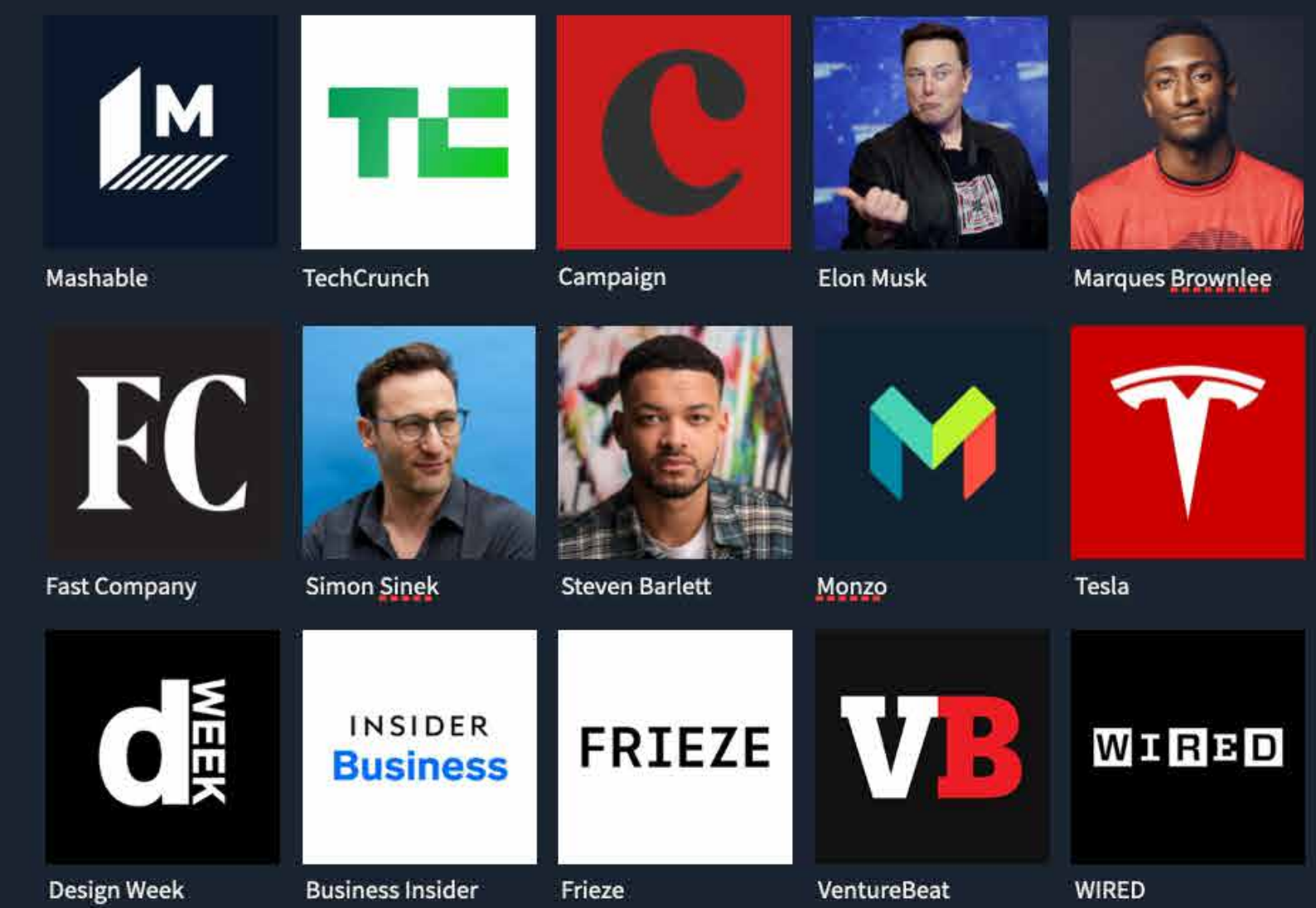
Millennial Professionals

This is another tribe that clusters around a life stage and lifestyle, rather than a particular interest. This affluent, influential cohort represents a huge opportunity for brands and are best engaged through innovative, pioneering strategies and messaging.

Key Interests



Top Influencers



Meta

| | | | |
|---------------------|---------|-------------------------|---------|
| 500 Startups | 413.21K | Cyberpunk | 4.61M |
| TechLife | 40.90K | Artificial intelligence | 40.66K |
| Wired UK | 150.09K | Girls Who Code | 127.82K |
| Dragons' Den | 5.31M | Computer Geeks | 51.12K |
| Entrepreneur | 346.44K | Kara Swisher | 17.95K |
| Young Entrepreneurs | 2.85M | Technology | 244.68K |

TikTok

| | | | |
|-----------------------|--------|---------------|--------|
| Tech & Electronics | 11.61M | Virtual world | 322.5K |
| Wearable Tech Devices | 1.67M | Discord | 168.5K |
| Innovation | 1.16M | Streamers | 624.5K |

Reddit

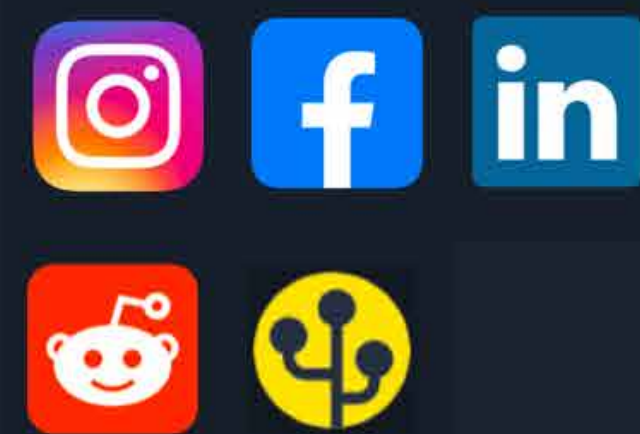
| | | | |
|-------------|---------|--------------------|---------|
| r/tech | 527.49K | r/teslamotors | 2.11M |
| r/Cyberpunk | 762.11K | r/InsaneTechnology | 58.92K |
| r/smarthome | 156.52K | r/technews | 619.36K |

Hashtags

| | | | |
|------------------|------------|------------------|-----------|
| #AI | 1.6K posts | #IoT | 345 posts |
| #ChatGPT | 500 posts | #Podcast | 342 posts |
| #TimeToTalk | 475 posts | #Bitcoin | 321 posts |
| #Budget2023 | 448 posts | #Brexit | 320 posts |
| #cybersecurity | 441 posts | #seo | 314 posts |
| #tech | 362 posts | #ai | 313 posts |
| #MachineLearning | 358 posts | #UnionBudget2023 | 312 posts |
| #fintech | 348 posts | #marketing | 301 posts |



Top Platforms



Tribe Trend Over Time

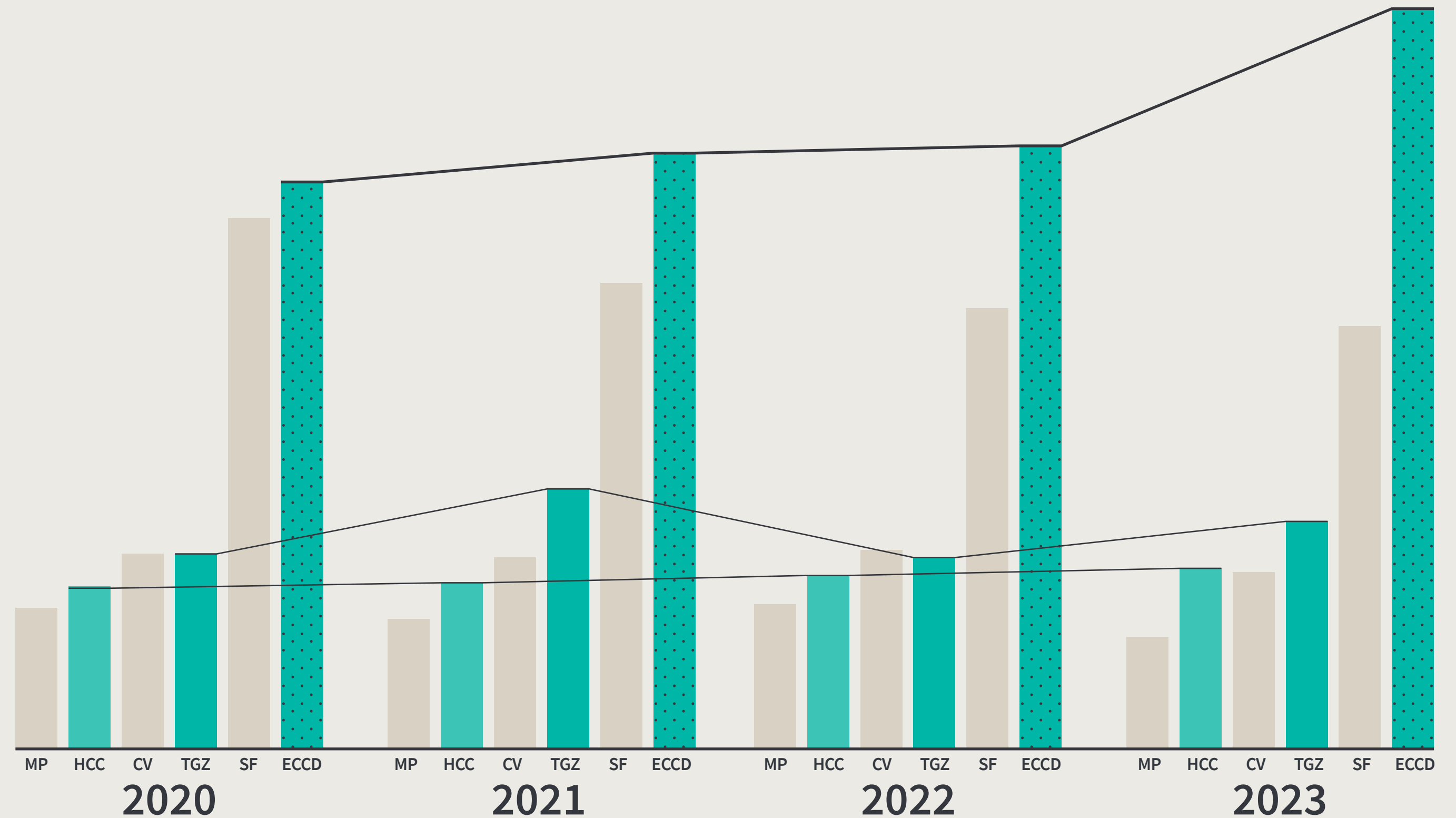
This chart shows the trend of the largest audiences over the last four years based on their audience share.

When we assess how the tribes have changed over time, we can see:

- Eco-Conscious City Dwellers have grown significantly over the past 4 years.
- Trendy Gen Zers have fluctuated, growing a sporadic, but still noteworthy amount.
- Health-Conscious City Dwellers have experienced small, but dependable, growth.

This data suggests Veganuary is growing as a Sustainability movement and outgrowing its Foodie core audience.

10% INCREASE
AUDIENCE SHARE OVER 4 YEARS



Comparing the audience composition with the US

Showing the audience split for both UK and US Veganuary audiences in January 2023.

There are marked differences in the US audience, with Health and Foodie tribes far smaller, with Gen Z and Culture Vulture tribes significantly larger.

This suggests Veganuary is still placed in the trends space in the US, with the more **culturally aware tribes** engaging with the movement.



Tactical Takeaways and Audience Strategies

Insights to help brands win.

01

Move Fast

Over 2/3 of Veganuary engagements came in the first 2 weeks. You need to be prepared and move fast to make the most of the event.

02

Make sure you nail the UK

The UK makes up almost 50% of Veganuary's social engagement. Other nations are starting to join in; the US, Germany and Canada are 2023's big risers.

03

Cater to all genders

Veganuary has often been labelled a predominantly female event; our analysis confirms this skew, but also shows over 1/3 of the audience are male.

03

Don't generalise Gen Z

Veganuary is a fantastic time to reach younger audiences, but you must ensure you understand exactly what makes them tick. In a nutshell, they are a trend-driven, image-conscious, socially influential audience.

04

Target the 'conscious', not the activists

Eco warriors will naturally spread your message far and wide, but the real growth opportunity lies in progressive audiences who are socially and societally aware.

05

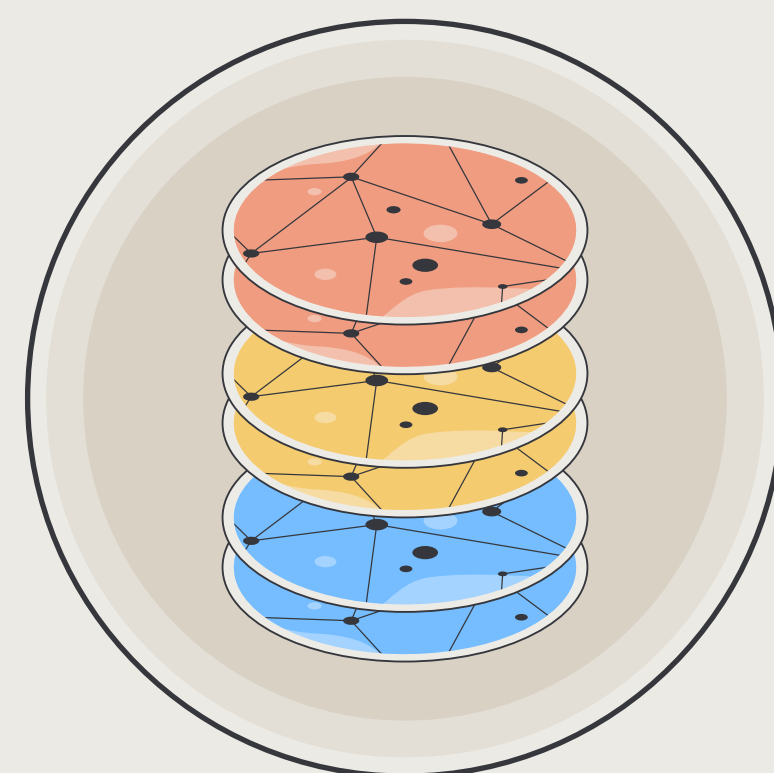
Grow beyond the obvious with Millennial Professionals

Millennial Professionals, an audience engaged with technology, business and digital culture, offer a huge, largely untapped growth opportunity for plant-based brands.

INTRODUCING FIFTY

A new breed of data-driven media company, for a new era of marketing.

THE FIFTY PROCESS: TURNING INSIGHTS INTO ACTIONS



Define our Panel

The first step is to define the audience we want to learn about. In this instance we identified the Veganuary audience as users sharing #veganuary or other keywords.



Deep Audience Analysis

We feed these users into the Fifty Platform, uncovering the key Tribes that exist across the audience. In essence, these represent the core passion centres in an audience.



Activation Strategies & Tactics

The Fifty team works intuitively with our tech to create strategies and tactics that best reach these audiences. Our in-house AdOps team then expertly activate against our data to engage audiences across all channels.



fifty.

VEGANUARY 2023 AUDIENCE REPORT

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Head of Insights **Fifty**

Get in touch at hello@fifty.io to find out how Fifty can turbocharge your brand growth through granular audience understanding and multichannel activation.