



V-Label Bites: **Vegan Snacks**

World's leading vegan & vegetarian trademark

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Meals or snacks?

Meal skipping

Globally, 25% of consumers skip breakfast or lunch at least three times a week

Snacking on the rise

Globally, more than 80% of consumers snack at least three times a week at lunch time

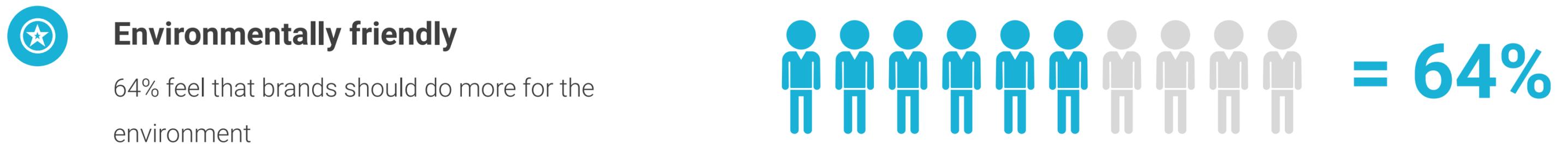
Snacking no matter what

Consumers tend to snack at periods even if they have had a meal – meaning snacks are part of daily diets



Indulgence or health?

After turning to snacks for moments of escapism during the pandemic, consumers have become concerned about weight and have started demanding real and authentic snacks



The opportunity: healthy and tasty



Functional products...

With a greater focus on wellbeing, consumers seek out functional claims. **90% prefer functional food and drinks** over nutritional supplements



but with great taste

While health is important, **taste is the main reason why consumers turn to snack products**. 74% of global consumers say that they like food and drink products with **new and unusual flavors**. However, in times of uncertainty, consumers want snacks that remind them of the past and simpler times

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The growing importance of vegan food labels: How do conscious consumers shop in 2021?

More than 23.000 shoppers across 40 countries participated in V-Label consumer survey.

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Trust makes the sales:

Shopping decisions largely depend on labels

When buying vegan or vegetarian products, **91% of consumers prefer products with a certificate such as V-Label**, half of which says they definitely opt for such products. 95.4% claim they've seen V-Label before and 82.4% are familiar with what it means.



- **89% of consumers consider V-Label as useful when shopping**, 64% of which rate it to be very useful.
- **81% describe** their relationship to or **experience with the V-Label certificate as positive.**





Increased visibility, credibility, convenience: what does a product with V-Label indicate for consumers?

79%

79% of consumers globally agree that they **consciously pay more attention to products with the V-Label** symbol.

61%

61% claim they are **looking for products with the V-Label** symbol when shopping.

64%

64% prefer to buy **products with the V-Label** symbol than similar products without it.

78%

78% worldwide generally **trust products with the V-Label** symbol **more** than products without it.

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Make your products stand out. Get in touch today!



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Understanding consumers wants and needs is essential for success of your business. **V-Label can help your business in multiple ways.**

Being the only worldwide certification with local representatives in more than 30 countries (and customer service in more than 20 languages), V-Label invites you on a journey far beyond getting certified.

Get more free business and consumer insights resources at v-label.eu/resources

Data presented in this presentation comes from FMCG Gurus and V-Label's own consumer survey. For more information contact us.

