

# Approach to the characteristics of vegan diet and population profiles that embrace it

## AIM

To know:

- ✓ vegan population profile that live in Barcelonès area
- ✓ reasons why they are vegan
- ✓ buying patterns vegans embrace

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## CONCLUSIONS

### Population profile



Photography 1

- 76% female
- Age: 18-35
- Singles/couples
- Atheist
- Left-wing ideology
- 65% became vegan 0-5 years ago
- < 1.000€ neto/month per person

### Reasons



Photography 2

- Compassion / empathy towards animals
- Enviroment
- Health
- Economy
- *Ahimsa*

### Buying patterns



Photography 3

- Read the label of the products
- Knowledge of animal based ingredients
- Unbelievers with the composition of the product
- Aside from vegan products: ecological, fair trade, proximity, with the minimum amount of food additives

Photographic sources:

- Photography 1:  
[www.educando.edu.do/Image/CR\\_Articulos\\_Educando/art\\_directivo/Dia\\_poblacion.jpg](http://www.educando.edu.do/Image/CR_Articulos_Educando/art_directivo/Dia_poblacion.jpg)
- Photography 2:  
[st.depositphotos.com/2159851/4975/v/950/depositphotos\\_49754811-stock-illustration-funny-pig-supporting-veganism.jpg](http://st.depositphotos.com/2159851/4975/v/950/depositphotos_49754811-stock-illustration-funny-pig-supporting-veganism.jpg)
- Photography 3:  
[www.canstockphoto.es/alimento-cesta-vector-compras-26719143.html](http://www.canstockphoto.es/alimento-cesta-vector-compras-26719143.html)