



# USE CHRISTMAS AS A SPRINGBOARD FOR YOUR PLANT-BASED PRODUCTS





# A KEY MOMENT OF THE YEAR



Around the world, society is linked by time-bound and seasonal events, many of them centred on food. Although these differ from country to country, much of Europe and the United States share a jam-packed calendar of occasions, from January through to December.

Winter holidays give food and drink retailers and brands the chance to maximise their sales more than at any other time of the year. In fact, Christmas is the most lucrative period for food-related businesses, with the celebration revolving largely around multiple festive feasts.

For businesses looking to target the ever-growing number of consumers eating plant-based products, engaging with Christmas should be integral to your Q4 strategy.





# TAKE ADVANTAGE OF CHRISTMAS SPENDING



Over two-billion people  
in more than 160 countries

consider Christmas to be  
the most important holiday of the year<sup>1</sup>

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Research shows that people are often  
willing to spend more money on food  
during December.

The average European family budgets €132  
for festive fare at Christmas time<sup>2</sup>

In Europe, Italian families budget the highest  
amount, averaging €220!<sup>3</sup>

Because of this, the weeks leading up to the  
festivities see brands and retailers launching  
and stocking a staggering array of new food  
products, all vying for the biggest space in  
consumers' festive baskets.





# UNDERSTAND FESTIVE FOOD CHOICES AND TAILOR YOUR OFFERINGS



Animal meat, whether fish, poultry, or other, tends to be a large aspect of Christmas dinners around the world, though the type of meat varies depending on the country. Knowing the various national preferences for the different types of meat eaten at Christmas time is vital in order to tailor your plant-based offerings for flexitarians by country.

In the UK, America, South Africa, Spain, France, Canada, and Nigeria, turkey or goose is traditionally the food of choice, while in Sweden, fish is the main component of Christmas meals; in Australia, BBQs with lobster and an array of meats are eaten, and in Finland, they tend to eat baked ham.<sup>4</sup>

However, as the flexitarian, vegetarian, and vegan populations increase globally, we are starting to see more consumers opting for plant-based options at Christmas meals – and producers and retailers need to take note.



**6% vegan**  
**14% vegetarian**  
**5% plant-based**

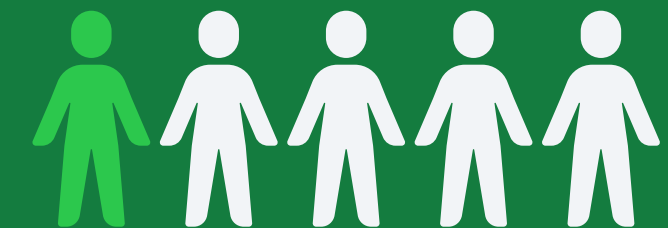
- percentage of guests being catered for at Christmas Day meals in the UK this year<sup>5</sup>

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Indeed, in the UK, Tesco's Annual Christmas Report recently found that 25% of British households will be catering for vegan, vegetarian or plant-based guests this year. Though, among 18-to-34-year-olds, the number of people catering to these guests has risen from 33% to 37% in the last year.<sup>5</sup>

When developing your plant-based Christmas offerings, keep in mind the favourite Christmas foods of your target audience's country, to ensure you produce alternatives that match the foods they would traditionally eat.

**One in five**



- Brits incorporated vegan dishes and desserts in their Christmas dinners in 2021<sup>6</sup>





# PRODUCE STAND-OUT PLANT-BASED CHRISTMAS PRODUCTS



In the last few years, the variety of plant-based Christmas meats has risen sharply, with big and small brands and retailers around the world launching innovative new offerings. For example, German supermarket Aldi has just announced its new No Turkey Crown made from soya protein, while Irish brand Thanks Plants has launched a Festive Roast made from seitan.

Even newer players understand the importance of getting involved in the plant-based Christmas scene, with Amazon recently announcing its own No Turkey Joint.

In such a competitive market, your products need to stand out to gain favour (and purchases) from consumers.



**When it comes to buying plant-based festive food and drink items, the top three most important factors cited by consumers are taste, followed by price, and familiarity.**

Above all else, consumers want indulgence – something similar to the traditional foods they are used to eating at winter feasts.

So producers and retailers need to work together to ensure that their plant-based Christmas offerings appeal to consumers' taste demands, and achieve price parity with animal-based options.





# KEY INSIGHTS



It is vital that businesses looking to target the ever-growing number of consumers eating plant-based products prepare for and engage with Christmas. It's a prime opportunity to boost sales, as well as enhance your company's reputation, and safeguard its future.

- ➔ Innovate your plant-based line-ups at Christmas to ensure your products stand out from the many other launches during winter.
- ➔ Brands and retailers should prepare co-promoted Christmas strategies. Both can advance their net-zero targets while supporting changing consumer preferences and nutrition.
- ➔ Focus on recreating the traditional, meaty centre-piece experience consumers are used to, with products marketed at affordable prices to ensure adoption.
- ➔ Know your target audience and the varying preferences in different countries – keep these in mind when tailoring your plant-based offerings.

If you're keen to learn how to attract more customers and instigate a greater number of plant-based purchases, ProVeg can help. Get in touch to talk over and develop your plant-based strategy by emailing us at [corporate@proveg.com](mailto:corporate@proveg.com).



# REFERENCES

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