
From Veganuary to Veganism: consumption profiles for a lifestyle phenomenon

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Abstract

Purpose

Plant-based food production and consumption incremental growth is skyrocketing in the last decade, reaching a more than promising 161.9B\$ forecast in 2030 (Statista, 2021). Vegetarian and vegan consumers appear to be far from the initial stigma related to these consumption forms, but a real understanding of the diverse consumer profiles populating this healthy-based lifestyle is still unknown. Due to the importance of plant-based consumption habits for consumers and the related practices, as well as ethical consequences for companies, and society at large, a deeper investigation of this theme is urgent.

Design/ Methodology/ Approach

We adopted an inductive approach built on continual comparison between data collected through in-depth interviews with consumers and professionals, social media observation, and press analysis. Data analysis is combined with lifestyle conceptual lenses (Glazer and Strauss, 1967).

Findings

We identify and define different consumer profiles in the vast area of plant-based consumption. Consumers' habits and consumption forms are led by the need to redefine and declare a lifestyle attitude, more than be associated with a social movement (Geihman, 2021).

Research Implications and Limitations

The nature of the inquiry and the entity of the investigation don't allow generalization. The definition of consumer profiles is fundamental to identifying a phenomenon in development.

Originality/ Value

To the best of our knowledge, this is the first tentative to profile different forms of plant-based consumption.

Essential References

*Speaker

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Glaser, B. G. and Strauss, A. (1967) *The Discovery of Grounded Theory: Strategies for Qualitative Research*. Chicago, IL: Aldine Publishing Co.

Statista (2021) Veganism and vegetarianism worldwide. <https://www.statista.com/topics/8771/veganism-and-vegetarianism-worldwide/#dossier-chapter1>