



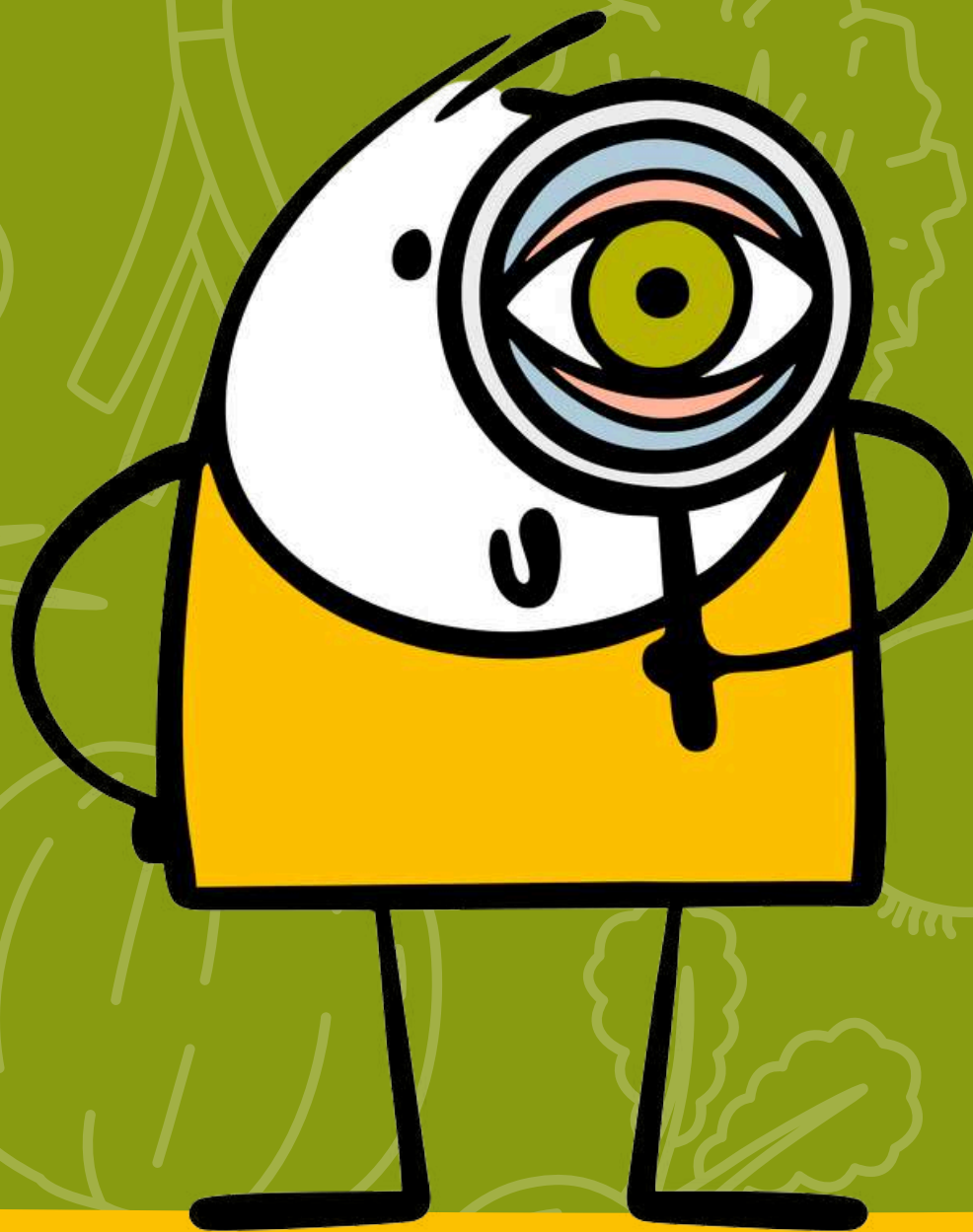
VEG POPULATION ON THE RISE!



Never have there been so many vegetarians and vegans in Italy!



A recent survey by Eurispes looked into the eating habits of Italians, covering omnivores, vegetarians, and vegans.



Currently, 9.5% of the Italian population is veg.



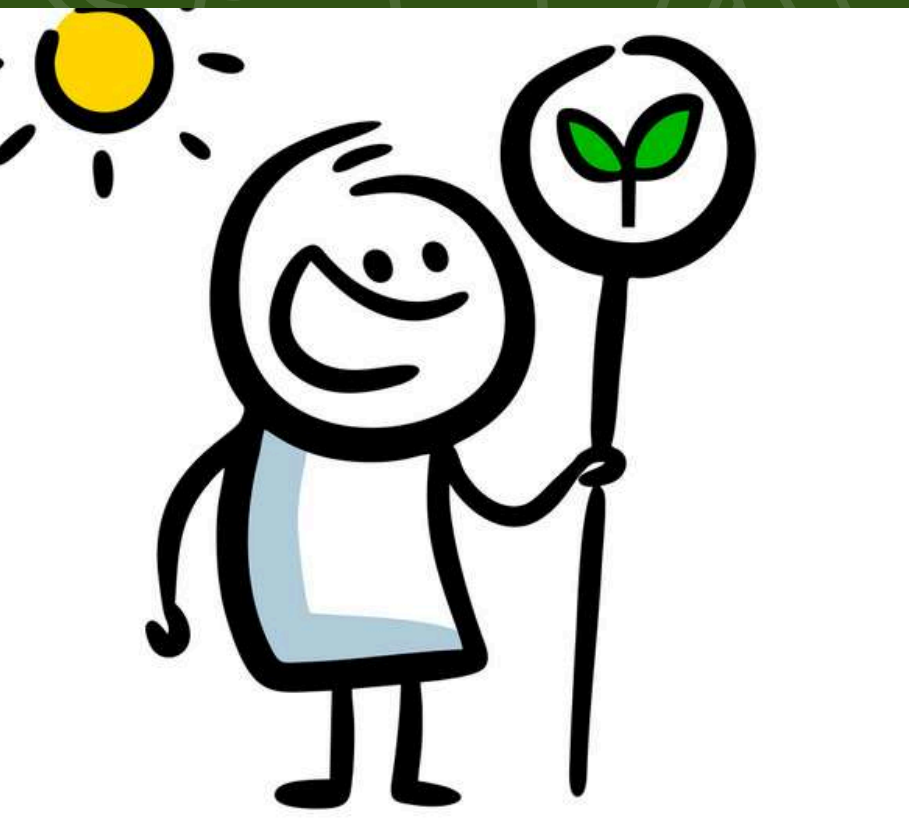
Of this group, 7.2% are vegetarian and 2.3% are vegan. An additional 5% mentioned they had tried a vegetarian diet in the past.



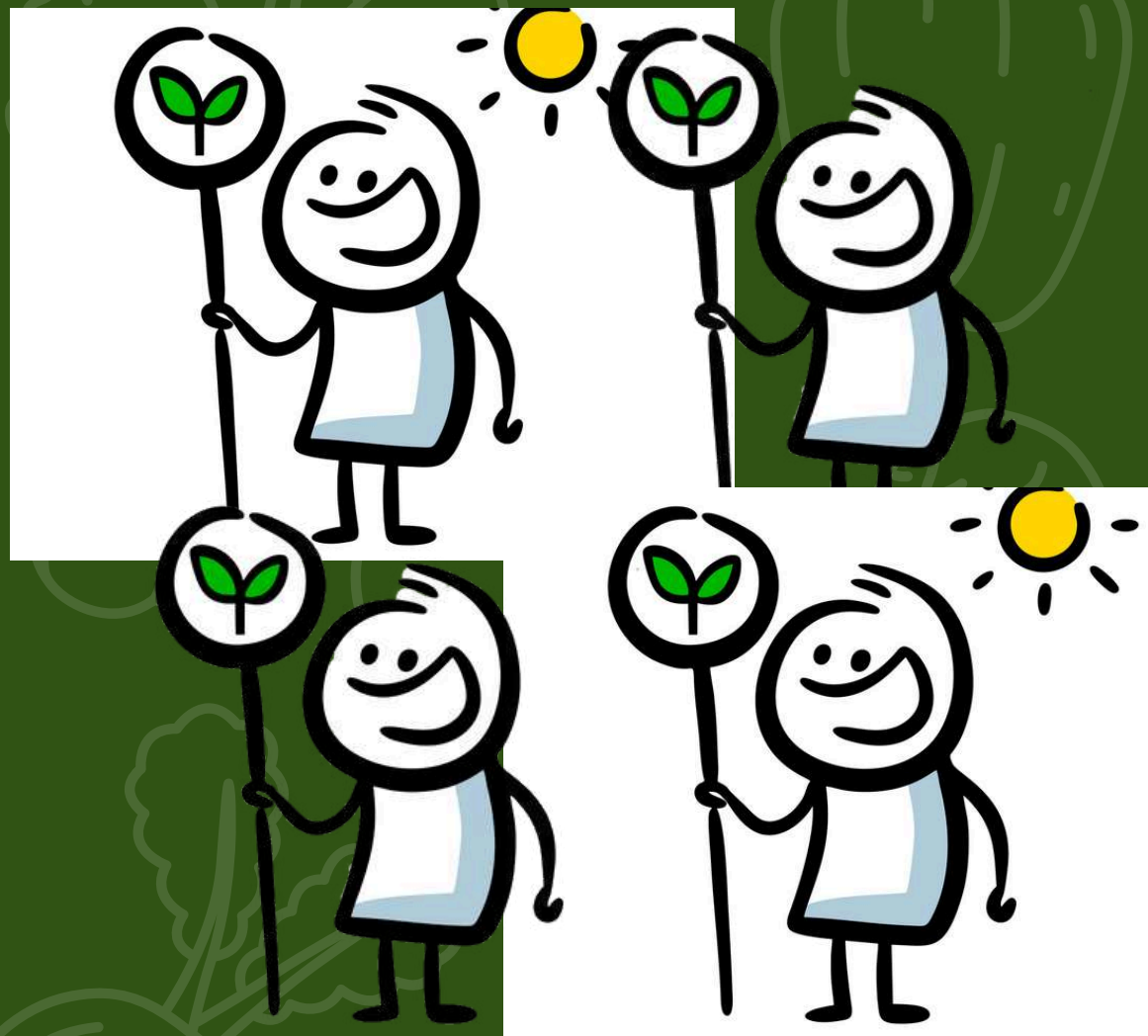


Notably, the proportion of vegans has quadrupled between 2014 and 2024.

2014



2024



The number of vegetarians has also seen an uptick over the past year, with a 3% increase.



**Be the
CHANGE**

**GO
VEGANOK**