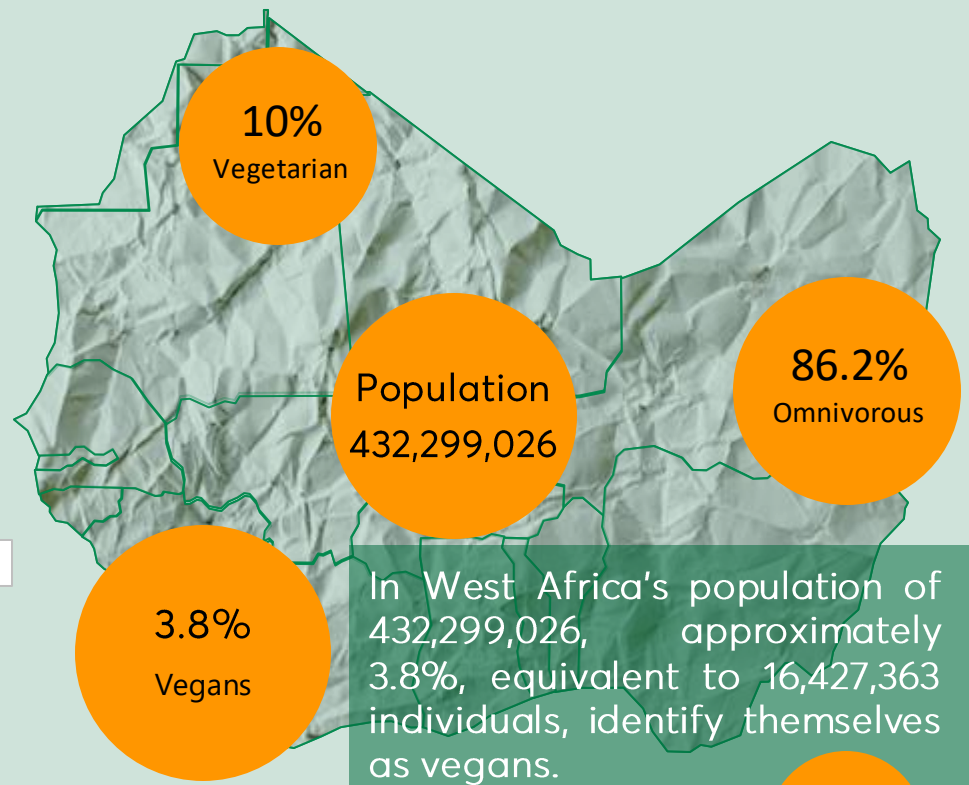
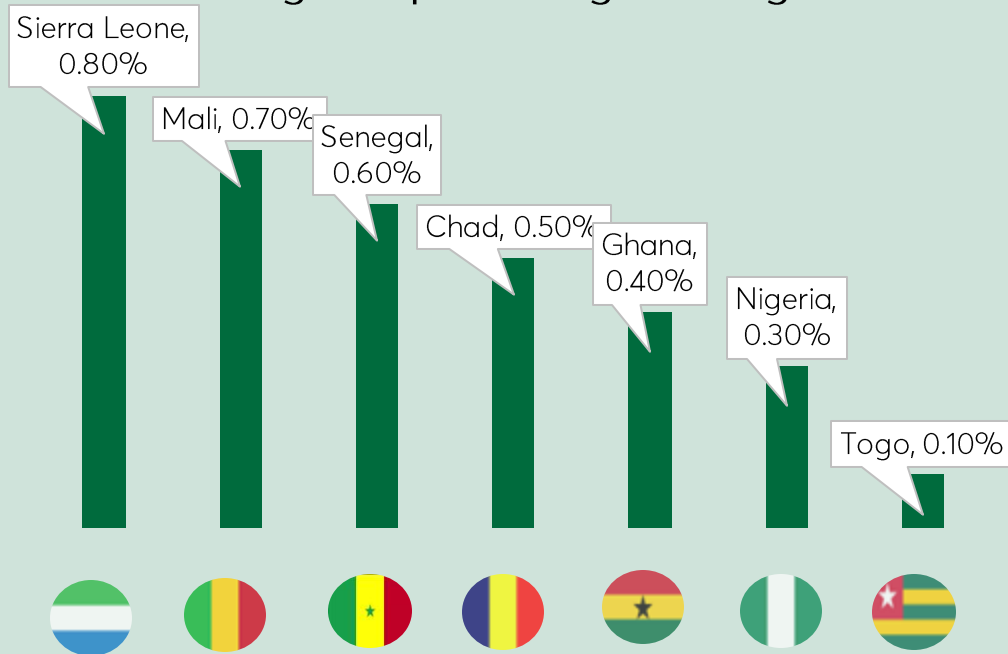




The Rise of Veganism in West Africa

West Africa, a region rich in diverse culinary traditions, has a low number of vegans due to cultural, economic, and accessibility factors. However, as awareness grows and health and environmental concerns take centre stage, a growing number of individuals are embracing the benefits of a plant-based lifestyle, fostering a promising shift towards veganism in the region.

West African countries with the highest percentage of Vegans



Factors Limiting Veganism

Socio-cultural factors

In West Africa, there is a prevalent cultural belief that animal products are vital for maintaining good health. People often say things like "you need meat to be strong" or "you can't get enough protein without meat" in countries like Nigeria. Additionally, meat and fish are widely regarded as essential foods and symbols of wealth and status

Economic factors

Plant-based foods can be more expensive than animal products in West Africa, especially in rural areas. For instance, In Ghana, tofu, which is a popular plant-based protein source, can be up to twice as expensive as chicken. This is due to a number of factors, including the cost of transportation and the lack of availability of plant-based products.

Lack of vegan-friendly options:

There are a limited number of vegan-friendly restaurants and stores in West Africa. This can make it difficult for people to follow a vegan diet, especially if they are travelling or eating out.

According to a 2021 report by Data Bridge Market Research, the West Africa plant-based product market is expected to grow at a CAGR of 5.00% from 2021 to 2028. This suggests that the number of vegans in West Africa is likely to increase in the coming years.

CAGR 5%



Dietary Choices

Dietary choices like being omnivorous, vegetarian, or vegan are influenced by the principles of veganism in West Africa, which emphasize ethical, environmental, and health considerations regarding the consumption of animal products



Omnivorous: The majority of West Africans follow omnivorous diets, consuming both plant-based and animal-based foods.

Vegetarian: Approximately 10% of West Africans are vegetarian, meaning they do not eat meat but do consume other animal products such as eggs, dairy, and honey.

Vegan: The number of vegans in West Africa is still relatively small, but it is growing steadily. It is estimated that there are approximately 3.8%

With more vegan organizations and vegan-friendly places emerging, the availability of various vegan products like salad, cheeses, Akara (a fritter made from black-eyed peas), Peanut butter, and banana sandwiches has also grown, and people are discovering that they taste just as good as non-vegan options.

The increasing popularity of veganism in West Africa is also being driven by a growing awareness of the ethical, environmental, and health benefits of a plant-based diet. Thus, many people are now realizing that eating vegan is a way to reduce their impact on the environment, improve their health, and live in accordance with their ethical values.

Veganism is becoming more popular in West Africa, and soon it will be as common as in other parts of Africa. In the future, there will be more vegan options, places that cater to vegans, and more people choosing to adopt a vegan lifestyle.

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